

Publishing WoT Use Case for Japan Smart Cities

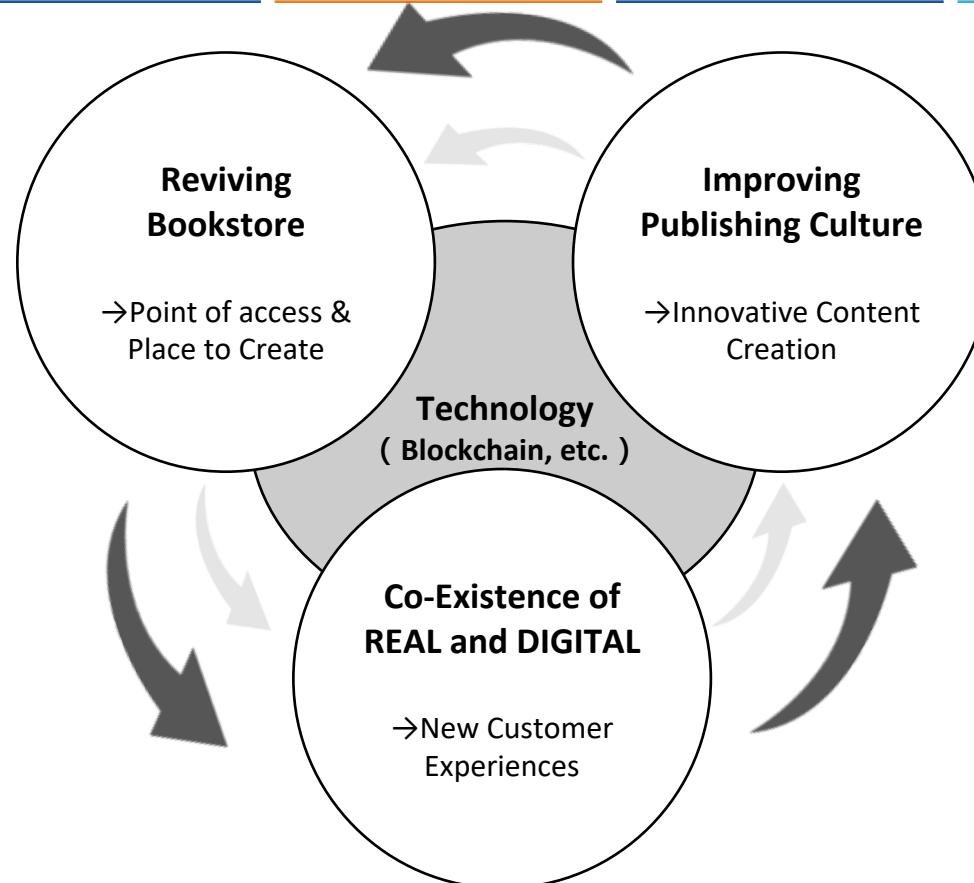
(for discussion purpose)

Theme

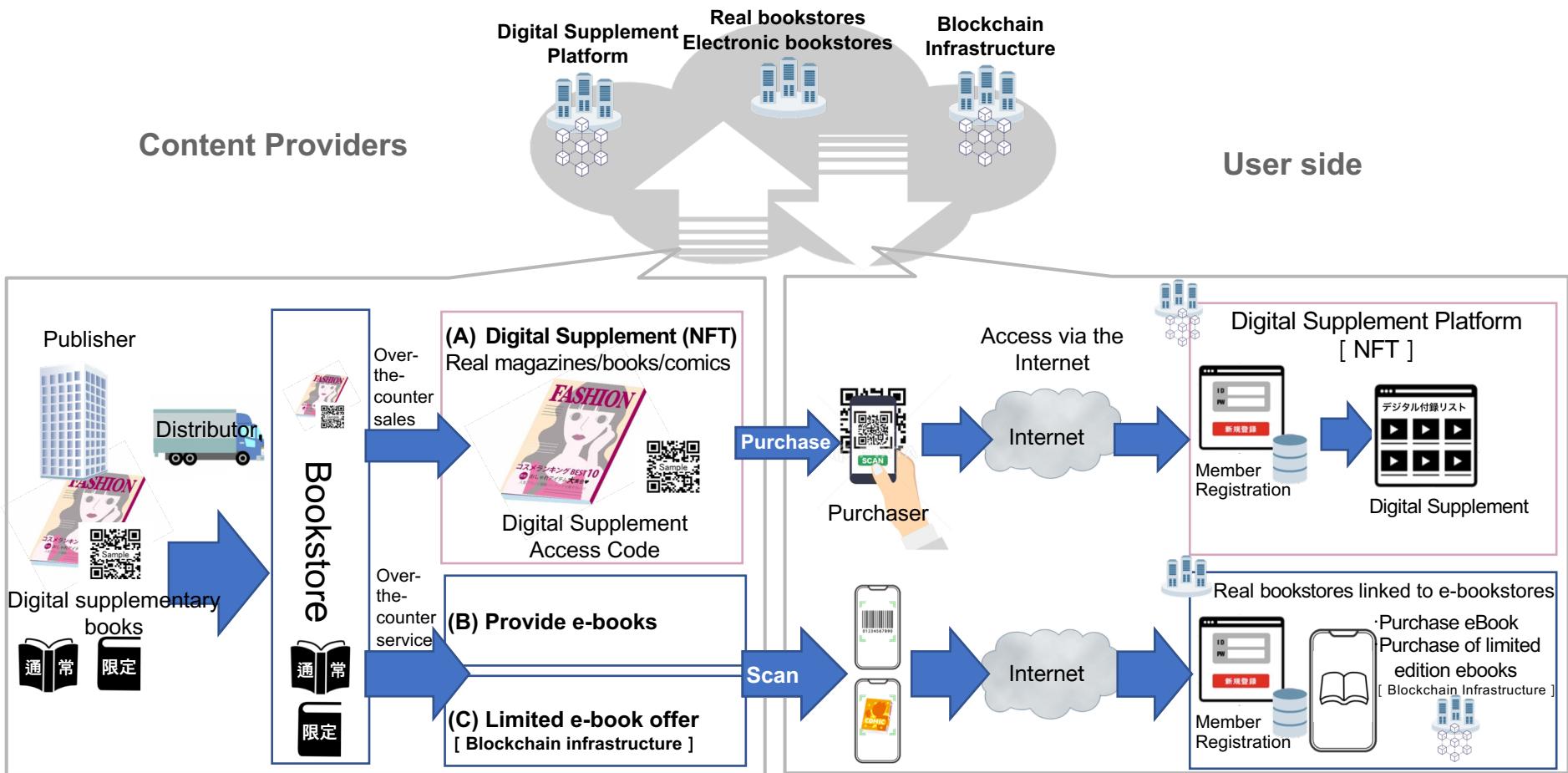


- **DX (Digital Transformation) of the publishing industry** is a must to happen in Japan (and likely global).
- Provided, it should **seek coexistence of real (legacy) and digital (disruptive)** and value of publishing for audiences should be expanded and upscaled.
- eBook business has been expanded to reach \$4B now and brings large profit to publishers.
- At the same time, we have 5000+ bookstores on streets and 35,000 convenience stores are selling books and magazines.
- Considering people's **lifestyle almost seamlessly go back and force between REAL and ONLINE under COVID-19** (and aftermath), why not making available choices of people in between REAL and ONLINE serving better for them and business opportunities co-exist.
- **WoT=coherent web standards for IoTs, we will implement INTEROPERABILITY and Value added services between REAL and ONLINE in Publishing Business.**

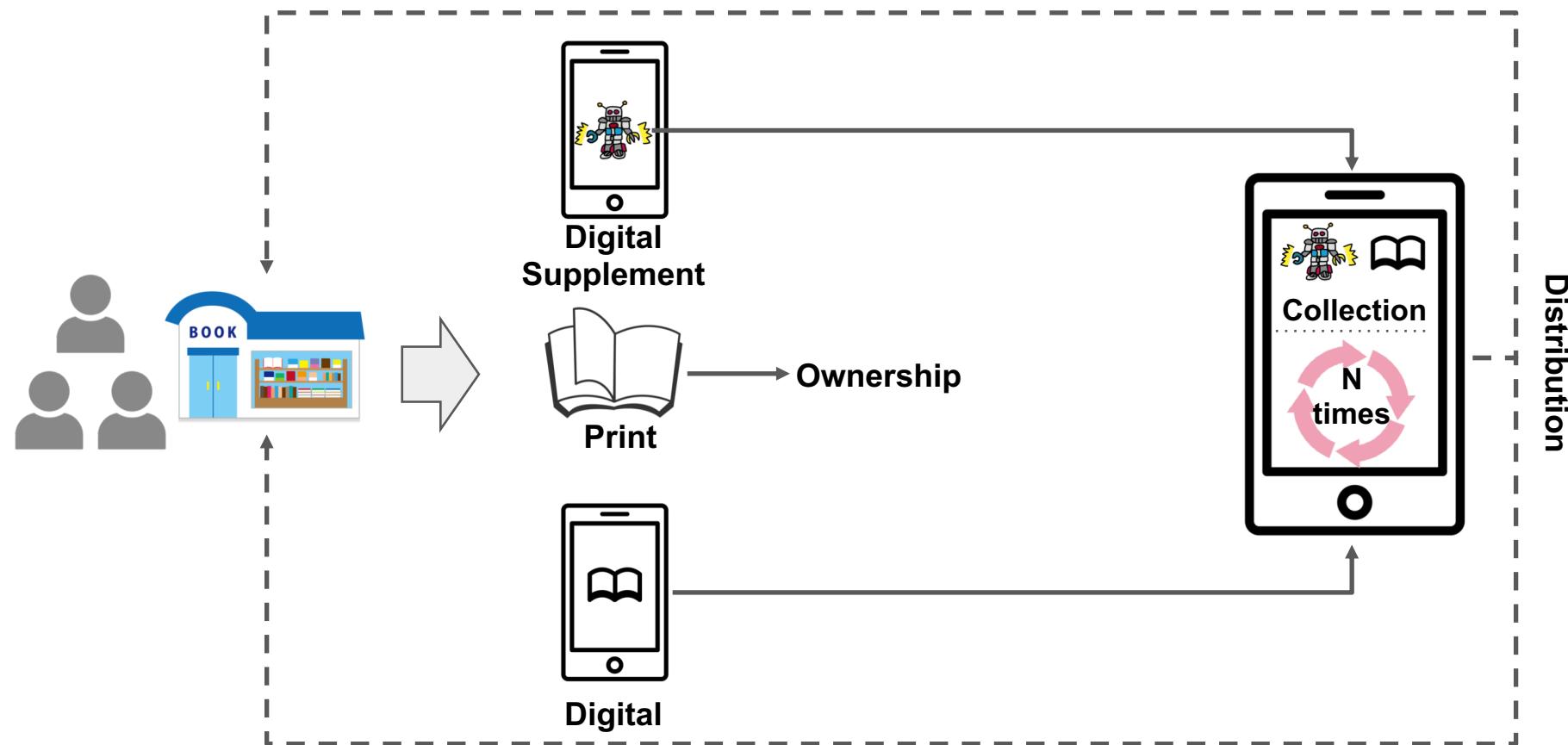
Mission



Overall REAL and DIGITAL Co-Existence and Value Added/Expanded



To those who gather at bookstores



What are NFTs?

Ownership of the digital items listed on the blockchain.

The holder can freely transfer and sell this ownership.

Product ID: 115466
Owner: 0x32be343b94f860124dc4f

This is the NFT!



The certificate of ownership by 0x32b2 of the trading card with serial number 115466 is the NFT.

Features of NFTs

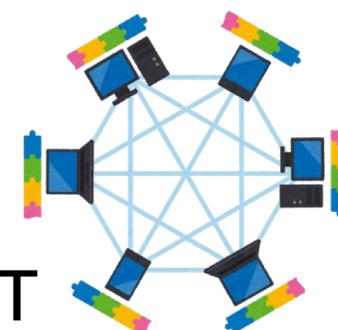
1. Users can freely transfer and sell

(Within the rules set by the issuer in advance)

2. Ownership can be viewed by anyone

(Even after 10 years, the owner will be known)

3. Even the issuer cannot delete the NFT



Since there is no possibility of them being erased without permission, you can enjoy collecting them with the same peace of mind as physical items.

Normal figurines



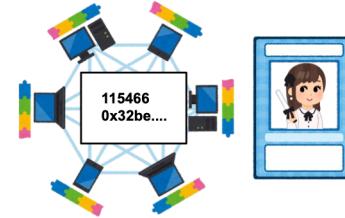
After the sale, it belongs to the user.

E-books



Since it is distributed on a case-by-case basis, it can be deleted by the operator.

NFT



Once published in the blockchain, it belongs to the user.

What is a fan token?

A digital item issued to fans as proof of their enjoyment of the content



Digital Trading Card



Digital Figurines



Digital Video Games

By using NFTs, it is possible to realize a one-of-a-kind,
user-transferable fan token.

What is the integrated platform for fan tokens?



You can get a fan token (NFT) as a bonus for the paper book.



You can view the NFTs you have obtained **on the web**.
(An app will be released by the end of this year.)

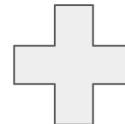


You can view the NFTs you have acquired on the web, and see your friends' collections.



You can give your NFTs as gifts to your friends or sell them for Japanese yen.

Adding NFT benefits to your book (gift code)

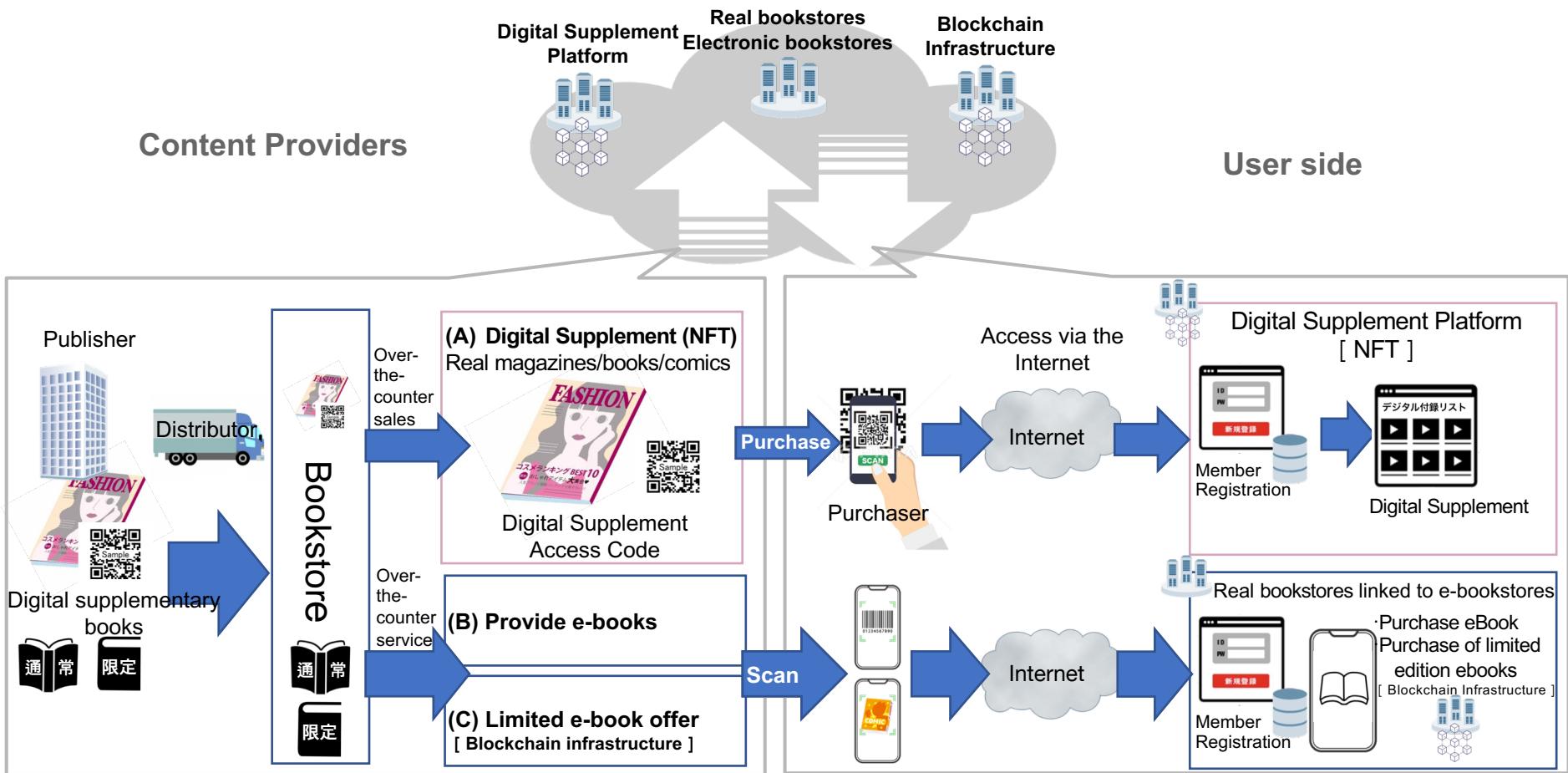


NFT redemption code

1J2K - 9DE4 - 8J34 - 09KI

Co-existence of REAL and DIGITAL= Reviving books and digitally value added!

Overall REAL and DIGITAL Co-Existence and Value Added/Expanded



Mission

