



**exposure
network
whitepaper**

“You don't make a photograph just with a camera. You bring to the act of photography all the pictures you have seen, the books you have read, the music you have heard, the people you have loved.”

Ansel Adams

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INTRODUCTION

Visual content reaches one's brain and affects them emotionally within seconds comparing to written content. Furthermore, 80% of the information brain processes daily is visual content.

Majority of the Social Media users are aged between 18 and 29 years old and 55% of these users check daily on social media accounts that are related with visual contents, although almost 70% of these digital image contents have never seen light of the day on such platforms.

The revenue of Social Media platforms may increase up to billions of USD per year, the royalty-free policies prevents the content creators and users to get the rewards and recognition of their contribution.

Although the social media platforms that focus on image and video sharing, have users interested mostly in digital images or photography, such platforms also welcome variety of other curators including Traveller Bloggers, Models, Tattoo Artists, Cooks or even athletes who cannot receive any financial gain in exchange of their efforts or contribution to the success of the platform.

In addition to lacking of financial gain, protection of the personal information of users becomes essential and a possible Data Breach puts users at higher risk due to the contents they publish.

EMPATHY

Exposure aims to find those creative minds and makes them stand out amongst the others by appreciating their creativity and rewarding them.

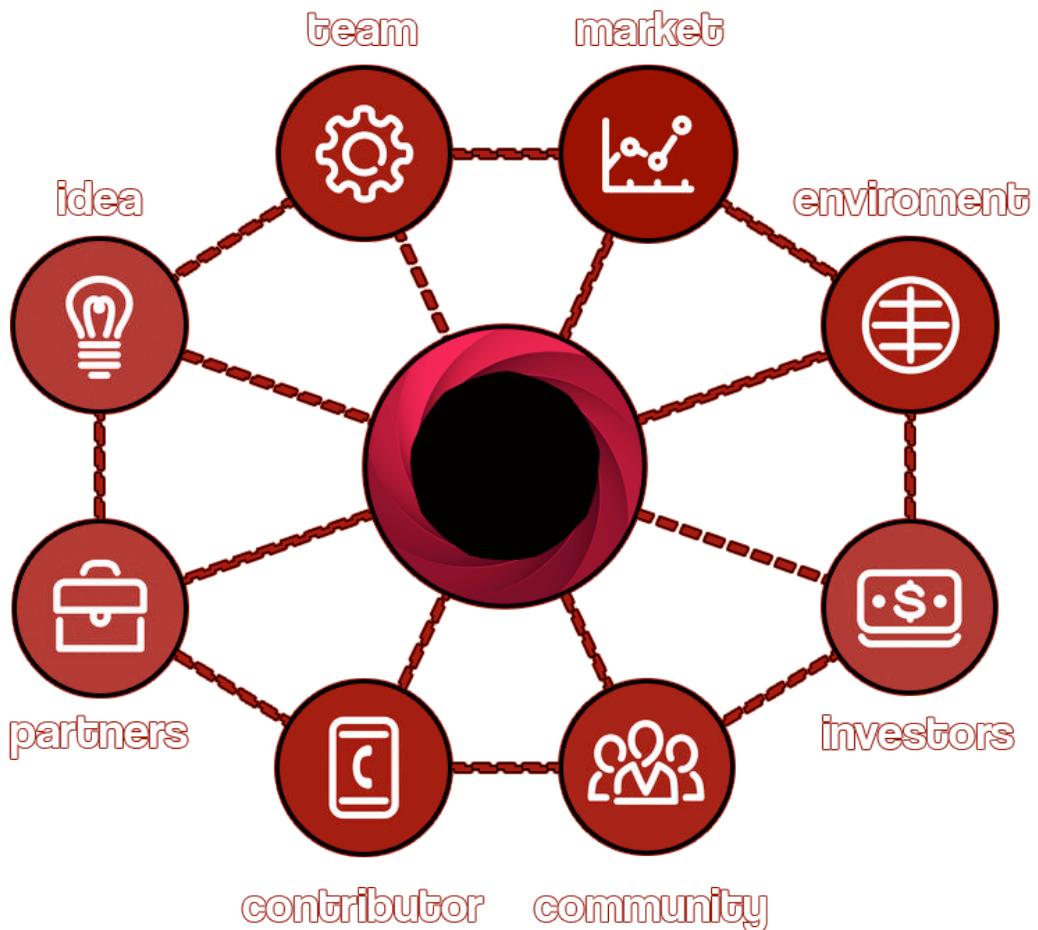
Exposure will be a cross platform image & video sharing network that connects contributors on a decentralized Blockchain, Waves and encourages its Users to interact within the network, enhances their visual creativity and rewards them with Exposure Tokens(XPS) depending on their reach and success of the contribution.

XPS will be a utility token used on Exposure Network. With the help of XPS tokens, users will have the opportunity to spend their tokens within the Exposure Network, eg. purchasing Stock Images, printing, booking models or photographers, promoting their products over Exposure Network.

When creating XPS on Waves Blockchain, the main idea was creating a rewarding system that can treat each content owner fairly. The rewarding system behind XPS encourages the content owner to publish quality content and draw attention of highly-favored users and viewers by using a new rewarding method called Proof of Exposure (PoE).

Another feature of Exposure Network is the stock image market that allows Content creators to have the option of publishing their works as stock images and get the advantage of earning more tokens after a successful sale.

ECOSYSTEM



Exposure.Network as whole is built to help its contributors to unite within a single ecosystem in which each contributor can earn rewards, spend his rewards and be a part of community while partners are expanding the area of Exposure Network's utilization.

A NEW APPROACH

Proof of Exposure

The concept of Proof of Exposure (PoE) is an integrated algorithm within Exposure Network. When a user uploads content, the content will not only be rewarded according to the exposure it can receive within the community, but the success of the content also depends on the exposure of the community that praises it. In other words, the content uploaded does not depend solely on the exposure itself, but on the feedback it receives from the community. Unlike other rewarding systems, this concept helps user content stand out in the network according to its influence over the community. The more the content is favored by highly influential community members, the greater the reward in terms of XPS tokens will be.

When it comes to XPS tokens, 40% of total supply will be available to be rewarded over the years. Similar to Proof of Work (PoW), PoE will become more difficult as long as the number of community and content increase.

Exposure Mobile App

The main goal of Exposure.Network is to create and design a social network on Blockchain that will provide its users with more functionality than other applications currently available on the market. The greatest distinction between Exposure.Network and other similar applications is that it provides its users with royalty based on the amount of effort they put into the development of new ideas through content. Moreover, due to the fact that users are able to promote their content as Stock Images,

Exposure Mobile App can be used as a gateway to Stock Image Marketplace.

One of the features Exposure Mobile App offers is the "Wallet", which is designed to either assist its users in making transactions of their XPS tokens, or store them on their Exposure.Network account securely.

In order to access Exposure Mobile App, users are required to provide their mobile phone numbers upon their registration. Thanks to this verification system, which is designed to have the network used by real entities, the number of "fake accounts" will be reduced exponentially.

After successful registration, users are given the ability to link their accounts to Google and Facebook. The link is provided in order to restore lost accounts in a more successful manner, or if a user changes their phone number.



Exposure Wear App

Since functionality is one of the primary objectives of Exposure.Network, Exposure Wear App will help the user to check the latest notifications, his account's current Balance and Transaction Records or receive XPS tokens easily by displaying XPS Wallet QR Code by using his Smart Watch.



Exposure.Network Website

Exposure.Network is the combination of many different platforms that creates a unique experience for the community. Besides using website to browse the content published on Mobile App, community can sell their content as stock images in exchange of XPS tokens on the website or have the content printed on different materials and get them shipped anywhere in the world.

Each contributor can set the price for their contents and set them as "available as stock image" and other users

can easily purchase those contents in high resolution from Exposure.Network with XPS.

Additionally Exposure.Network Website helps the content owners around the world to share their contents with the community in a printed format with a large variety of choices. This service will be provided by third parties.

These two forms of business help the community to sustain itself and generate an additional income method besides the regular rewarding system.



TOKEN DETAILS

ID: A3bcvZcpUUUZbnGmgiydVAQfZnF4UiGqwstzkjYc5RKW

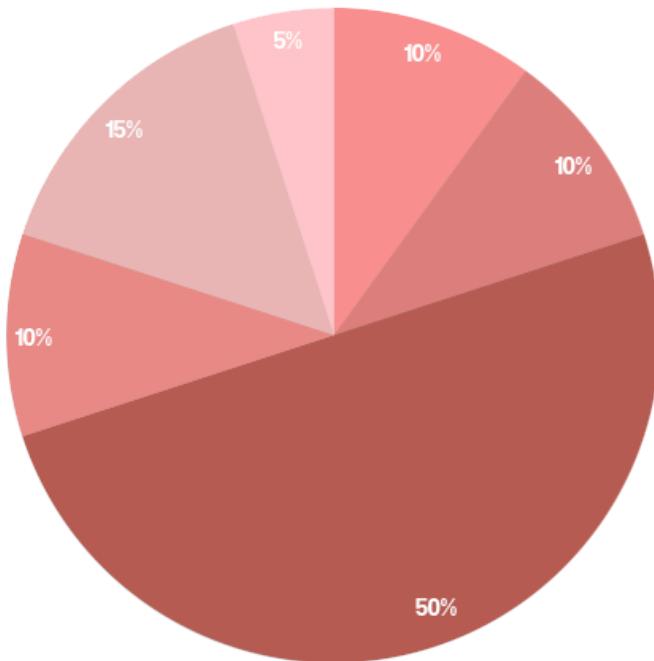
Issuer: 3P9ctt2wAYec2td35eY98VnnKNfDdxGHs8Q

Supply: 10,000,000,000.00

Block: 971387

Type: Not reissuable

Date: 23.04.2018 09:41



■ Token Exchange 15% ■ Team 10% ■ Reward 50% ■ Partnership 10% ■ Crowdsale 15% ■ Advisors 5%

ROADMAP

Q2 2018

Idea,
Development

Q4 2018

Mobile App Development

Q2 2019

Project Announcement

Q3 2019

Crowdsale

Q4 2019

Mobile App Alpha & Beta Release,
Web Wallet Development

Q1 2020

Wear App Development,
Web Wallet Release

Q2 2020

Wear App Release,
Exchange Listing,
Web Platform and Release

Q3 2020

Grand Premiere

TEAM

Tuncay “Julian” Akturk – Founder, CEO, Graphic Designer

Akhil Gupta – Co-Founder

Nitikesh Pattnaik – CTO

Benjamin Kulo – Project Manager

Rakesh Chandra - Developer

Piyush Etankar – Community Manager

CONTACT US

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facebook: <https://www.facebook.com/xpsnetwork>

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Disclaimer

This whitepaper has been arranged merely to inform potential community to Exposure.Network to give a brief idea about how Exposure.Network works, its architecture and other key elements of Exposure.Network ecosystem.

This whitepaper is non-binding in all respects and does not create any legal obligation of any kind on any person or firm.

The published content is designed to give an insight of Exposure.Network ecosystem and it is published for information purposes only. This whitepaper cannot be taken into consideration as any agreement or contracts. Moreover it doesn't undertake to deliver any end product, material, functionality or code. Therefore while investing, the whitepaper cannot be relied on as an agreement or contract.

The successful implementation of the contents published in this whitepaper is dependent on sustainability of Waves Blockchain, community involvement, legislative amendment.

The community of Exposure.Network and other contributors to any affiliation of Exposure.Network are advised to contribute and/or participate at their own risk and they cannot rely on any information or any statement included in this whitepaper.