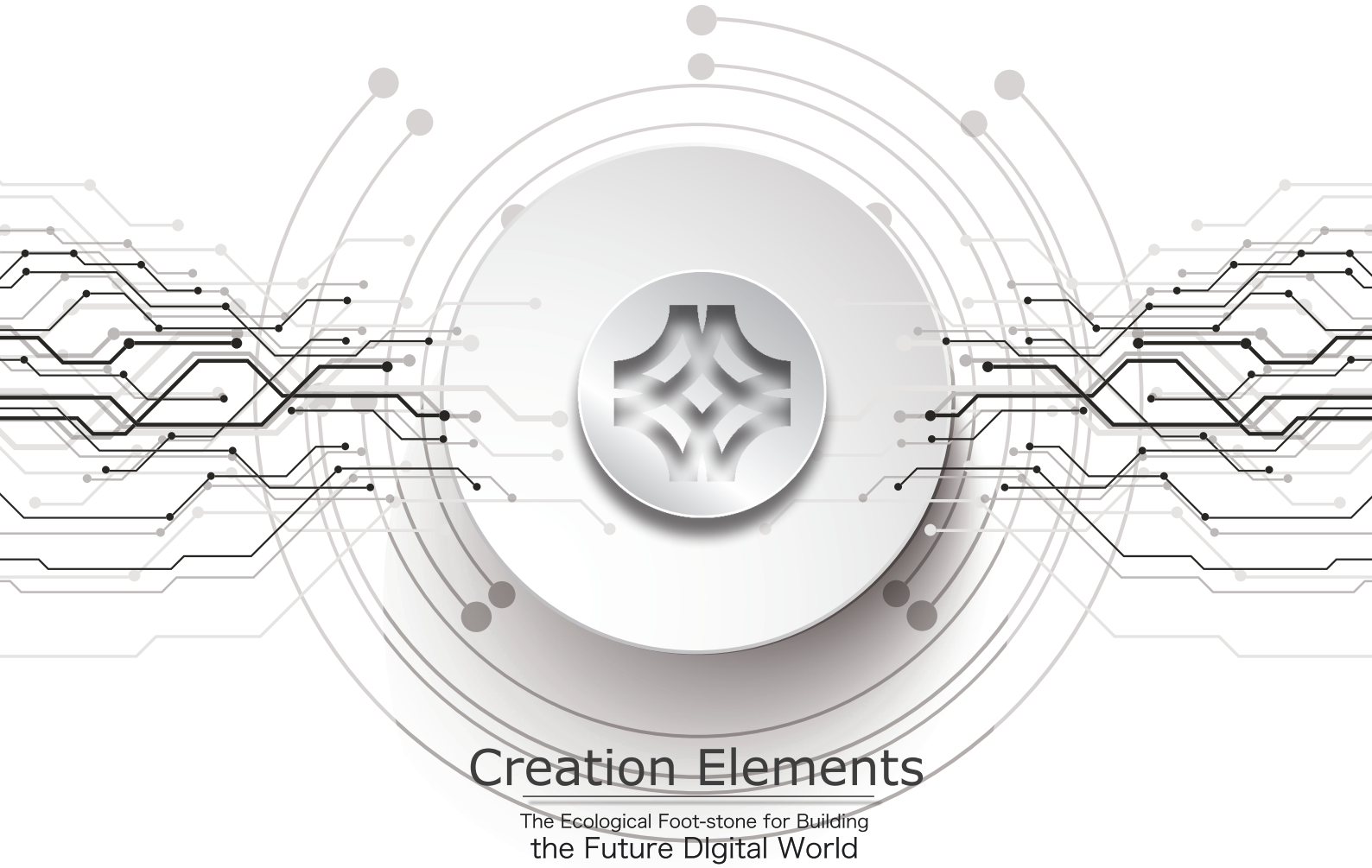

Creation Elements

The Ecological Foot-stone for Building
the Future DIgital World

THE
WHITE PAPER
ENGLISH VERSION

Creation Elements

THE BEST WAY TO PREDICT THE FUTURE IS TO INVENT IT.

– Alan Kay

Abstract

Human has been officially stepped into immersive type of stereoscopic display era since 2014 with rapid development of global digital display technique; occurrence of AR, VR, MR and other technologies redefines audio and visual standard of human; however, production of these digital contents cannot depend on traditional digital camera; instead, it shall recreate digital elements through computer and common digital elements include but are not limited to: 3D model, 2D image, music/sound effects and source code, etc. In the future, digitization shall occupy higher and higher proportion in our life; the trend that the whole world shall enter globalization is irreversible with rapid development of VR, AR and MR technique.

Creation Elements Chain (hereinafter referred to as CE) is a digital elements integration eco-system based on blockchain technology. It gathers global creators of digital works. Each digital work will be encrypted and identified by blockchain technology when uploading. Creators can

contact and cooperate with each other in such an open-source and autonomous community. When digital elements are transacted, both the buyer and the seller will execute smart contract and conduct token payment. The above-mentioned mechanism will help to protect activeness of global creators of digital elements and meet the trend of the digital explosion.

For existing centralized website which providing digital elements, the branches of 3D model, 2D image, music/ sound effects and program code are independent and vertical without mutual intersection and correlation; therefore, demander of digital elements needs to switch and research repeatedly in different websites. In addition, centralized website doesn't have ascription right for digital elements that mentioned above and all websites collect agency fee during transaction of digital elements. Under the trend that blockchain technique is popularized worldwide, independent, vertical and centralized digital elements website sold by agency without right protection is continuously marginalized.

Abstract

CE integrates traditional independent and vertical digital elements industry to conduct ascription right of 3D model, 2D image, music/sound effects and program code and integrate them into unified digital ecosystem, which protects right of creator of digital elements and provides integrated index service for demander of digital elements. CE, as basic supply chain of decentralized autonomous community based on blockchain technique, shall support development of various digital Dapp projects and provide safe and stable operation environment with low power consumption and high efficiency.

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1. Background Introduction

1.1 Development of Digital Industry

Doctoral thesis of Ivan Sutherland in 1963 laid the foundation of computer graphics and created new interaction form between human and computer. In the following over 50 years, computer graphics technique and human-computer interaction technique are developed quickly.

According to statistics of authorized institution, American economy has been gradually converted from real economy to information, relation, copyright, entertainment, related derivatives and other intangible commodities; virtual world constituting of computer, entertainment and communication is huger than any traditional industrial giants (such as building, food and auto manufacturing) in the past. In current China, electronic payment digitizes currency, IBOOK digitizes intellectual property right, WeChat digitizes social interaction, Taobao digitizes shopping; various aspects of human life are gradually digitized.

Currently, the overall scope of global digital content industry is USD 57 billion with an increase of 30%. If it is analyzed based on area, developed countries still lead the development of digital content industry with their advantages in information technology and innovative contents. The US takes the lead comprehensively; north Europe takes the lead in developed degree and innovation power; Britain continuously develops its advantages in innovative industry; of its digital content industry through national policy. Developing countries also continuously improve scope and global competitiveness of their digital content industry through political innovation, technical innovation and cultural innovation, especially China, Brazil and other BRICS become growth point of global digital content industry with their advantages in user market.

Digital content industry in China is started late; however, it can be seen from market scope and growth rate that its development is rapid. With active promotion of national policy, and flourishing development of digital

information processing technique and network carrier in recent years, digital content industry in China is gradually development at a quick speed. China also sets up the first digital content industry research center in Beijing with the purpose of integrating information of the development of digital content industry, deeply digging out information value and promoting related subject research and application research to provide knowledge resource for digital industry content development. According to report on analysis on current state and development prospect of digital content market in China in 2018-2025 issued by China Industry Research Network, global digitalcontent industry shall present following trend in the future driven by technique promotion, demand drive, state assistant, capital drive and other factors: market in developing countries shall be further expanded to become global growth point; mobile technique shall further change industrial pattern; competition on content localization shall be aggravated; information technology shall be developed quicker that AR, VR, 3D

printing, holographic imaging and wearable technology.

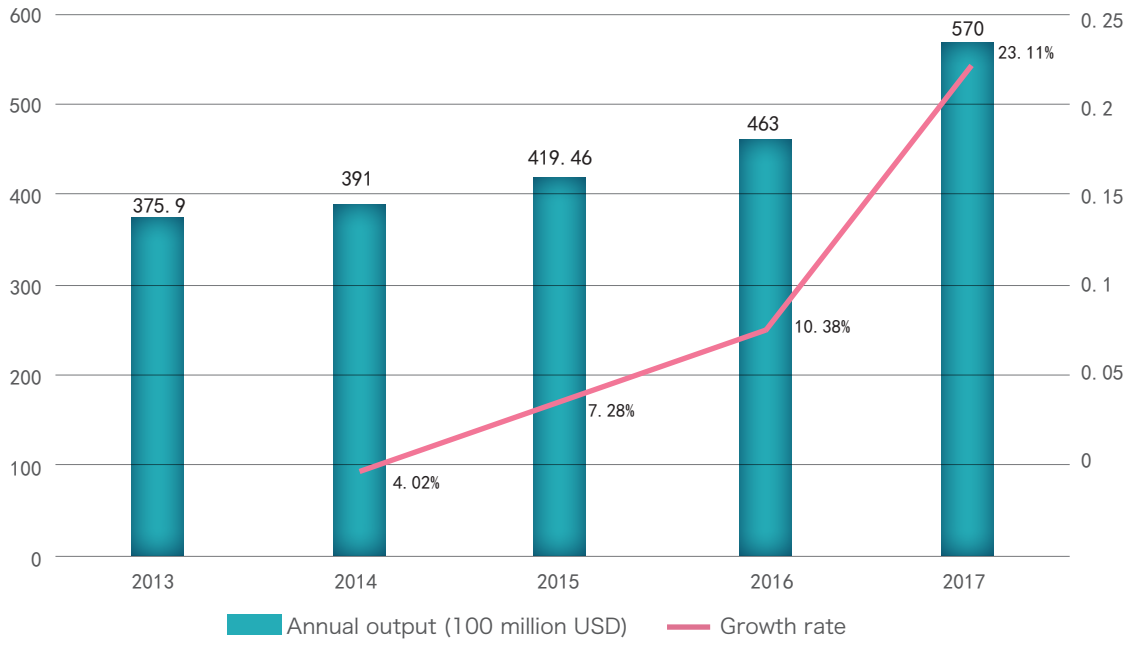

Fig.1 Development Trend of Global Digital Content Industry

1.2 Milestone of Digital Industry

"The whale in the stadium" of American Magic Leap Company made the world shocked in 2015; Google and Alibaba invested USD 1.9 billion in research and development of AR

Fig.2 AR Presentation of "Whale" of Magic Leap Company

In 2014, FACEBOOK purchased Oculus VR Company - manufacturer of virtual reality headset, with USD 2 billion and Zuckerberg hopes that VR can enter people's life. Oculus shall produce the second generation of VR headset in 2019.

Fig.3 Zuckerberg Invested USD 2 Billion in VR Area

In 2015, Microsoft produced the complete new generation of computing platform Hololens and MR (mixed reality) technique shall end the PC era. Hololens MR glass has been produced in massive amount in Jiangsu Province, China in 2017.

Fig.4 Application of Microsoft Hololens in Industrial Area

1.3 Problems of Digital Industry

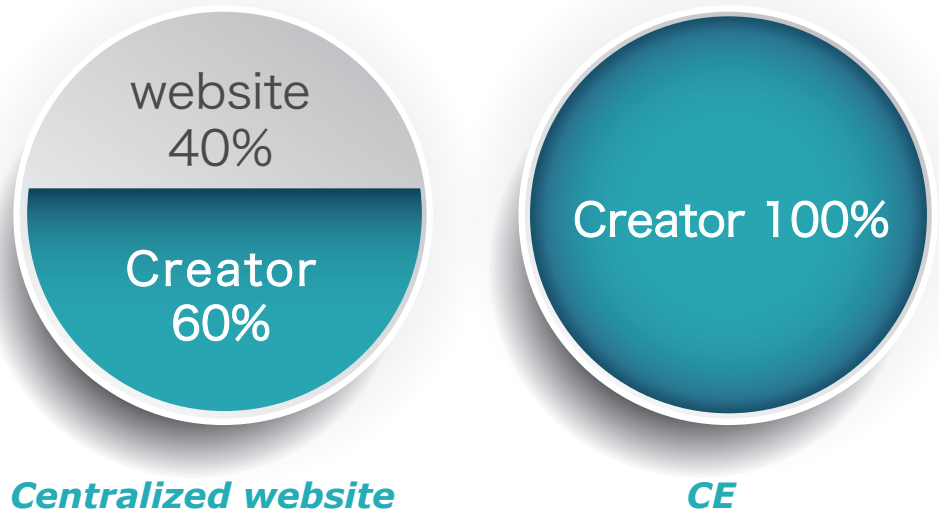

Fig.5 Comparison on Profit of Creator in Centralized Website and CE

Elements defined in this white book refer to 3D model, 2D image, music/sound effects, source code and other materials used for producing digital contents generated by computer software or program.

Currently, digital content production and consumption area includes game, film, animation and design; the demand of digital elements in these areas is prosperous, while there are many problems in centralized website:

1.3.1 Digital elements can be copied and transmitted on the Internet rapidly at low cost; although laws and regulations on copyright are continuously promoted and authentic consciousness is gradually improved, piracy of digital elements can't be stopped driven by huge economic profit. The value of digital elements is closed to zero due to large scope of copy and transmission; in addition, copyright of most creators cannot be protected and their legal profits are suffered from destructive damage, so their profits are directly influenced.

1.3.2 Currently, transmission, circulation and partial

safeguard of digital elements are completed by centralized digital elements website. However, current mainstream centralized website collects high agency fee in digital elements transaction, resulting into creator's profit is reduced. Transaction price cannot truly reflect market value of digital elements.

1.3.3 Creators cannot gain normal profit due to the market feedback that bad money expels good money and they are forced to work in centralized organization. With the demand of nonprofessional clients and homogeneous market, creator's imagination and creation enthusiasm are greatly inhibited and the level of digital elements becomes poorer day by day.

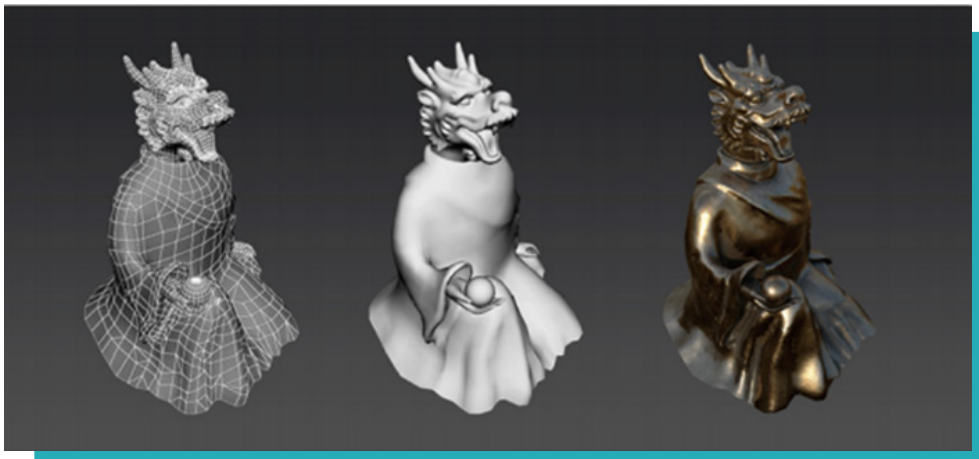

Fig.6 3D Digital Elements Produced by CE Team (Dragon Head of Chinese Zodiac)

Therefore, one mechanism and technique is in urgent demand to protect interests of digital content. Creators can "create and own" digital elements produced by themselves due to occurrence of CE and the value of digital elements won't be damaged during the Internet transmission and use process which protects creator's interest to the maximum degree and stimulates their creation desire and creativity to contribute more imaginative content to digital world.

2·CE

2.1 Introduction to CE

CE is the basic application chain of digital elements created by blockchain technique which shall deeply cooperate with Elastos operation system and make innovation with combination of characteristics of digital industry. Elastos blockchain operation system can greatly protect digital contents and privacy free from being disclosed and stolen; in addition, blockchain technique can determine the right of digital contents. The combination of them can provide economic foundation of “private property” for the Internet in information era. Economy can only be generated and productivity can only be developed based on clear property. Based on strong credit foundation of Elastos, CE deeply combines characteristics of digital industry, applies DAG technique to support massive transactions with high

frequency and completes combination of strong credit and highly frequent safe transaction so that “private property” can be circulated freely with high efficiency.

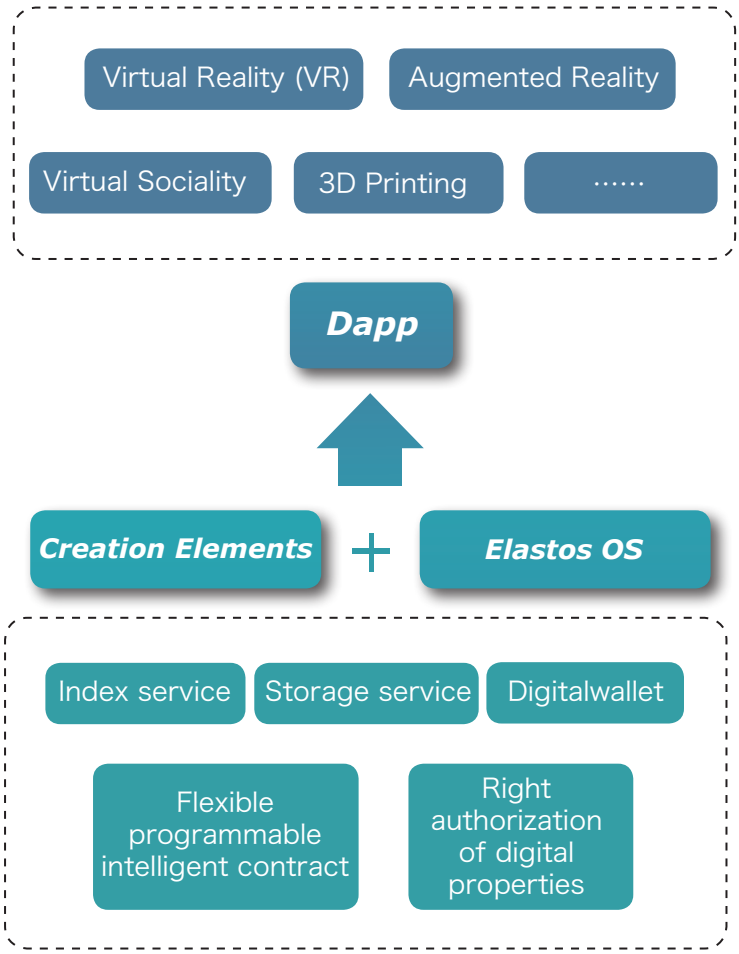

Fig.7 System Frame of CE

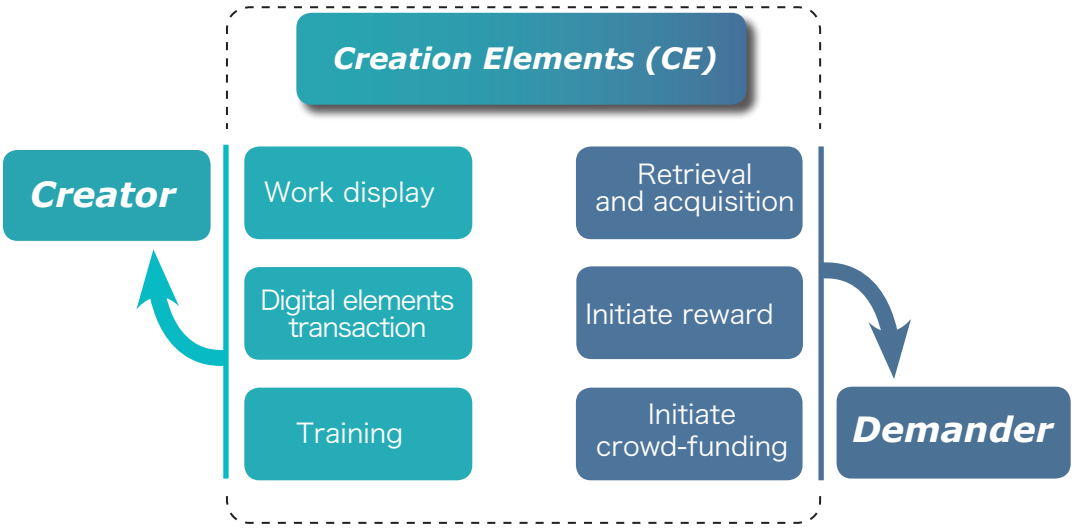

Fig.8 Usage scenarios of CE

CE community integrates creators and demanders of 3D model, music/sound effects, program code and other digital elements. Creators can start own business inside community and earn token profit through work display, digital elements transaction, training and other professional abilities; demanders can integrate forces to purchase one digital elements commodity with high price and share document by crowd-funding; or they can offer reward to digital elements demanded by them which don't exist in CE currently through token.

For digital Dapp projects developed on CE, CE shall provide digital elements procurement and reward offering, storage space lease, digital wallet, flexible programmable intelligent contract and other basic ecological supports so that cooperated Dapp development team can focus on project development.

1)Purchase and Offering Reward of Digital Elements

CE provides reward mechanism besides buying and selling function of traditional digital elements; namely, when digital Dapp party cannot find own demanded element, it can use digital token to offer reward; after creators make response, both parties shall communicate anonymously and write communication result into intelligent contract. They can initiate arbitration vote for any dispute.

2) Storage Space Lease

Digital Dapp project party needs to pay digital token to CE and gain storage space corresponded with digital contents.

3) Digital Wallet

As VR and other digital Dapp projects shall occur on CE, and real 3D VR display is totally different from current 2D display of mobile device or other type of screen. It is assumed that we need to pay in virtual world, it is necessary that users can directly pay in virtual world instead of jumping into the real world.

4) Flexible Programmable Intelligent Contract

Some digital elements creators hope to sell use right of works while some hope to sell ownership of works; therefore, flexible programmable intelligent contract is especially developed to respect individual demand. Flexible programmable intelligent contract can meet demand of different roles and provide personalized customization for price and size.

5) Instant Messaging

Instant messaging is set inside browser of digital wallet

to make communication between demander and creator convenient and better so that both parties can interact at any time.

6) Index Service

Index function is built in browser of digital wallet and necessary digital elements can be found through researching label.

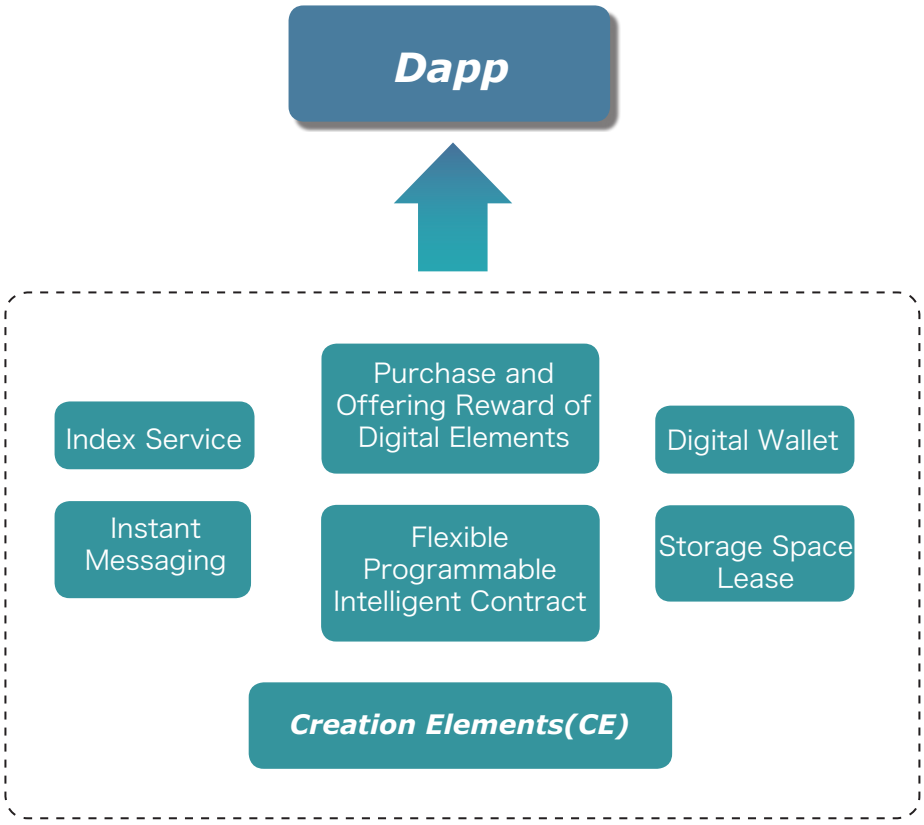

Fig. 9 Ecological Support Provided by CE

2.2 Characteristics of CE

The occurrence of CE shall provide unique technical and ecological support for creation of global digital elements:

2.2.1 Protection Mechanism of Double-Right Authorization

Right of all digital elements on CE shall be authorized when they are uploaded for the first time; meanwhile, digital elements sources in all digital Dapp projects operated on chain in the future must be transferred from CE. CE shall conduct secondary right authorization for digital contents created by Dapp. Double-right authorization proves original warrant of Dapp belongs to creation team through timestamp and intelligent contract.

2.2.2 The Substantialization of Digital Commodity

CE provides double-spending and anti-illegal download protection for Dapp operated on CE. When consumers purchase digital contents, they shall use token to automatically execute details of intelligent contract. It shall protect digital

commodity with the same cost nature as actual commodity truly through blockchain technique. CE shall provide the digital experience with the best quality and low price which protects creation power and due benefit of digital elements creators to the maximum degree in global long tail consumption scene.

2.3 Use Process of CE

The core of CE use is a terminal program which can be operated on both PC terminal and mobile phone terminal, mainly including user, token, community, upload, retrieval, flexible programmable intelligent contract, reward issuing and other functions.

CE can be divided into three types of use scenes: creator, demander and crowd-funding initiator:

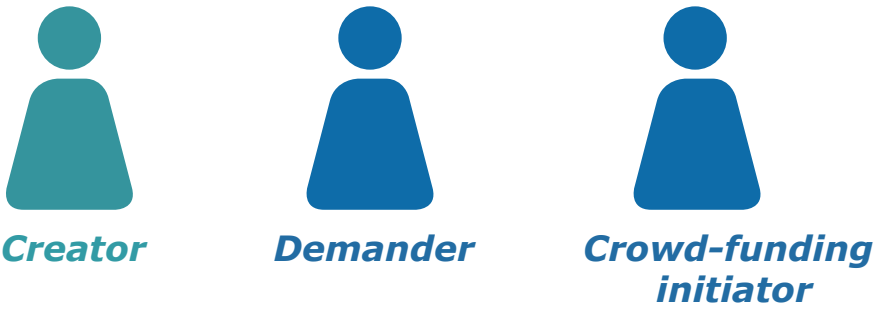

Fig. 10 Use Role of CE Scene

2.3.1 Use process of creators in CE:

A. Set digital 3D model as example. After a modeler creates a model, when he/she uploads the model through client terminal he/she needs to fill in 5 key words as retrieval tag of the model.

B. Modeler customizes related details of intelligent contract.

C. Corresponding maps, animation contents, labels and document formats of model document shall be stored in cloud space.

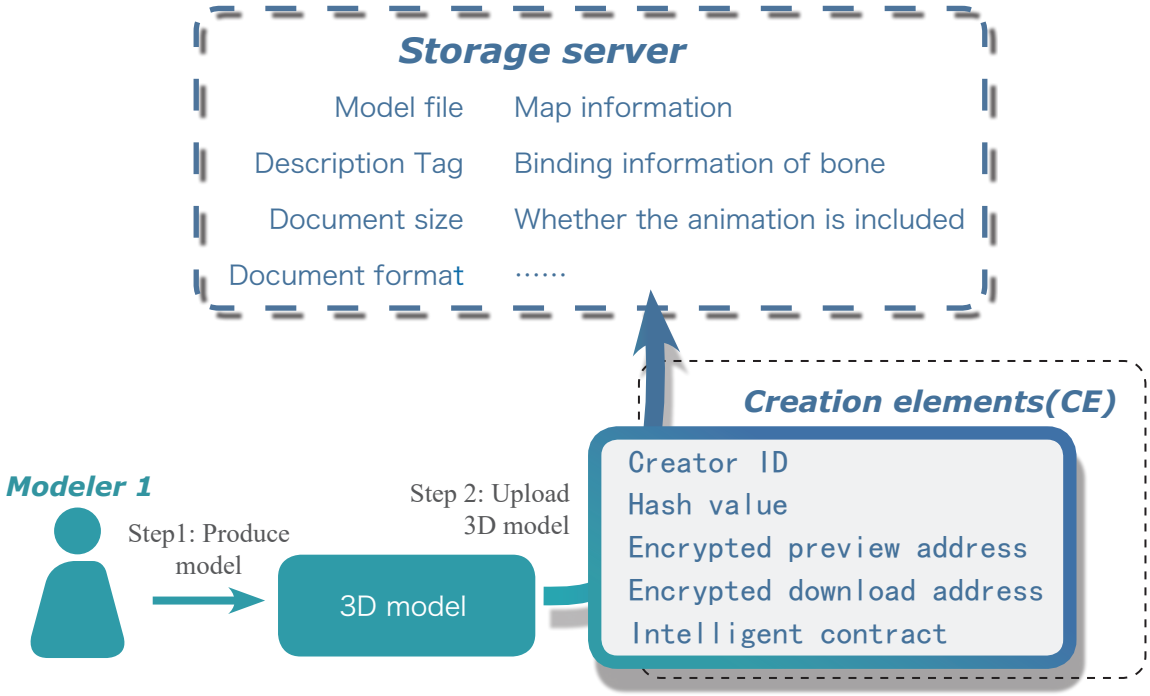

Fig. 11 Use Process of Creator in CE

2.3.2 Use process of demander in CE:

A. Demander describes document through textual description, reference drawing or video and offers reward.

B. Demander customizes intelligent contract, including following contents:

① Start and stop time of reward

② Ownership or use right of model

③ the quantity of token that winner can gain

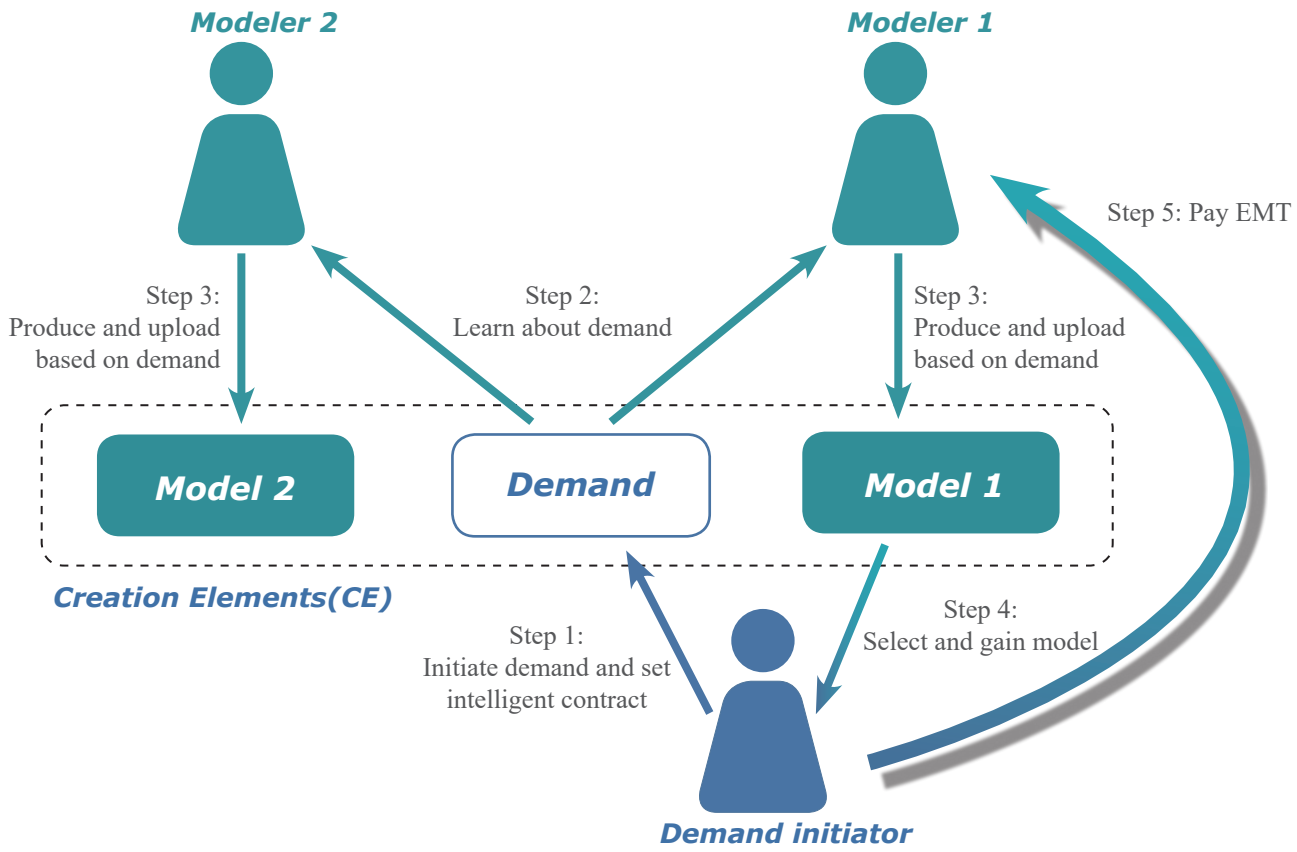

Fig. 12 Use Process of Demander in CE

2.3.3 Use process of crowd-funding personnel in CE:

A. Crowd-funding initiator describes document and initiates crowd-funding through textual description, reference drawing or video and offers reward.

B. Crowd-funding initiator customizes crowd-funding intelligent contract, including following contents:

① Start and stop time of crowd-funding;

② Quantity of crowd-funding token target (minimum start token quantity);

③ Crowd-funding plan: It is divided into several levels; token quantity needed to be submitted, gained profit and total quantity of each level.

C. Community member shall participate into crowd-funding based on own situation; as long as target quantity can be reached before termination of crowd-funding, crowd-funding initiators shall produce crowd-funding material and upload them to CE after completing them. Each transaction of crowd-funding digital elements in the future, members participating into crowd-funding can gain token dividend based on own contribution proportion based on intelligent contract.

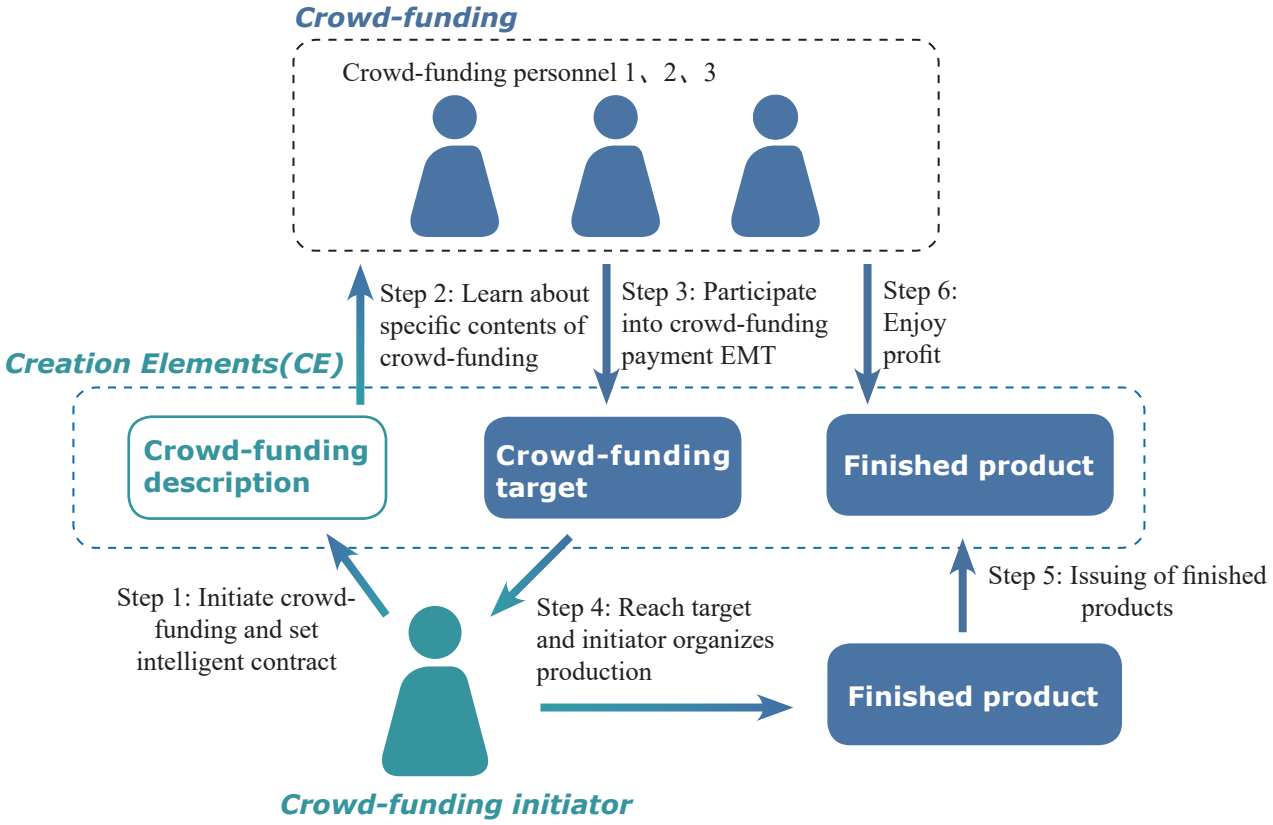

Fig. 13 Use Process of Crowd-funding initiator in CE

2.4 Expectation of Digital Dapp Project

2.4.1 VR Dapp: The invention of TV in 1925 broken the pattern that paper media unified the world, marking people step into video era. The born of VR in 2015 shall conduct revolutionary updating for video era; 2D display screen with mobile phone and computer as representative shall be transited into 3D display era.

The difference between 2D and 3D display is just like appreciating a painting and a sculpture. You can only

appreciate a painting by standing at side; while when we observe sculpture, we can be close to it and appreciate it repeatedly; as there is one more latitude in information receiving, the efficiency of information transfer in comprehensiveness and accuracy is greatly improved.

Experiencers shall focus on immersed audiovisual created by VR and forget actual world and the interactive experience with virtual world is hard to be recognized and they shall comprehensively devote themselves into another “real world”. In the future, immersive novelty experience of VR shall bring completely explosive-level new feeling to people’s spiritual world.

Take virtual concert as example. In VR, users can produce own virtual avatar through offering reward by digital token and select concert sites (Hung Hom, Mercedes, Bird Nest and even the Bund in Shanghai); in addition, users can make starts (virtual avatar) as your concert guests or awarding guests and the whole experience can be recorded in VR to meet the dream of being star of

people in real life. If you own the ownership of one star (virtual avatar), you become his broker in virtual world and you can call on many fans to watch the concert. Digital token paid by fans shall become your income in virtual world which can be exchanged and used in real world.

Fig. 14 VR Is the First 3D Hardware of Human

2.4.2 3D print Dapp: Jeremy Rifkin points out in The Zero Marginal Cost Society that 3D print shall greatly change production cost of the society in the future and even 3D printer can print itself. According to authoritative statistics, nearly 100,000 amateurs worldwide adopt 3D printing technique to produce their necessary commodities. Currently, issues as small as jewelries or as large as house can be printed, which has greatly impacted traditional production mode.

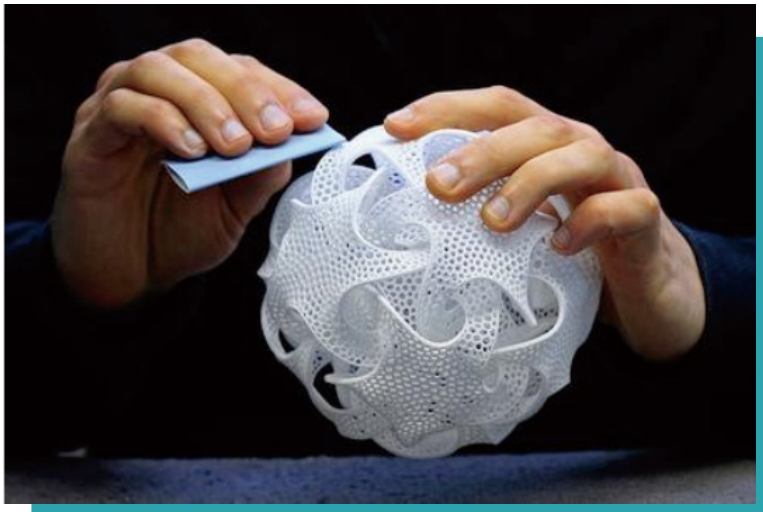

Fig. 15 3D Print Promotes Social Production to Enter into Zero Storage Era

3D print is the channel that digital world makes reaction to actual world. For the shopping in the future, consumers shall pay front money after confirming 3D digital model through computer and manufacturer can produce through 3D print; social production can enter into order mode without excess inventory. Consumers with powerful consumption capacity can initiate demand by

utilizing intelligent contract which shall be customized by designer; then, 3D print shall complete production. It is assumed that modeler designs a novel cup and uploads 3D model in CE and over thousands of users in CE community love the cup design; at this time, we can customize (size, color and text, etc.) and print finished product based on user's hobby through 3D print Dapp; in addition, we can sell and deliver products to users in community.

3. Consensus Mechanism

3.1 CE Consensus Mechanism

The CE consensus mechanism is the innovative DAG+DAO+Dwitness. DAG solves speed of large amount of high-frequent transaction on supply chain that the more crowded of transaction, the quicker speed. DAO solve rules of non-centralized organization. Supervision mechanism of Dwitness effectively prevents occurrence of being evil and authorize right of digital elements.

DAG is directed acyclic graph; in graph theory, if in one directed graph, it cannot return to the point of start through several laterals, the graph is called DAG.

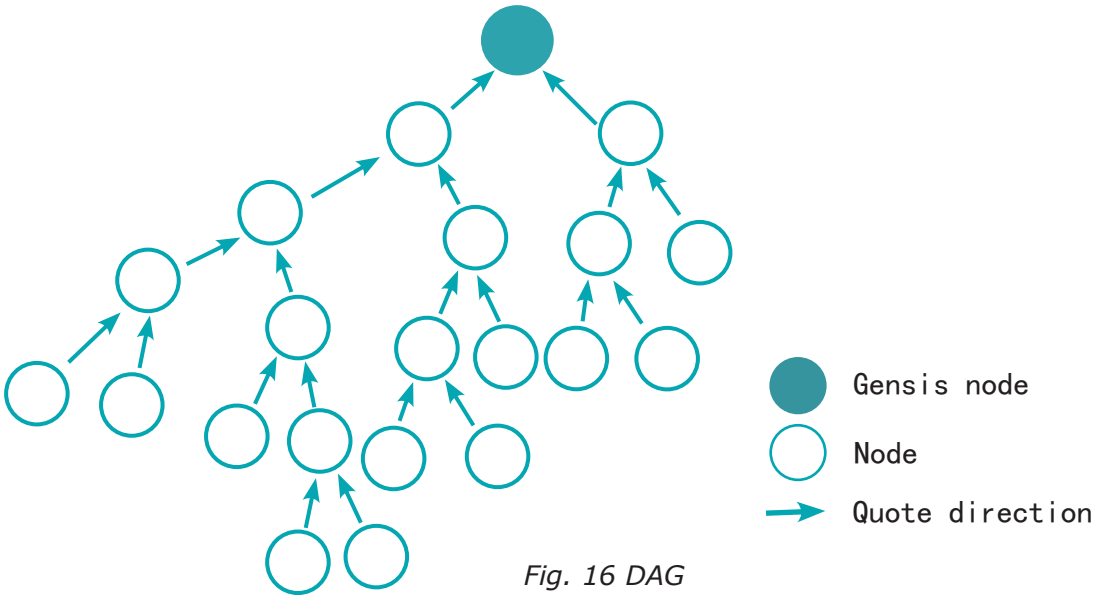

Fig. 16 DAG

The blockchain technique with Bitcoin as representative shows normal operation and work of one non-centralized payment system to the whole world through the success of Bitcoin; the social practice has attracted attention of more and more companies and individuals. Now, many large companies, such as IBM, Google, Tencent and Alibaba, are seeking for the method for combining with blockchain. However, as many problems exist in blockchain, such as transaction throughput capacity (TPS), delayed confirmation (confirmed once every 10 minutes) and huge transaction data (aiming at complete node), the expansion and accessibility of blockchain technique are greatly restricted.

DAG technique is originated from DAG in graph theory; throughput capacity and transaction confirmation speed of blockchain can be increased in theory. Some people think DAG is the bottom-layer technique more advanced than blockchain.

DAG technique is firstly used by IOTA and Byteball. The concept of “block net” is formed through improving the structure of blockchain which greatly improves bearing capacity and transaction efficiency of blockchain. In IOTA, if one new transaction needs to be confirmed, previous two transactions, namely father transaction of the transaction, must be verified; all previous transactions are indirectly verified through the mechanism. In IOTA, the concept of weight integral is put forward; namely, the sum of own weight and weight of all verified transactions makes the longest chain selection of traditional blockchain become the heaviest chain selection. One issue deserves discussion - the source of some codes is not opened, especially the part related to transaction weight, so some people think Iota is not completely decentralized.

Byteball provides another choice - introduce the role of transaction witness (Dwitness node). Although some people are doubted whether transaction witness (Dwitness node)

has the space of doing evil, Byteball has higher efficiency compared with blockchain, so it attracts many blockchain hobbyists and technicians.

In blockchain network, PoW miner has huger rights. Miners shall pack transactions with higher poundage with priority with the consideration of its own interest; to improve account transfer speed, traders are forced to select higher transaction poundage. There is another possibility that miners shall select transactions meeting their own interests better, such as status crowd-funding; due to the selection tendency of miners, large amount of transactions cannot be packed and determined. However, very limited issues can be done in Dwitness of Byteball. After receiving one transaction, the only thing can be done is recording the timestamp of transaction. The creator of Byteball thinks the essence of Dwitness and miners in blockchain network are different because no block-out time isolation is left and it is needed to handle the next transaction.

Based on DAG consensus system, CE learns from Dpos entrusted and authorized consensus mechanism and put forward distributed autonomous organization (DAO) and depute witness system.

Just like Javascript technique in the early phase, the evolution process of blockchain technique must be accompanied with various challenges. One of the biggest challenges and one of the most prominent characteristics of blockchain technique is “Tamper proof”. Developers cannot change blockchain on the bottom layer or “constitution” on the top due to the characteristic; in addition, it is also difficult to control the version of base library and contract. One bug of recent Parity directly results in Bitcoin with the value of USD 150 million is blocked. Such accidents remind us continuously that it is important to construct structure which can withstand experience in the future. Therefore, we put forward DAO (Distributed Autonomous Organization) and let the community commonly select development direction

in the future, which can not only effectively reduce the consequence brought by code error, but greatly reduce the branching possibility.

In the decentralized world, prevention of double-spending and Byzantine general problem is the necessary foundation of the whole network. If they cannot be effectively prevented, the whole internet shall lose its significance. In DAG, each transaction shall be regarded as one node, and double-spending issue shall be solved through following agreements.

1)One node (transaction) cannot directly quote another node (transaction) that its father node (transaction) directly or indirectly quoted.

2)If over one node (transaction) is constructed and issued in one address, node (transaction) issued later must directly or indirectly include and quote all previously issued nodes (transactions) to form sequence node (transaction) series of the address which is used for distinguishing

sequence of time; otherwise, it shall be judged as double-spending attach.

3)If double-spending issue occurs, the Dwitness shall judge the one issued earlier legal while the one issued later shall be invalid (judged as double-spending).

3.2 About Dwitness

Dwitness is selected through distributed DAO and we regulate that selected Dwitness needs to pay certain amount of cash deposit to avoid Dwitness is collaborated with transaction node. Once it is found that one Dwitness has malpractices by other Dwitness, the cash deposit shall be confiscated. In addition, the witness node can also authorize the right of digital elements.

3.3 About Dust Attack

In blockchain network, the packing quantity is restricted by block size as the packing time is comparatively long; therefore, it is easy that traders may initiate dust attack, namely, traders initiate large amount of account

transfer transactions with small value to make the network congested. Currently, the majority of large amount of unpacked transactions in the Bitcoin network is dust attack. In DAG network, it is still needed to avoid occurrence of dust attack through extremely small amount of transaction poundage (0.1‰) although the transaction performance is greatly improved.

4. Use of Token

The token name of CE is EMT, which is the transitional TOKEN conforming to ERC20 standard. It shall be replaced as Coin of main chain after the main chain is online. Its use scene in CE is:

4.1 Storage consumption:

When Dapp on CE uses storage space, it shall pay EMT as lease use fee based on space size.

4.2 Digital material procurement:

When users purchase one material from CE wallet, it is needed to pay EMT to material supplier to download and use it.

4.3 Reward mechanism:

When creators need one material which cannot be found in CE wallet, they can use EMT to offer reward to purchase to stimulate community creators to upload related materials and earn EMT.

4.4 Mortgage mechanism:

The condition for becoming Dwitness is mortgaging certain amount of EMT on intelligent contract; if Dwitness

makes evil, all mortgaged EMT shall be collected by foundation which shall be used for CE ecological construction.

4.5 Transaction poundage:

When token transaction occurs, it is needed to pay certain proportion of EMT to Dwitness to guarantee timeliness and safety.

4.6 Arbitration vote:

When both parties of material transaction in CE have dispute, Dwitness shall adopt compensated vote mechanism; namely, Dwitness can use EMT to conduct vote arbitration and the winning party shall equally divide token of the failed party.

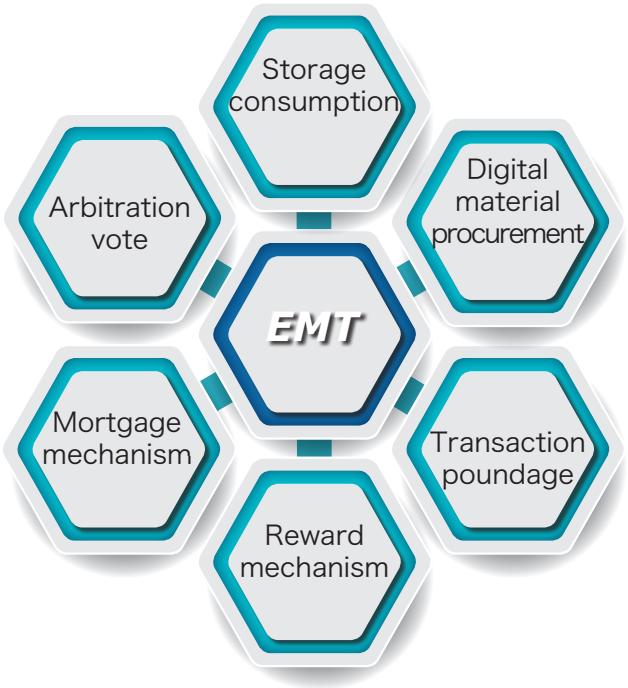

Fig. 17 Six Scenes for the Use of Token

5. Token Distribution Mechanism

The total circulation of EMT is 1 billion and EMT is the circulation token of CE Chain - DAO (Democratic Autonomous Organization); therefore, it shall not be inflated. However, in order to make up occurrence of various natural losses, like user's wallet losing and password forget as well as occurrence of insufficient stock and circulation amount of EMT, EMT shall increase circulation of 2% each year. It shall be distributed specifically based on the following method:

1) Voluntary exchange: 50%

Among it, the cornerstone is 5%, which shall be released 25% each month after locked for one year; early bird is 20%, which shall be released one-time after locked for half a year; token exchange is 25%; all tokens shall be used for supporting project operation.

2) Ecological construction: 30%

Be used for popularizing and setting up community and ecological service, rewarding blockchain technique andmodel technique contributor.

3) Team: 10%

Core members shall play an important role in the project development and the locking term is two years. After that, 10% of total locked amount shall be released.

4) Foundation: 10%

Be used for normal operation of the foundation and project investment of ecosystem.

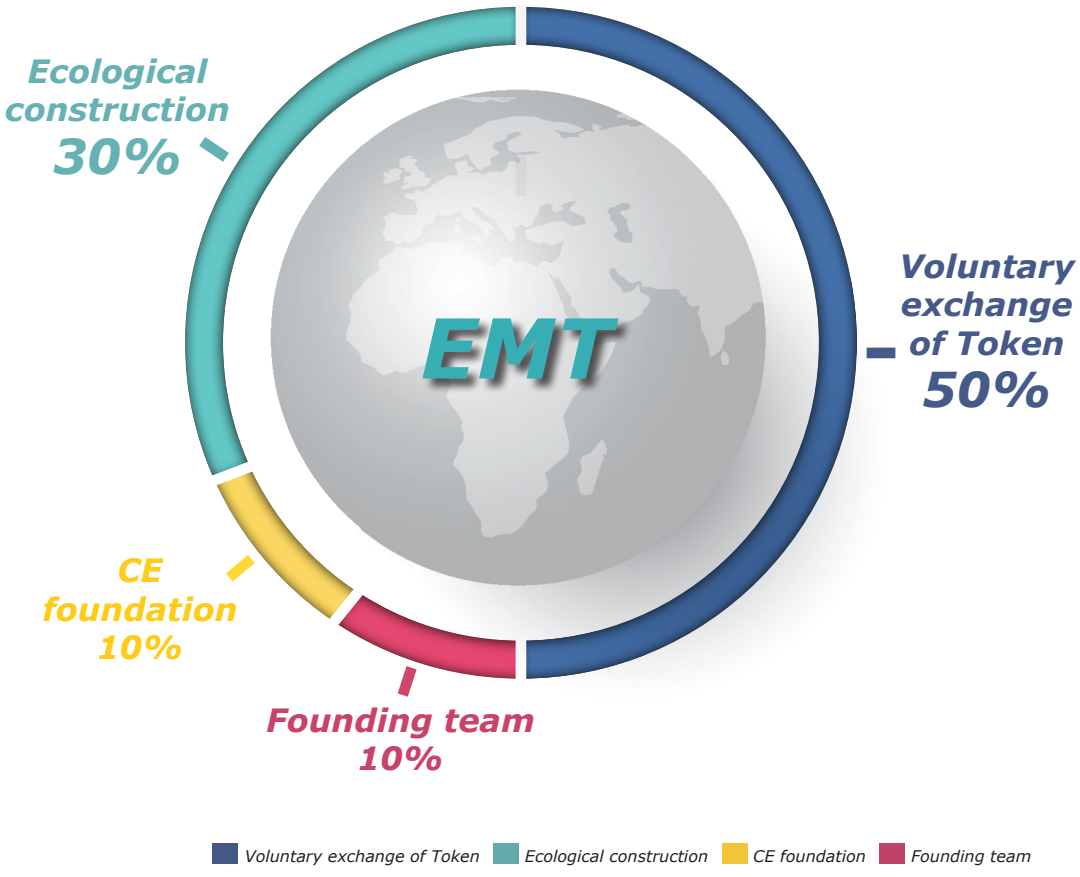

Fig.18 Distribution Proportion of CE Token

6. Development Roadmap

Q2 2018

Establish preliminary system framework.

Q3 2018

Complete programmable intelligent contract system.

Q4 2018

Develop public chain integration and complete minimum verifiable model development and internal system test; the first digital Dapp is online.

Q1 2019

Test version is online, digital content browser, flexible programmable intelligent contract; invite professional personnel in digital content creation area to participate into small scope of test as seeded users and adjust the system based on user's feedback.

Q2 2019

Complete Dapp support level to provide operation environment and token mechanism for Dapp. Complete SDK development of mainstream digital content tool. Operate Dapp and start to test, complete development of digital wallet and issue coin.

Q3 2019

Promote SDK, support most digital content production tools, comprehensively support development and construction of Dapp and develop virtual wallet synchronously.

7. Consultant and Team

7.1 Angel Investment and Consultant Team

Han Feng

The co-founder / director of foundation of Elastos
The visiting researcher of Columbia University
The blockchain consultant of Huawei Central Research Institute

Niu Junling

The director and general manager of Yihua entrepreneurship and investment
The director of foundation and member of investment committee
The former researcher of China International Economic Exchange Committee

Wang Song

The partner of COOIX
The angle investor of blockchain
The senior expert in blockchain industry

Zheng Jiawen

The former technical architect of Bell Company
The design and development of blockchain social interaction project
The author of On Blockchain

Zhong Jian

Master of network safety in University of Loughborough, the United Kingdom
Doctor of information safety of Australian Royal Melbourne Polytechnic University
The director of Australian Jiayuan Real Estate Group
The creator and CEO of Australian Jiayuan innovation incubator

7.2 Members of the Foundation

Mions

The initiator of the foundation
The initiator of blockchain creation community

Van Zhang

The director of the foundation
The expert advisor in American Coleman Research Group
The angle investor of digital science and technology

Gavin Zhao

The director of the foundation
The founder of HYSPACE
The expert in digital science and technology industry

7.3 Team Members

Liu Chunran

Responsible person of CE project who takes charge of overall operation of CE project.

Have digital project operation experience for 17 years. He has experienced the whole process of digital 3D animation, virtual-reality integrated content, interactive digital multimedia, VR/AR, operation of digital IP industrial park, “Internet Plus”and digital industrial development in China since 2002. He is the former chief responsible person of planning and senior operation consultant of Qinhuangdao Comic IP Industrial Park, the chief planned of digital content of Xinjiang Pavilion in Shanghai Expo, the co-founder and chief planner of Boundless Vision and the senior consultant of digital display of China Exhibition Display Association. He deeply researches the development of digital industry in China and even the whole world and has unique understanding.

Cui Lei

The product director of CE who takes charge of overall structure of CE product.

He is the architect and he have double-master degree in design management and new media art; he has the experience in digital figure and image and VR area for over 15 years.

He got master degree in New media art major from Chalmers University of Technology, Sweden in 2007.

He hosted the implementation of exhibition hall of Lenovo, Olympic pavilion of State Grid, Lining Olympic pavilion and other digital media part in 2008.

He hosted the implementation of digital media part of Vanke pavilion and Aviation pavilion of Shanghai Expo in 2010.

He is the visiting professor of School of Art Design, Beijing University of Technology since 2013.

Li Yifan

The responsible person of CE blockchain technique

Li Yifan has the experience in IT industry for 10 years and he has bountiful experience in enterprise application and development of mobile Internet for 10 years. Now, he is devoted to product research of safety big data and blockchain and he has application practice in warehousing, traceability and other blocks.

Be responsible for SAAS software development in Blue Technology in 2008-2010;

Be responsible for the development of many core systems in Ping'an Technology in 2010-2014 ;

The chief technology officer (CTO) of Chengdu Jiakaotuan Science and Technology Co., Ltd. in 2014-2015;

The chief technology officer (CTO) of Chengdu Yishengyue Information Technology Co., Ltd. in 2016-2017.

Li Zhibin

The responsible person of CE graphics technology

He was graduated from China Central Academy of Fine Arts majoring in oil painting and he has experience in 3D creation and development of VR content for over 15 years.

He won the golden prize in individual group in ABBS global CG Competition in 2012.

He leads the team to complete American ONYX2, Habesida and other projects.

Zheng Peipei

The product manager of CE who is responsible for whole-set software design and solution of product client terminal, mobile terminal and web page of CE chain.

Zheng Peipei has the experience in digital content production for 10 years and he also has the experience in the design, research and development of mobile Internet app for many years. He has worked in Crystal CG, Water Cube CG, Baofeng Mojing and other famous enterprises. He has cooperated with CCTV, Wanda, Vanke, the Palace Museum and other famous enterprises; in addition, he is responsible for research and development of app of Baofeng Mojing IV VR product; then, he starts up his own business to design, research and develop many AR and VR products. He has deep research in design of AR, VR and other products and he is familiar with production of digital contents.

Guo Xuechao

The responsible person of CE project who is responsible for market operation of CE project.

He owns experience in IT and the Internet industry for many years and he has experienced the development of the Internet, mobile Internet and VR/ AR industry. He is the senior personnel in the Internet + insurance industry, education industry, IDC industry and cloud computing industry. He is the former market director of Wuhan Company of Centrin Data, co-founder of TT Nonstop, domestic responsible person of overseas investment project of Wingate Global, responsible person of the market of Inschos and member of optical valley VR·AR industry alliance. He has deep understanding on development direction of domestic Internet, mobile Internet industry and digital industry; in addition, he also continuously focuses on the development of overseas new technique.

Li Na

The responsible person of CE operation.

Senior market manager of Sina and she leads successful loading of 25 local stations of Sina. She has bountiful planning and executive experience in digital marketing, brand image, offline activity and network program.

Cooperation Institutions

8. About the Foundation

CE is the autonomous public chain of open-source community and many digital Dapp projects are operated on it. The emission of CE Foundation is providing digital elements cornerstone for the sustainable development of CE ecology and creation of global digital contents. The responsibility of the foundation is constructing and serving the whole ecological environment. The service target of the foundation includes but is not limited to Dapp issuer, individual or team of digital contents and investor community. Its main functions include:

1) Keep good cooperation relation with other partners in ecosystem.

2) Support entrepreneurial groups or individuals related to CE.

3) Review and invest Dapp projects on CE.

9. Risk Warning

Systematic risk refers to possible change of profit resulted from overall common factors and this factor shall influence the profit of all securities in the same method, such as policy risk - currently, the national supervision policy on blockchain project and financing of listing method is unclear and the possibility that participators suffer from lose due to policies. In market risk, if overall value of digital property market is highly evaluated, the investment risk shall be enlarged, and participators may have over-high expectation on the growth of listing projects; however, these high expectations may cannot be realized. Meanwhile, systematic risk also includes a series of force majeure factors, including but not limited to natural disaster, large failure of computer network worldwide and political turbulence.

9.1 Risk of Supervision Lack

Digital property transaction has greatly high uncertainty; as powerful supervision in digital property transaction area is lacked currently, sharp increase and decrease, banker control and other risks exist in electronic digital currency. If individual participators lack experience after entering into the market, it may be hard for them to prevent property attach and mental pressure brought by instability of the market. Although academic experts and official media all give the suggestion on cautious participation at appropriate time, there are no documented supervision methods and articles; therefore, the risk is hard to be avoided.

9.2 Risk of Supervision Issuing

It cannot be denied that there shall be supervision regulations in predictable future to restrain and standardize blockchain and electronic digital currency area. If the supervision body standardizes management of the area, digital currency purchased when it is listed shall be influenced, including but not limited to fluctuation or limitation in price

and marketability.

9.3 Inter-team Risk

Currently, there are many teams and projects in blockchain technique area and the competition is fierce; therefore, powerful market competition and project operation pressure exist. Whether the project can make breakthrough in so many excellent projects and receive wide recognition is not only connected with team capacity and vision planning but influenced by many competitors and even oligarch on market; in addition, the possibility of cut-throat competition exists.

9.4 Inner-team Risk

CE gathers a talent team full of energy and power and attracts senior practitioners and technical development personnel with bountiful experience in blockchain area. As the leader in the industry, the inner-team stability and cohesion is greatly important for overall development of CE. In the future development, the possibility cannot be excluded that CE is overall suffered from negative influence due to leaving of core members and internal team conflict.

9.5 Project Coordination and Marketing Risk

CE founding team shall exert every effort to realize development target mentioned in the white book and extend growth space of the project. Currently, CE already has mature business mode analysis; however, on the basis that unpredictable factors exist in overall development trend of the industry, current business mode cannot be matched with market demand well, which shall result in unpredictable result of the profit. Meanwhile, the while book may be adjusted with updating of project detail; if updated details of the project cannot be gained by listing participators in time or the public cannot learn the latest progress of the project well, recognition of participators or the public on the project may be insufficient due to asymmetric information which may influence following development of the project.

9.6 Risk of Project Technique

The project is constructed based on cryptology algorithm, and the rapid development of cryptology shall result in the potential risk of being cracked; meanwhile, blockchain,

distributed account book, de-centralization, disagreement on falsification and other techniques support the development of core business so CE team cannot completely guarantee technique realization. Moreover, during the process of project updating and adjustment, the existence of bugs may exist which can be remedied by issuing patch while the degree influenced by the bug cannot be guaranteed.

9.7 Risk of Hacker Attack and Crime

In safety, the amount of single supporter is small while there are many people, which puts forward high requirement on safety safeguard of the project. Electronic digital currency has many characteristics, including anonymity and hard traceability. Transfer funds gotten by crime with assistant of digital currency are also the criminal action, which shall be seriously punished by laws.

9.8 Other Current Unknown Risks

With continuous development of blockchain technique and overall trend of the industry, CE may confront unpredictable risks. Participators need to sufficiently learn about team background, learn overall framework and idea of the project, reasonably adjust own wish and participate into it rationally before making decision.

Contact us

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