



GAZE COIN

A unit of exchange between
advertisers, content makers
and users based on 'gaze' /
eye tracking

Blockchain VR / AR Token

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Please refer to the Terms and Conditions at www.gazecoin.io for the terms and conditions of the Gaze Coin Initial Offering (ICO).



Introduction

A brief history of AR/VR content

The hype surrounding VR in 2015 and 2016 led many content producers, from small, independent creators to major gaming/movie studios and established media companies, to jump into virtual reality production with a voracity unseen since perhaps the dot-com explosion of the 1990s.

Major brands and advertisers, too, dove in headfirst for fear of being left behind on one of the most promising leaps in mass media since the advent of the Internet. Because of the rush, many of these brands (and the agencies that consulted them), didn't take time to consider how these VR campaigns, nearly all expensive, one-off branded content activations, would actually impact important KPIs like brand awareness, social sentiment, website traffic and, most importantly, sales. These branded VR (and in some cases, AR) content pieces, while certainly having "cool factor" and temporary PR value, inevitably ended up existing in silos. Further, the content proved difficult to reuse as evergreen content as VR just was not supported on many platforms, resulting in very limited reach and low viewership (to be fair, this improved considerably by late-2016). Direct ability to impact sales or drive viewer traffic to an actual purchase was way off the table. Predictably, by early-2017, there were marketer rumblings of VR being a "bust": ineffective, too expensive and worst of all, impossible to measure. As with all nascent tech, the dreaded "gap of disappointment" had arrived in full force.

Yet...

Today, VR and AR technology is still gaining tremendous momentum. According to IDC, the **VR/AR market is expected to reach \$215B** by 2021 (doubling every year for the next 3 years) with a **VR/AR device population greater than 100M units**. Other analysts suggest a similar trajectory, with some estimates even exceeding IDC's. **Facebook has acquired a total of twelve AR/VR companies** (most notably Oculus for \$2B in 2014) and **Google and Apple have also both invested heavily** in immersive media, highlighted most recently by their respective announcements of ARCore and ARKit augmented reality dev kits available globally making AR a new standard for both the Android and IOS mobile operating systems from now on. Hardware players are in, too: **Microsoft, Intel, Qualcomm**, practically every player in consumer and enterprise tech as well as every major Hollywood and gaming studio are significantly investing, staffing and preparing for this imminent next wave.

Still, VR/AR will not grow on forecasts, staffing and hope alone. This medium will not grow without monetization. That can't happen without advertisers. **Gaze Coin exists to bridge the gap between the promise of VR/AR and the ability for brands and content owners to capitalize on it.**

Gaze Coin is the solution for advertisers, content makers and audiences in VR/AR.

The Problem

VR/AR monetization attempts to date:
20th century models for 21st century technology

Presently, there is no universal ad-based, ad-driven mechanic for driving content inside VR and AR. As a result, essentially, only two business models have been attempted in VR/AR — people either pay up front, a la carte, for content downloads/streams or they pay via a content subscription. This presents several issues:

1. Credit cards are a barrier to accessing premium content (in VR, you can't get your card out / trying to fill in credit card forms while immersed is difficult!).
2. There is no incentive other than curiosity for users to experience new and varied immersive content.
3. The ingenuity of user-driven content (customization, remixing, sharing of others' content) remains stifled until inherent copyright issues are solved. This is a legacy Internet media dilemma that should not be imported into the new media of VR/AR.
4. Game currencies are still in their infancy in terms of portability across virtual worlds.
5. Perhaps most ominously, as we have learned through the contraction of the music business and disruption of all media businesses over the past fifteen years, consumers are generally adverse to paying for content and have forced prices downward. The plethora of free content across social media exacerbates this.

Ad-supported models are very promising in VR/AR considering the wide breadth of potential options (virtual signage, objects, storefronts, product placement, video/audio content, virtual search), but have struggled to gain traction yet, due to hurdles like:

1. Applying traditional advertising models of the 2D web to VR/AR that require users to stop and watch an ad makes immersion unworkable.
2. The current lack of an ad metric/data layer while creating and interacting with virtual assets. The metaverse-in-progress needs to evolve.
3. Advertisers are reluctant to adopt VR/AR (beyond concerns of market penetration) because of a fundamental problem with monetization VR/ AR consumption: how do you measure it (and therefore determine ROI)?

Advertisers considered VR/AR as their number-two focus in 2017 for digital marketing technologies, according to AdMaster Mobile.¹ Yet, business models that work in web/mobile do not work in VR/AR - as VR and AR are fundamentally different mediums because literally everywhere you go, look or touch in VR and AR can be monetized.

¹ AdMaster Mobile Survey 11/20/16 - 12/12/16

The Solution

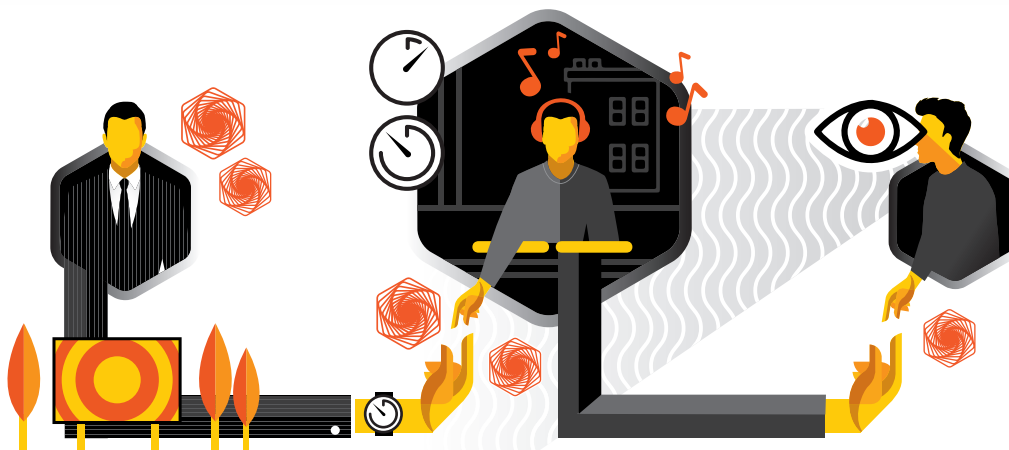
Gaze Coin fixes the main problem with monetizing VR/AR:
How do you measure it (and therefore calculate ROI)?

Using patent-registered technology, Gaze Coin is the only VR/AR blockchain token (unit of exchange) measured by gaze control/eye tracking. By measuring “gaze”, Gaze Coin creates a model for advertising in VR/AR environments (from short-form experiences and simple digital objects all the way to fully-rendered virtual worlds) at the heart of how mixed reality is created and consumed through the eyes of the beholder. Brands can use eye-tracking in a myriad of ways: to evaluate their packaging designs, advertising, and online shopping behavior, in order to optimize the customer experience. Metrics include engagement (number of fixations, dwell time, % of time in an area), ease of processing (fixation duration), findability (time to first fixation and number of fixations prior to first fixation), order of processing (gaze path), comprehension (repeat fixations) and excitement (pupil dilation). All of those analytics metrics are built into the Gaze Coin development roadmap.

Benefits

1. **Immutable** (once a transaction is recorded, cannot be changed - only updated with another transaction; record visible to all stakeholders)
2. **Measurable** (specific and quantitatively verifiable)
3. **Validates Engagement** (stakeholders have visibility into exactly what assets users are engaging with, interacting with, viewing, etc.)
4. **Customizable, Expandable** (content creators/owners can mint their own token)
5. **Useful for all things VR/AR** (token has a wide variety of uses and can measure content, objects, spaces, avatars and more)
6. **Non-Disruptive** (operates seamlessly in the background without programming intervention)
7. **Scalable** (distributed and decentralized using Ethereum and later scalable through Plasma. The blockchain will be able to scale alongside the metaverse.)

What Goes On in Gaze Coin Backend During VR/AR Experience



1) ADVERTISER buys Gaze Coin campaign.

2) Platform pays Gaze Coin to CONTENT CREATOR / TALENT and RIGHTS HOLDER based on amount of time user spends engaged with content.

3) Platform rewards Gaze Coin to USER / FAN based on amount of time user spends engaged with content.

What is Gaze Control?

Gaze control is a tool used by VR and AR creators allowing audiences to trigger content by looking in the direction of the content (oftentimes cued by spatial audio). This ensures the content launches only when a user is ready to experience it, similar to a user “clicking through” on traditional web/mobile media. Empowered to engage in their own time according to their true interests, gaze control gives audiences agency while immersed.

How Gaze Control Works in VR



Gaze Coin Defined

Introducing a unit of exchange measured by Gaze:

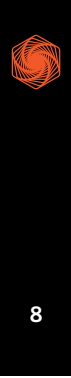
A win-win-win for content owners, advertisers and users.

Gaze Coin uses the concept of “gaze” to create a business model for VR and AR by creating a unit of exchange between content owners, advertisers and users measured initially by gaze and then, more specifically, through eye tracking. By charging advertisers for the time users spend genuinely engaged, content owners are incentivized to provide the most engaging content. Further, the model rewards users for consuming that content, allowing it to be offered for free.

The economics and token flow in the Gaze Coin ecosystem is as follows:

Using eye tracking, Gaze Coin calculates the exact amount of time users spend either looking at specific content (including objects) and/or the specific amount of time they spend immersed inside content. It then creates a micro-transaction that:

- charges the advertiser for that time,
- pays the content owner, and
- rewards the user for consuming the content.



Gaze Coin is the killer app for immersive advertising, allowing brands to:

- calculate precise ROI on VR/AR advertising and other VR/AR activations,
- collect meaningful data on consumer behavior in VR/AR, and
- evolve the ad format from interruptive ads that obstruct VR/AR experiences to more native, engaging formats including even becoming the entire experience.

Gaze Coin also includes a mechanism that calculates and tracks content as it is changed and/or added to inside VR/AR - storing that information in its proprietary blockchain.

Gaze Coin is the killer app for tracking copyright in VR/AR, allowing rights holders to:

- track content as it is created and changed in VR/ AR (remixed, versioned, addended, transferred, licensed, sold, discontinued, etc.) as well as track its consumption,
- collect meaningful data on content usage, lifecycle and audience engagement, and
- manage correct, appropriate payments to respective parties.

The Gaze Coin blockchain ensures that advertisers, content owners and users receive payments and data calculated precisely from user engagement and allows that data to be scrutinized openly without any hidden factors.

Accurately calculated and accessible engagement-based transactional data, together with precise monetization calculations, is the VR/AR business model holy grail; an engine that funds the expansion of content and elevates the synergy between stakeholders.

- *Advertiser is incentivized* to place ads/branded content by growing user reach/engagement,
- *Content owners are incentivized* to provide quality content by advertiser patronage and growing user reach/engagement,
- *Users are incentivized* by content owner rewards and quality content, resulting in larger reach and engagement that advertiser wants.

Incentives are aligned in a symbiotic way that encourages ecosystem growth = win-win-win

GazeCoin Token (GZE)

Technical Specifications

The patent-registered Gaze Coin (GZE) blockchain accomplishes two main functions:

1. Auditability of gaze payments
2. Provenance of virtual content

Mechanics: First, Gaze Coin securely stores ownership data about content assets in VR and AR (objects, experiences, environments, worlds). Then, it embeds transactional metadata (linked to telemetry data of the user action that triggered the transaction: gaze) across all micro transactions involving those assets. This information is directly available to the advertiser and content owner and cannot be forged. As content is added and remixed in the virtual world, the blockchain creates an indelible audit trail of these changes, enabling long-tail royalty payments to content owners.

Token Specifications: Initially, GZE will be an ERC20 token with smart contracts on the Ethereum network. GZE will migrate to its own 'proof of stake' blockchain when the Plasma or OmiseGO blockchain becomes available.

Platform Compatibility: GZE will be open sourced and interoperable with both Ethereum and Bitcoin. Content owners and advertisers alike will be able to create their own native tokens on the Gaze Coin blockchain, providing a platform for VR/AR developers (content owners, brands, artists, creators) to launch their own coins unique to their brand. These tokens are able to be traded within the Gaze Coin decentralized exchange by users, increasing liquidity and utility of the token.

Other Requirements: Transactions on the Gaze Coin blockchain must be paid in GZE and GZE is required to create and forge new tokens.

The Gaze Coin blockchain gives all stakeholders the freedom, security and material incentive needed while at the same time building value in the GazeCoin token itself.



Gaze Coin API Can Be Used Anywhere

The Gaze Coin API and wallet allow gaze to be measured and monetized in any VR or AR content (experiences, environments, worlds). Further, all stakeholders (content owners, advertisers, users) are incentivized to integrate the Gaze Coin API into content that they are either creating or recommending.

Consider the following examples:

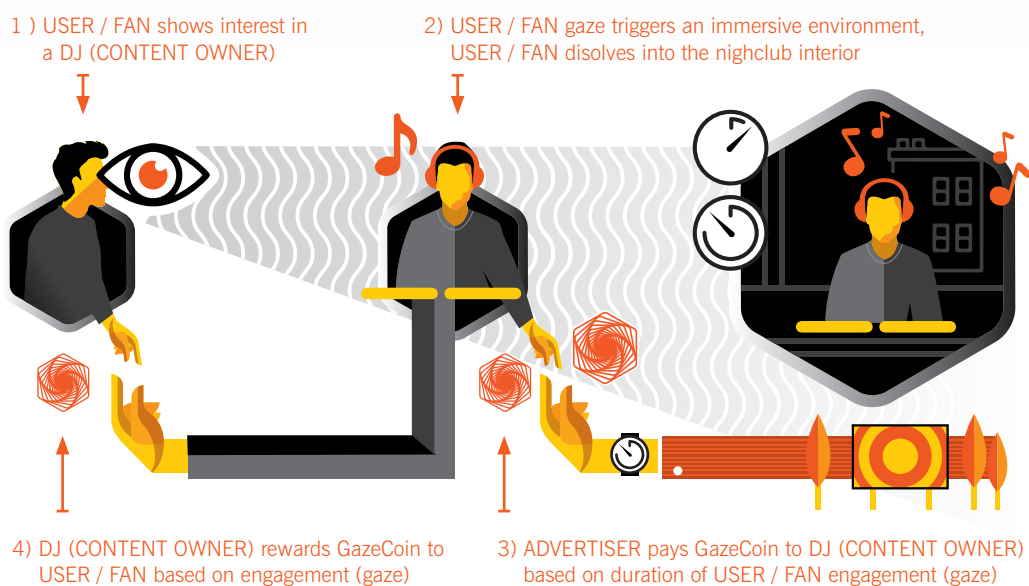
Gaze Coin in a virtual world (with-advertiser example)

Front-End Action: Suppose there is a DJ who is sponsored by Red Bull, Vans and Quiksilver. A fan of the DJ enters the VR world and is drawn to the DJ's virtual nightclub by spatial audio (akin to how music lures fans to where the DJ is in real life). By 'gazing' at the nightclub for long enough to show interest, the fan dissolves into the nightclub interior.

Backend Gaze Coin Action: Gaze Coin makes a 'gaze' calculation based on how long the fan remains immersed within the nightclub and facilitates the following transactions across our key three stakeholders:

The **advertiser** payment to the DJ (**content owner**) based on how long the fan remains immersed within the music (inside the nightclub) includes two portions:

- One for the DJ to keep, and
- One for the DJ to reward the fan (user) for participating/consuming. The reward (in the form of a blockchain contract) in this example can take the form of merchandise, tickets to gigs or any other item of value from DJ to fan.



Gaze Coin in an AR app (no advertiser example)

Front-End Action: Walking down a real-world street, an augmented-reality digital doorway appears overlaid over a common public place in the real world. When gazing at the doorway for long enough to show interest, the doorway is opened and the user is transported to another augmented-reality environment.

Backed Gaze Coin Action: Gaze Coin makes a gaze calculation based on how long the user looks at the doorway and how long the user remains in the augmented-reality environment. It then facilitates the following transactions across our key two stakeholders:

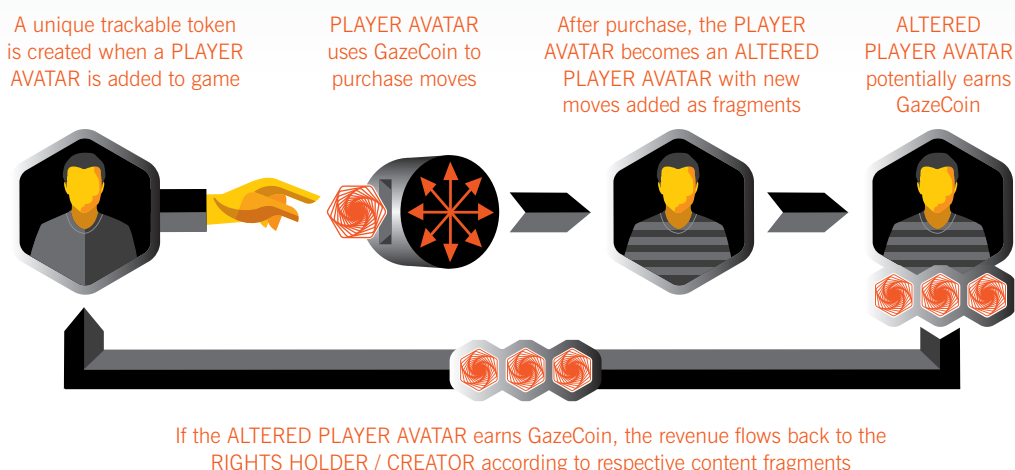
- The **User Growth Pool** (explained on pg. 12) pays the **content owner** of the AR environment.
- The **User Growth Pool** pays the **user** a reward for the time spent consuming the AR content.

A GazeCoin payout simulation/calculator containing Engagement, Gaze Path, Fixation Duration, Hang Time, Repeat Fixation, and Pupil Dilation variables is available at <https://gazecoin.io>.

Gaze Coin for Tracking Digital Copyright in VR/AR

Particularly relevant use cases for tracking copyright in VR/AR include 3D objects (gaming weapons/skins, hologram characters/avatars or branded virtual items, for example), music (which is often remixed), and user-generated content (UGC) based on copyrighted material. Gaze Coin calculates how each asset fragment is consumed and creates a micropayment payable to content owners accordingly. Consider the following example whereby users change a digital asset (in this case, players adding new capabilities to an avatar in a game):

When the avatar is originally added to the game, the blockchain generates a unique 'trackable' token for that avatar. Although players may purchase the same avatar at first, whenever each player buys different moves for the character, the avatar is then considered altered and unique to that player. Gaze Coin uses a process called 'forging' to track and monetize both the avatar fragment and the move fragment. Thus, as new moves are created, they, too, have their own token. When the two are brought together, a new 'forged' token is generated made up of the fragments of content (the character plus the unique moves) that make up that character. If the character earns money, the revenues flow back via the tracking token to the rights holders/creators of the fragments accordingly.



Ecosystem Kickstart

User Growth Pool Makes Content Free / Rewards Content Makers in Near-Term

Because content first needs an audience to attract advertisers, Gaze Coin will launch with a model that incentivizes audiences to experience content - by paying them in GazeCoin - to build near-term audience reach. The “User Growth Pool” provides an egg to solve the proverbial chicken-and-egg dilemma affecting all new technology.

Specifically, the Gaze Coin ICO allocates 10% of tokens to the User Growth Pool. As such, when no advertiser is yet in place, content owners and users earn a micropayment based on the amount of time users are immersed inside content.

Gaze Coin will continue to reward content owners/creators and users for providing premium content experiences. 1% of total transactions involving Gaze Coin across all networks, content and worlds flows in replenishing the User Growth Pool.

The ICO

Gaze Coin ICO Overview



Symbol

GZE

Crowd-sale Launch Date & Time

11AM EST
10 December 2017

Time Frame

11 days

Platform

Ethereum Blockchain

Minimum Financing

US\$2 million

Target Financing

US\$12 million
Hard Cap \$35 million

Exchange Rate

1GZE = US\$0.35

(Approximately US\$.35c in ETH. Exact rate
TBA shortly before the ICO start date)

Bonus Offered

Qualified investors may access a pre-sale bonus through our SAFT (simple agreement for future tokens) partner. A pre-sale bonus will also be offered to strategic investors and investors that wish to invest more than \$10,000 USD.

Please contact support@gazecoin.io for any questions about the pre-sale.

Token Allocation	70% distributed in sale
Advisors	5%
Team	10%
Contractors	5%
User Growth Pool	10%

Budget Allocation

Game Development	48% of budget
Administration	10% of budget
Marketing	22% of budget
Contractors	13% of budget
Contingency	7% of budget

What crypto-currencies are accepted in the crowdsale?

ETH will be accepted in the crowd sale. You will be required to have an Ethereum wallet of which you control the private key pointed at the token/ crowdsale address to participate in the crowd sale. GZE are Ethereum-derived tokens. If you hold BTC, or some other crypto-currency, it can be exchanged for ETH and used to participate in the crowd sale.

Technology Demo

Gaze Coin will deliver a fully immersive VR experience/environment using Gaze Coin technology prior to the start of the ICO. The demo will be built upon the Dream Channel virtual world created by Gaze Coin founder Jonny Peters as showcased at the Cannes Film Festival May 2017. The app and world will demonstrate key elements of immersive technology, including spatial audio cues and gaze-triggered content, and it will output user engagement telemetry.

**Gaze Bounty (GB)**

1% of the total supply of GZE has been set aside for community bounties. The community is invited to earn a proportion of this bounty by participating in the ICO process. As a special incentive, Gaze Bounty has been created as a reward to participants who experience and/or promote Gaze Coin prior to the sale. Participants will be allocated a specific amount of GB for promoting Gaze Coin on blogs, tweets and other social media as well as for participating in the aforementioned tech demo. They will share 1% of tokens pro rata based on the sum total of GB they have earned. Participants can access the Dream Channel virtual world through the Dream Channel VR apps on Steam, Vive, or Samsung GearVR. More details regarding the bounty GB can be found at <https://gazecoin.io>.

What Amount is Being Raised? What is the Token Cap?

There is a hard cap of \$35 million. Tokens will be sold at a fixed rate equivalent to 35 US cents per GZE in ETH, until the ICO period ends or the hard cap is reached. The exact ETH to GZE conversion rate will be announced shortly before the ICO start date.

If the minimum funding amount of \$2 million isn't reached, all ETH will be refunded.

Irrespective of whether the minimum \$2 million or \$35 million is raised, the total amount of tokens sold during the presale summed with the total of tokens sold in the public sale will represent 70% of the supply of all GZE. These will be sold in the crowd sale at a price that is the equivalent of US\$0.35 each. The exact price is TBA closer to the ICO date.

Reward for Content Owners Who Provide Premium Content Experiences

A 1% licensing fee will accrue on all Gaze Coin transactions. This is paid as a reward to content providers who provide premium content experiences (allocated pro rata to the most popular content once initial user growth pool exhausted). Content providers earn from this pool proportional to the total gaze time that was generated on the platform each day.

How will Gaze Coin use ETH Raised During Token Launch?

The ETH received in the crowd sale will be used by Gaze Coin to build a mixed reality (MR) platform integrated with the Gaze Coin blockchain that provides developer tools allowing advertisers and content producers to create the immersive entertainment worlds of the future. The platform/API features, detailed in Appendices A and B, are demonstrated in a functional proof-of-concept: "Dream Channel VR" (Dream Channel). Dream Channel is a first-person, open-universe, open-source survival MMORPG (accessible via the Dream Channel VR app on Vive, Steam and GearVR). The game rewards any content creator, advertiser or user in Gaze Coin to integrate Gaze Coin API into their respective VR/AR content - allowing monetization through gaze.

Tokens Linked to Virtual-Land Bonuses

As further incentive, all participants in the token sale who spend more than US\$5,000 receive a virtual-land bonus. As virtual real estate zones become where high-profile content owners, advertisers and users cluster (VR/AR content "hotbeds"), the prices of virtual-land in those areas will increase. These virtual-land bonuses are already built and can be viewed inside the Dream Channel VR app.

Funding Milestones & Deliverables / Road Map

The Gaze Coin team has seven clear milestones as targets for the token sale proceeds, outlined in Funding Milestones / Roadmap.



Gaze Coin Summary

Finally, We Can All Make Money in VR/AR

Blockchain technology is an essential component in a new model for the VR/AR ecosystem. A user might easily engage with ten pieces of content during a brief visit to a virtual world or experience, meaning there could effectively be tens of thousands of transactions to record, track and make micropayments against. Moreover, in a world where content is frequently augmented or altered, it is challenging to accurately attribute exposure and credit to owners/creators. Further adding to the complexity is the massive amount of participants in the transactions - advertisers, content owners/creators and individual consumers.

The Gaze Coin platform was specifically designed to solve the monetization challenges of VR/AR content, indeed the monetization challenges of the metaverse itself. A blockchain-enabled solution that securely stores ownership and transaction data about content assets in VR/AR, tracking and managing micropayments associated with content consumption, Gaze Coin empowers content owners, advertisers and users to create, build and experience the VR/AR ecosystem with stability and trust.

The platform's unit of currency is Gaze Coin's own Ethereum-based token, GZE. This token will be available for content owners/creators, advertisers, and users to buy and sell in-experience, and to exchange for Ethereum tokens.

As consumers increasingly embrace VR and AR, they expect content producers and brands to be there with engaging content to capture their attention. Gaze Coin provides the infrastructural backbone of the VR/AR creative economy, delivering the fairness, trust, security and exchange mechanism required to ensure creativity can flourish. With Gaze Coin handling ownership data, transaction tracking and micropayments, content owner, advertiser and user stakeholders alike can focus on their core competencies: providing the next generation of amazing experiences, worlds and universes.



Funding Milestones/Roadmap

Gaze Coin is building a mixed-reality platform (already initiated, as featured at the Cannes Film Festival May 2017) in tandem with and powered by the Gaze Coin blockchain. This provides developers with the functional tools to create the virtual worlds of the future - taking audiences from the real world to the virtual world and back again. The platform roadmap includes:

(I) US\$2 Million

Gaze Coin API / WALLET

The Gaze Coin wallet powers immersive interactions by measuring, conducting and then storing any associated transactions and/or token coins. The Gaze Coin API is able to integrate with any VR/AR content (experience, environment, world) and features a developer toolkit **allowing monetization through advertising and gaze-triggered audience engagement.**

(II) US\$5 Million

VIRTUAL/AUGMENTED REAL ESTATE (CONNECTED 3D VR/AR WORLDS) + SOCIAL NETWORK ENGINE

Gaze Coin is developing a powerful virtual real estate and social network toolkit to function throughout the decentralized platform. Developed from the first use case of Dream Channel VR, an environment already built containing virtual cities connected through an overarching story narrative, the Gaze Coin API will progress to **allow unique, custom and connected virtual worlds.**

(III) US\$12 Million

PROCEDURAL ENGINE DRIVING AUTOMATED VIRTUAL WORLD GENERATION

Gaze Coin will build a procedural engine allowing developers to build theoretically infinite immersive worlds created through random procedural generation and deterministic algorithms. A single seed number will be used to create world features via mathematical computation, eliminating the need to create each feature by hand. Content creators (developers) will create a base level design for the look and feel of a singular element (a street, structure or block, for example) and then **let the code replicate this for an entire city.**

(IV) US\$20 Million

NAVIGATION SYSTEMS / TOLLWAYS BETWEEN WORLDS:

THE WORMHOLE TRANSPORT SYSTEM

Gaze Coin will build a transport system within the platform that **allows users to teleport themselves from one virtual world to another:** the Wormhole Transport System (WTS).



For the metaverse to reach its full potential, users need both a means and incentive to navigate between worlds and world builders also need an incentive to create these connections. Gaze Coin is the incentive, the Wormhole Transport System is the means.

(V) US\$ 25 Million

CHOOSE-YOUR-OWN-ADVENTURE STORY ENGINE

Gaze Coin will develop the choose-your-own-adventure (CYOA) story engine. Stories are the true drivers of VR/AR worlds. Story is what keeps audiences engaged and immersed. Content creators (developers, world builders) will be able to use the Gaze Coin CYOA story engine to **create the immersive narratives of the future.**

(VI) US\$30 Million

MIXED REALITY PLATFORM

Gaze Coin will develop the fully-functional Gaze Coin mixed-reality (MR) platform that will employ the AR cloud to power persistent VR/AR worlds. The vision is to connect the real world and the immersive world as seamless environments where **all interactions are measured and monetized through gaze.**

(VII) US\$35 Million

EPIC MIXED REALITY GAME

Gaze Coin will develop a **fully developed epic eSports MR game** that puts the entire Gaze Coin platform into action - an R&D test bed for all stakeholders (content creators/ developers, advertisers and users). All revenues generated from the game will flow through to fund the User Growth Pool. The game will test and prove every aspect of the Gaze Coin ecosystem and will be the means of marketing and promoting itself. eSports teams can compete in a winner-take-all matchup for GazeCoin token.

Team

The Gaze Coin team is made up of entrepreneurs, scientists, blockchain and financial experts, entertainment execs and VR/AR producers/world builders. Possessing several decades of experience, an eye on the future and an ideal mix of diverse expertise, this team is poised to win.



Jonny Peters

Founder and CEO

With over 20 years of leading-edge creative vision, CEO and Founder Jonny Peters is an award-winning mixed-reality producer, director and world builder. Often leading projects at the forefront of entertainment and tech, he raised nearly \$12M in 1998 for Kgrind, a multichannel music and action sports broadband TV network. In 2001, Jonny was recruited to BSkyB, where he built red-button apps for Sky's Electronic Programme Guide (EPG). After producing a successful reality TV series for Bravo, he was awarded a European Union Film Award in 2010 for his film *Lucydia* and crossed over into mixed-reality filmmaking and world building shortly after.

Jonny has produced interactive formats throughout his career, with work including mobile and tethered VR experiences, virtual worlds, interactive reality TV and traditional film. His MFA master's thesis on blending virtual worlds and traditional filmmaking is the philosophical basis and mechanistic rationale for the Gaze Coin platform. He holds an MFA in virtual worlds and Graduate Diploma in directing from Australian Film Television and Radio School and BE in economics from Macquarie University.



Bok Khoo

CTO/Chief Scientist

Bok is an actuary and quantitative software developer who has worked with banking and corporate treasury clients, investment managers, exchanges, government agencies and financial software vendors throughout APAC and Europe for over 28 years. Also known as BokkyPooBah on Ethereum, StackExchange and r/Ethereum, Bok serves as CTO/Chief Scientist for Gaze Coin as a larger commitment to bringing decentralized trustless exchanges to the Ethereum blockchain.



Landon Curry

VR Technical Team Director

Landon built the world's first VR department store for Ebay and the world's first VR racing simulator for Red Bull. Few people can rival Landon's commercial VR experience; his client list as Partner/Managing Director for Red Cartel includes Toyota, Subaru, Konica, Honda and Shell. Before Red Cartel, he was Managing Director of the Visualization Company and Director at Twitch Studios for 8 years. Landon holds a graduate advanced diploma in 3D graphics and animation from Computer Graphics College.

The Gaze Coin VR tech team are technical experts across a gamut of specialized disciplines in immersive media. A selection of the team's most notable commercial VR projects include an AR vehicle visualization for Toyota, an interactive VR showroom experience for Konica, a data visualization app for KPMG/Sydney University, interactive vehicle turntable design for Honda and a four-player VR pit stop simulation for Shell VPower.



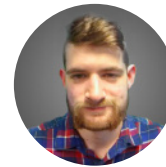
Mark Mulligan

VR Tech Lead



Craig Saunders

VR Producer



Sean Simon

Procedural Coder/
Wormhole Developer



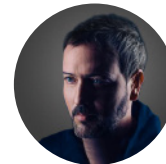
David Kelly

Real-Time Rendering
Specialist



Cenk Baban

VR Radio Producer



David Greene

Producer /
Programmer / VR
Radio DJ (Dave
Goode)



Alex Stojcic

CIO

Alex Stojcic (stoy-chich) is the easy going CIO at Gaze Coin. He received his Bachelor of Computer Engineering degree at the University of Wollongong and has been working in technology for close to 20 years. After two years as an early employee growing and scaling Health Fidelity a successful Silicon Valley startup, Alex returned to Australia at the end of 2016 to give back and work in the startup virtual reality community where he most recently pioneered volumetric video for a cinematic virtual reality project at Diesel Immersive. When he isn't playing sport most days of the week he is known to jump on an aeroplane at short notice to explore a new location in the world.



Brian Cobb

VR Film Producer

Brian is an accomplished film, digital and VR producer. He is the Executive Producer of the SPAA Award-winning series The Horizon, which has amassed over 50M views globally. Most recently, his Dream Channel VR premiered at Cannes 2017 with co-producer and Gaze Coin CEO Jonny Peters. No stranger to Cannes, Brian had two short films selected as part of the festival's "Cinema Des Antipodes" in 2012 and 2013. The Screen Producers Association Australia added Brian to its "Ones To Watch" list in 2013 and its "Enterprise People" program in 2014. In 2015, Brian worked with acclaimed writer/director Stephan Elliot (Priscilla: Queen of the Desert) on a one-hour TV drama Horizon, based on the digital series and one year later, Brian produced his first feature film, Indigo Lake, released in April 2017. Brian holds an advanced diploma in dramatic arts from Australian Academy of Dramatic Arts.



Gary Ross

Legal Counsel

Gary is a partner at Ross & Shulga PLLC, and, through longtime clients Steemit and InvestFeed, has spent several years at the forefront of cryptocurrency. Gary focuses his practice on securities law, venture capital/private equity and corporate governance. An adjunct professor at Seton Hall Law School, Gary has extensive experience advising SEC- registered and exempt capital markets transactions. He has contributed his expertise to features in The New York Times, MarketWatch, Associated Press and Corporate Counsel magazine and holds a JD from Northwestern University and BBA from University of Miami.



Saul Hudson

Global Communications Director

Saul is a leading blockchain communications specialist, raising the profiles of cryptocurrency companies through targeted public relations and content creation during token crowd sales. Formerly GM Americas for Reuters News, he oversaw operations for 600 journalists across multicultural newsrooms with an annual spend of \$80 million. An accomplished journalist himself, Saul has been a war correspondent and reported from more than 30 countries, interviewing top corporate and political leaders around the world.



Matt Knox

Database Programmer

An experienced web/mobile CTO and software developer, Matt Knox is an expert in server-side and database technologies. He has most recently served as CTO of Australia's CodeLab, where he specializes in complex distributed systems built on Linux and OSS for clients in Australia, New Zealand, United Kingdom and the United States. Matt holds a BSc in computer science/surveying from the University of New South Wales.

Advisors

The Gaze Coin Advisory Board includes experts across both established financial and entertainment disciplines and bleeding-edge fintech and immersive media.



Jeremy Lam

Product Lead, OmiseGO

As Product Lead, Jeremy is leading the first implementation of Ethereum scaling solution Plasma at OmiseGO. Jeremy was the creator of Vennd, a block-chain-as-a-service company and early counterparty-based vending machine platform that powered many pre-Ethereum ICOs. Prior to that, Jeremy was a consultant in the interest rate and credit derivatives investment banking industry.



George Samman

Blockchain Investor & Advisor

After co-founding BTC.sx (now Magnr), a bitcoin trading platform in 2013, George is a blockchain/cryptocurrency consultant and advisor to global financial institutions, startups and law firms. He writes on blockchain technology and use cases at sammantics.com. George holds a MA in international finance from Columbia University and a BA in Political Science from University of Delaware.



Travis Rice

VR Industry Advisor

Travis is co-founder of The LENS Group - a global VR company with a focus in China. Travis has more than twenty years of experience working as a curator and producer with artists and emerging technology across museums, galleries and the tech sector in over two dozen countries. His prior experience includes work at Apple, Biennale of Sydney, First Night Austin and Blizzard Entertainment.



Kunio Okuda

Blockchain Investor and Advisor to Japan & Asia

Kunio is an established Japan/APAC localization and community management expert to emerging fintech companies in the blockchain and AI spaces. A cryptocurrency investor and entrepreneur, he is also the community management officer for OmiseGO.



James Sugrue

Ad-tech Advisor

AFK Founder, James Sugrue has a firm belief that the successful agencies of the future need to be filled with disruptive thinkers that are proactive in creating a digital realm that is "Away From Keyboard". He has built a close-knit team of talented, like minded tech creatives, who work alongside clients to create a seamless movement across emerging devices. AFK have won multiple awards since incorporation for innovation in the digital space for both AFK's Sydney and Dublin offices.

A leader in pioneering digital campaigns since its inception in 2009, James has a passion for emerging technologies and his agency has delivered award winning ad-tech campaigns since 2010.



Evan Luthra

Cryptocurrency Publicity Advisor

Evan Luthra has that rare and coveted ability to turn original ideas into businesses that are both revolutionary and profitable. Evan's strategy follows a simple, but proven formula: conceptualize, innovate, execute, from being an early investor in Eaze.com (fastest growing on-demand tech company in 2016) to most recently launching Wheelys (INC top 15 company to watch in 2017).

He is a featured speaker at different universities and conferences around the globe, covering mobile apps, entrepreneurship and trending tech topics. Evan is heavily involved in VR with multiple companies in his portfolio including Advir.co, VEPIInternational.com. Within the crypto market, Evan's company has successfully executed on multiple ICOs, raising upwards of \$25 Million to date. He is now is working with Hashgraph to build what is known as Blockchain 2.0.



APPENDIX A

Gaze Coin Roadmap

Although there has been considerable disillusionment among advertisers with VR/AR after the growing pains of 2015-2016, the medium continues to gain impressive momentum. A market expected to double every year for the next three years, reaching \$215B by 2021, immersive media represents one of the greatest technological leaps in the modern age, a tremendous opportunity for advertisers and content producers alike. Despite analyst optimism, there is still a glaring deficiency in the VR/AR ecosystem; one that threatens to undermine all its potential until solved: it remains astonishingly difficult to monetize VR and AR. Business models that work in web/mobile do not work in VR/AR - as VR/AR is a fundamentally different medium because literally everywhere you go, look or touch in VR and AR can be monetized.

Gaze Coin is specifically designed to solve the challenges of monetizing VR/AR. Using patented technology, Gaze Coin is a VR/AR blockchain token (unit of exchange) measured by gaze control/ eye tracking. By measuring "gaze", the token creates a model for advertising in VR/AR environments (from short-form experiences and simple digital objects all the way to fully-rendered virtual worlds) at the heart of how mixed reality is created and consumed: gaze control.

A seamless, scalable and secure solution providing advertisers, content owners and users the engine to measure and monetize true engagement inside VR and AR, Gaze Coin even allows stakeholders to launch their own branded tokens to power their unique, respective content (experiences, environments, worlds) in turn. Gaze Coin exists to bridge the gap between the promise of VR/AR and the ability for brands and content owners to capitalize on it.

Gaze Coin is both the killer app for VR/AR advertising and tracking copyright (DRM) in VR/AR. The Gaze Coin ecosystem is delivered through a mixed-reality platform with developer toolkit that allows the community to build blockchain tracked worlds where every audience action is incentivized and monetized.

This Appendix provides a detailed road map for the development of the ecosystem.

Gaze Coin Functional Lab: The Dream Channel VR Virtual World

Gaze Coin is building a mixed-reality (MR) platform powered by the Gaze Coin blockchain. To kick off this platform, the Gaze Coin team has launched the Dream Channel VR (Dream Channel) “open-universe” game.

Dream Channel is the first version of the larger MR platform and will serve as a functional proof of concept, critical first use case and working demonstration of the Gaze Coin blockchain. Gaze Coin will make all the tools created for this available for the entire Gaze Coin ecosystem (including the MR platform) and it will be these same tools developers can use to create the virtual worlds of the future.

Funding Milestones / Development Roadmap

The following serves as a detailed roadmap of Gaze Coin platform development, containing milestones that will be unlocked with each funding target met.

(I) US\$2 Million Gaze Coin API/WALLET Timeline: 6 months

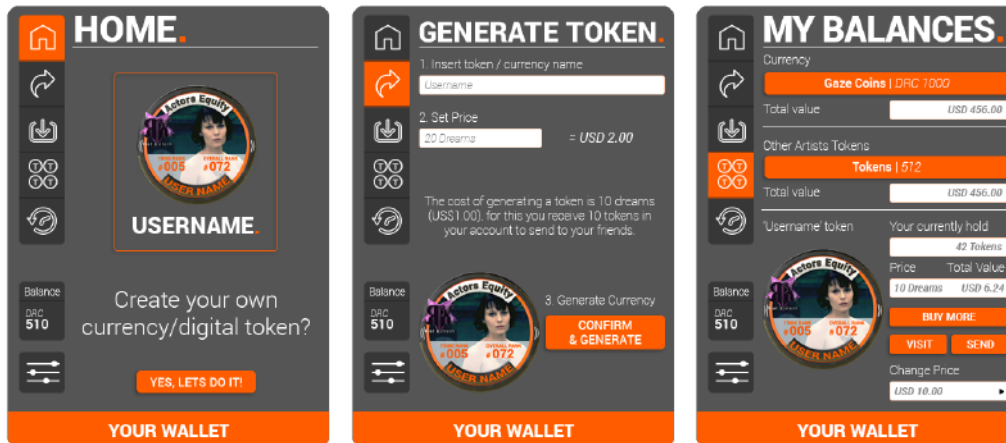
Phase 1 of Gaze Coin development is the completion of the Gaze Coin wallet and API. The wallet powers immersive interactions by measuring, conducting and then storing any associated transactions and/or token coins. The API able to be integrated with any VR/AR content (experience, environment, world) and feature a developer toolkit that allows monetization through advertising and audience engagement.

Wallet/API Key Features:

1. Visual interface that allows users to better understand, view and trade their token coins.
2. Ability for users to exchange Gaze Coin across any VR/AR experience, environment or world using the Gaze Coin API.
3. Ability for users to launch their own branded token coins, exchange branded token coins between VR/AR experiences, environments and worlds, and participate in a wholly secondary market for branded token coins.
4. Seamlessly allows value transfer from the virtual world to the real world and back again.

Example In Practice:

A user's actions in VR/AR, such as spending over a certain threshold of time inside a specific experience, finding a specific virtual object/"easter egg", completing a game level or sharing content, can be programmed to generate a VIP token sent to their wallet. The token may provide the user with access to real-world rewards: discounts, event access, exclusive content, etc. This can also work for transferring ownership of real-world assets: money, physical property, etc.



NIGHT CLUB (real world) <<<< WALLET <<<< VIP TOKEN <<<< VR WORLD EXPERIENCE

(II) US\$5 Million VIRTUAL/AUGMENTED REAL ESTATE (CUSTOM CONNECTED 3D VR/AR ENVIRONMENTS) & SOCIAL NETWORK ENGINE Timeline: 12 months

Phase 2 of Gaze Coin development involves a toolkit empowering virtual real estate growth and social network functions throughout the decentralized ecosystem of the MR platform. Developed from Dream Channel, where the team has already built virtual cities connected through an overarching story narrative, the Gaze Coin API will progress to allow unique, custom virtual worlds.

Virtual Real Estate/Environment Key Features:

1. Ability to calculate and collect rent payments on virtual-land.
2. Ability to launch custom (branded) VR/AR experiences, environments, storefronts and worlds (and use branded token there if desired).
3. Integration with Gaze Coin to track and manage ownership and financial transactions.
4. Property value appreciation via premium content (the more users engage with content, virtual areas become recognized as "premium content generation zones" driving up property value).

Social Network Key Features:

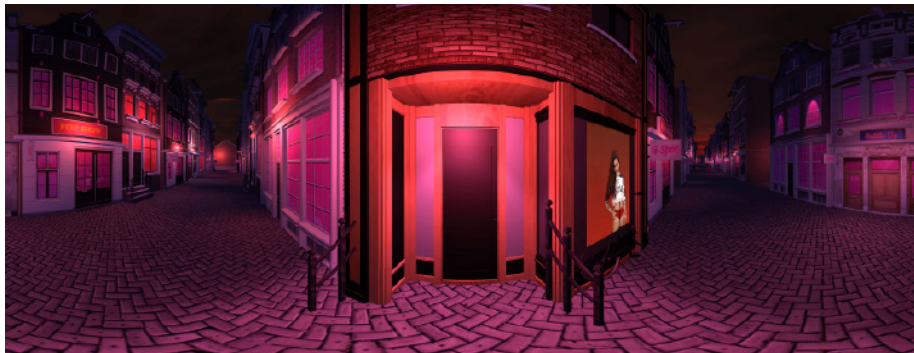
1. Integrated content/user ranking and reward systems (monetized using Gaze Coin).
2. User-generated content channels Dream Channel Virtual-Land Bonus with Gaze Coin ICO.
As part of the Gaze Coin token sale, participants who spend more than US\$5,000 receive virtual land packages.

**Token Sale / Land Packages:****(i) US\$ 5,000****VIRTUAL APARTMENT**

Virtual apartments are located in city hot spots and are used by VR/AR talent, content rights holders and advertisers to broadcast immersive experiences to their global audience. Don't miss out on this limited offer. Visit www.gazecoin.io for offer details.

**(ii) US\$ 10,000****VIRTUAL PENTHOUSES WITH ADDED WORMHOLE FUNCTIONALITY**

Virtual penthouses will feature connected wormholes lined with immersive content, linking into any number of chosen connected worlds. They also create an entry/exit point at a random location in the real world creating a doorway accessible using AR. Wormholes to and from penthouses also function as 'toll-ways' in between virtual worlds, measured in gaze coin - paid to toll-way owners.

**(iii) US\$ 50,000****VIRTUAL STREET**

A virtual street comprises of 15 x Virtual apartments and 4 x Virtual Penthouses. As an owner you can choose to have a street inside one of the themed Dream Channel sectors or you can choose to locate your street separate or located anywhere else in the metaverse that you choose. The Gaze Coin API provides the street with all existing functionality including content / talent rankings etc.



(iv) US\$ 100,000

VIRTUAL SUBURB

A virtual suburb comprises of 4 x city blocks which includes 12 Virtual Penthouses and 40 Virtual Apartments. As an owner you can choose to link the suburb to any one of the themed Dream Channel sectors or you can choose to locate your suburb separately located anywhere else in the meta-verse. The Gaze Coin API provides the suburb with all existing functionality including talent ranking system that the apartments on the main street according to popularity.



(v) US\$ 250,000

VIRTUAL CITY

A Virtual City consists of 8 City Sectors that add virtual apartments on the fly as residents join. Cities come complete with an integrated social network that allows messaging between residents, an AR app that allows the community to access the VR world from the real world - and of course a full monetization model using 'gaze' and Gaze Coin. The city is designed and branded to your needs.



(III) US\$12 Million

PROCEDURAL ENGINE DRIVING AUTOMATED VIRTUAL WORLD GENERATION

Timeline: 12 months

Phase 3 of Gaze Coin development is the build of a procedural engine allowing developers to build theoretically infinite immersive worlds created through random procedural generation and deterministic algorithms. A single seed number will be used to create world features via mathematical computation, eliminating the need to create each feature by hand. Content creators (developers) will create a base level design for the look and feel of a singular element (a street, structure or block, for example) and then let the code replicate this for an entire city.

Proof of Concept - Dream Channel Game

Gaze Coin plans to develop the potential of this engine and create an effective research and development lab for all Gaze Coin developers through an epic 'open-universe' survival game using the engine: Dream Channel. Dream Channel is outlined in detail in Appendix B: Game Outline.

Procedural Engine Key Features:

1. Deterministic algorithm generates unique configurations of virtual assets (virtual elements, spaces, time/era constructs, etc.),
2. Allows the same content to be experienced by different people differently (with certain attributes - imagery or POV for example - slightly altered) or by the same person differently every time they consume it.



(IV) US \$20 Million

NAVIGATION SYSTEMS/TOLLWAYS BETWEEN WORLDS: THE WORMHOLE TRANSPORT SYSTEM

Timeline: 18 months

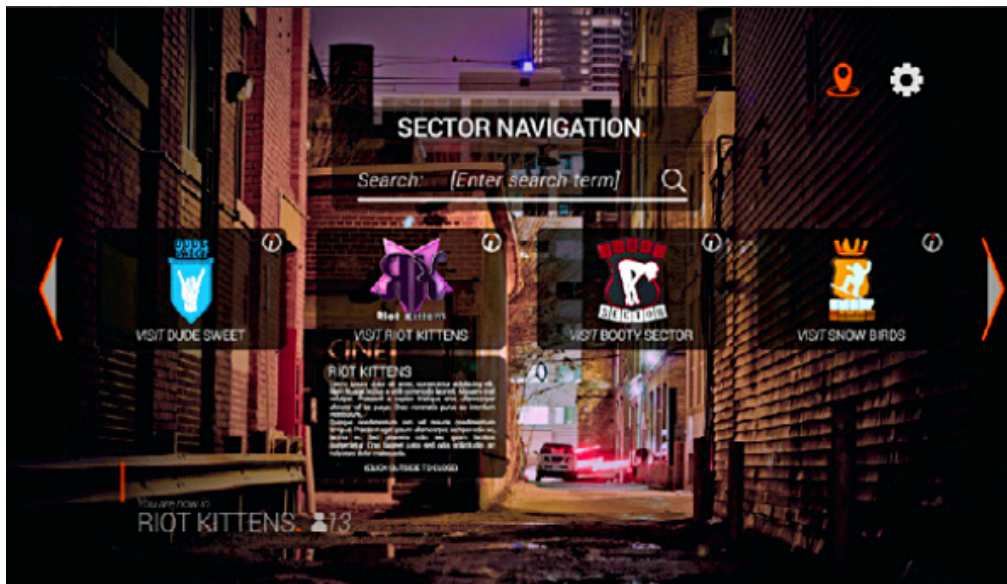
Phase 4 of Gaze Coin development is building a transport system within the MR platform that allows users to teleport themselves from one virtual world to another: the Wormhole Transport System (WTS). For the metaverse to reach its full potential, users need both a means and incentive to navigate between worlds. Likewise, VR/AR content owners/creators (world builders) also need an incentive to create these connections. The WTS accomplishes both aims with the key features outlined below.

Wormhole Transport System Key Features:

Wormholes are lined with immersive content to entertain “along the ride.” Wormholes serve as tollways between worlds where Gaze Coins and other custom token coins are exchanged. Wormhole travel creates a micropayment that rewards user for going on the journey and pays content owner/creator for providing the immersive content lining the wormhole (paid from the User Growth Pool). The navigation system uses the Procedural Engine to replicate on the fly and can be used for both intraworld and interworld travel.

a) WTS Internal (Intraworld) Navigation System (Simple Wormholes)

Audiences can engage a simple navigation system allowing them to teleport between sectors of a world; each one a different chapter of the story, level of a game, separate content piece, etc.





b) WTS External (Interworld) Navigation System (Tollway Wormholes)

Tollway wormholes are where tokens are exchanged from one world's to another - we expect mini exchanges to emerge at important junctions, where this can take place.

Proof of Concept - VR Radio

The foundations of the WTS have been built as a concept called VR Radio. VR Radio allows users to visit a music-driven virtual world, choose an artist, then travel on a wormhole ride through their favorite music track where, powered by the Procedural Engine, shapes, landscapes and objects morph and bend to the beat of the music in a unique way (no two journeys are ever the same).

The immersive experience is measured in 'gaze' with microtransactions flowing back to the rights holders of the music. This experience is part of the tech demos accompanying the Gaze Coin ICO. Users can download the VR Radio app, go on a series of wormhole rides, and then receive a sample Gaze calculation.





(V) US\$25 Million

CHOOSE-YOUR-OWN-ADVENTURE STORY ENGINE

Timeline: 18 months

Phase 5 of Gaze Coin development is the choose-your-own-adventure (CYOA) story engine. Stories are the true drivers of VR/AR worlds and what keep audiences engaged and immersed. Content creators (developers, world builders) will be able to use the Gaze Coin CYOA story engine to create the immersive narratives of the future.

The success and failure of any virtual world depends upon the narrative and resultant ability for the audience to engage with the story. The Gaze Coin MR platform tools will allow creators to create a set of complex interactions with story characters and allow users to change the outcome of the story based on their actions. The complexity required to make the engine work for a VR/AR story narrative is considerable. The engine specifications also include a cross-platform developer tool for traditional filmmakers to integrate VR/AR elements with feature films that have a 'virtual reality' bend (such as Steven Spielberg's "Ready Player One"). Today, traditional filmmakers struggle with a means to add virtual worlds to their cinema-focused narratives. In this way, the Gaze Coin platform creates not only a monetized solution for traditional filmmakers but a mechanism for crossing platforms, pulling audiences into the immersive ecosystem.

Proof of Concept - CYOA

Dream Channel features a CYOA VR game experience showcased at the Cannes Film Festival May 2017. In this experience, audiences can play multiple characters and the decisions they make change the outcome. Audiences must earn enough Gaze Coin to pay gatekeepers, to purchase weapons and to buy moves that they will need in battle with other players.

Dream Channel Story

Log Line

Gangsters buy and sell dreams on the black market.

Tag Line

Every dream has its price.

Short Synopsis

When Lucy's dreams are stolen, she finds herself the star of a eSports game where audiences bet Gaze Coin on outcomes - a game played nightly on The Dream Channel. Audiences venture into the VR world and discover that their dreams have been stolen too!

Platforms

Feature film, 'Choose Your Own Adventure' VR series and virtual world.

(VI) US \$30 Million
MIXED REALITY PLATFORM
Timeline: 24 months

Phase 6 of Gaze Coin development is the fully-functional Gaze Coin MR platform that will employ the AR cloud to power persistent VR/AR worlds. The vision is to connect the real world and the immersive world as seamless environments where all interactions are measured and monetized through gaze.

The Gaze Coin team is relentlessly committed to a strong focus:

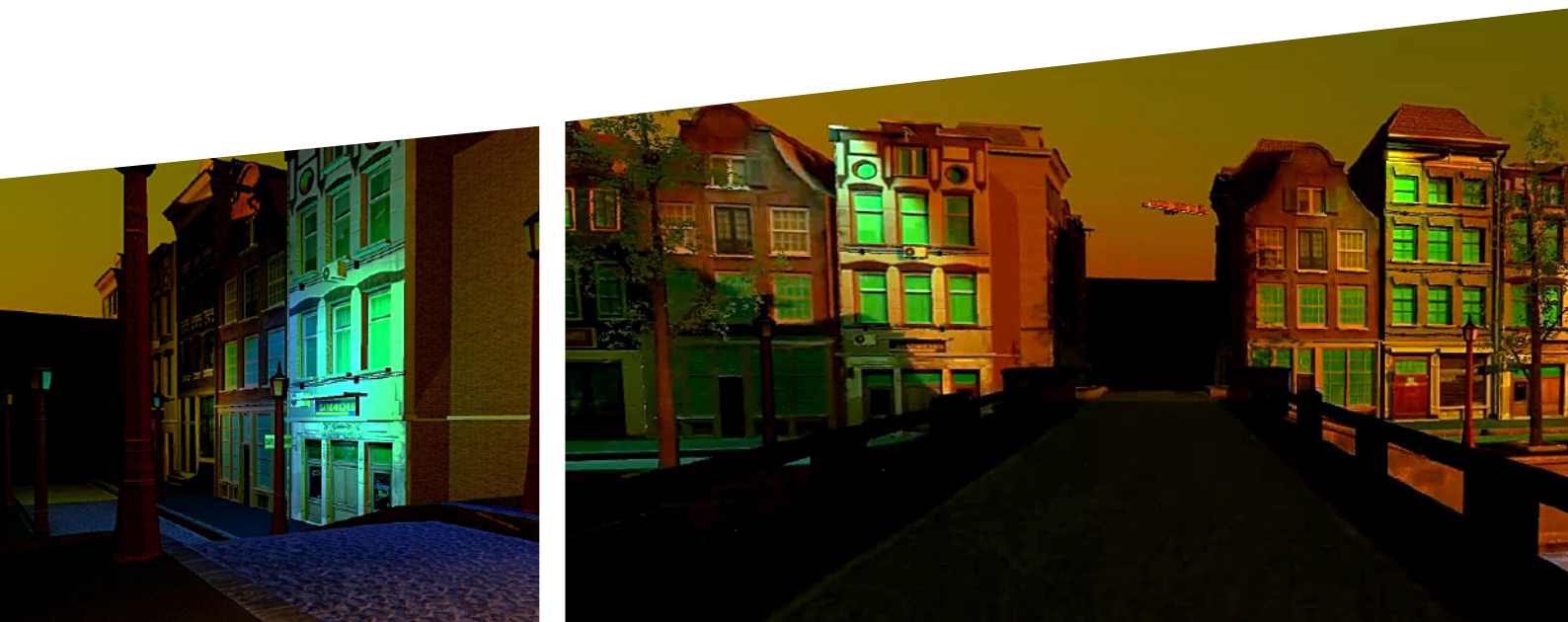
- **To build and advance the cohesion between the real world and the metaverse.**
- **To build and advance the cohesion between virtual worlds in the metaverse.**

AR Applications

As the MR platform will track a user's gaze through any device, the applications of such a platform are virtually endless (pun intended). From ordering clothes worn by others in the real world, to adding building blocks to location-based AR worlds with every object monetized, the applications are theoretically as vast as the human imagination.

(VII) US\$35 Million
EPIC MIXED REALITY GAME
Timeline: 24 months

Stage 7 of Gaze Coin development is a fully-developed epic eSports MR game that puts the entire Gaze Coin platform into action - an R&D test bed for all stakeholders (content creators/developers, advertisers and users). All revenues generated from the game will flow through to fund the User Growth Pool. The game will test and prove every aspect of the Gaze Coin ecosystem and will be the means of marketing and promoting itself. eSports teams can compete in a winner-take-all match-up for Gaze Coins. A full outline of the game is available in Appendix B.





APPENDIX B

Game Outline | Gaze Coin's Epic Mixed-Reality Game: Dream Channel

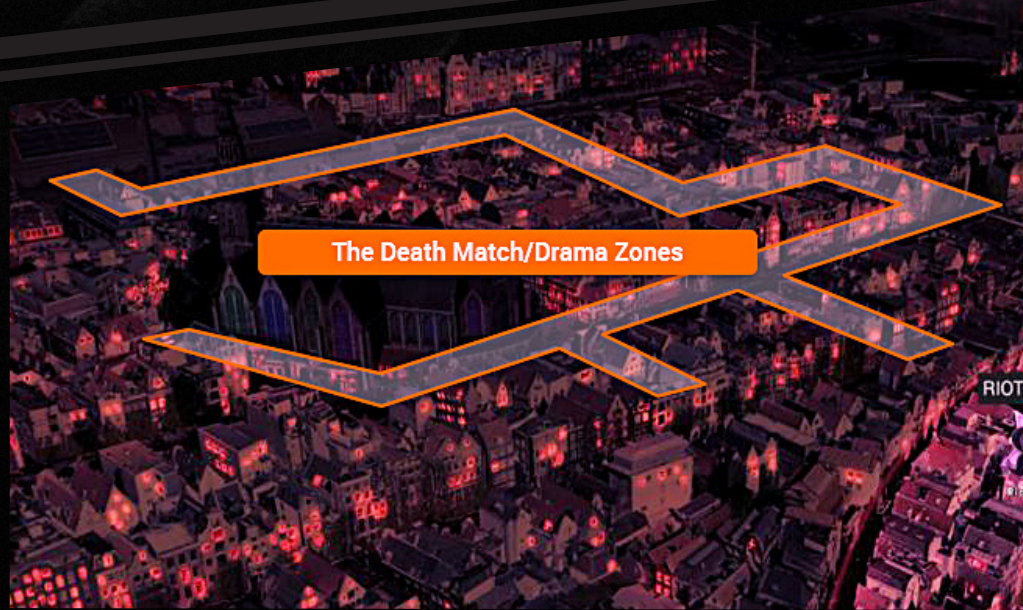
The Gaze Coin development roadmap (detailed in Appendix A) covers fundamental milestones as development targets from the proceeds of the Gaze Coin ICO. Throughout the roadmap, including work completed pre-ICO, the Gaze Coin team develops a first-person open-universe mixed-reality (MR) survival MMORPG, called Dream Channel VR (Dream Channel), that is the first version of a larger MR platform the team is building. Dream Channel will serve as a functional proof of concept, critical first use case and working demonstration of the Gaze Coin blockchain and developer API/toolkit. All revenues generated from the game will flow back into the User Growth Pool (more details on the pool in the ICO Summary doc). Dream Channel is an eSports game where teams can compete in a winner-take-all matchup for GazeCoin (virtual currency).

Overview

An Epic Game that Unites & Monetizes the Metaverse

Dream Channel is an epic mixed reality game that rewards players in Gaze Coin for monetizing the metaverse - the connected VR/AR space. 'Dream Channel' is a subconscious entertainment precinct that pays players in Gaze Coin to search the metaverse for talent that could rate on Dream Channel TV - an immersive 'shared' TV channel. Players purchase a 'wormhole blaster' - a weapon that captures talent inside their content, blasting a wormhole between their location, through Dream Channel to an entry/exit (portal) location on planet Earth. Wormholes are lined with the talent's immersive content and provide players with a toll road/transport system between virtual worlds - shared by the talent and the player who captured them. The highest-rated show on Dream Channel TV is a eSports game featuring the most popular talent (called Dreamers) uploaded to the precinct. Tribes use GazeCoin to bid for their favorite dreamers, who are then pitted against each other in a deadly dream 'game show' in the streets of the precinct. Dreamers are locked into playing the game until they have won enough GazeCoin to pay their audience back.

The Dream Channel environment is a procedurally generated open universe. The city builds new apartments, streets and sectors each time a new person joins the city. Dream Channel is a living, breathing city that grows and adapts organically.





Gameplay

Players play the role of a bounty hunter exploring the entirety of the metaverse, which includes billions of dreams (immersive content) that can rate on The Dream Channel – an immersive ‘shared’ TV channel. Players earn GazeCoin by finding lucid dreamers (content creators), capturing them with a wormhole blaster and blasting their profile from their location to The Dream Channel – lining it with their immersive content. The game includes deep space missions to other colonies including an AI Planet where a hologram version of the player uses the community to learn the moves of the player, sells itself to friends, and can be traded. A transport system allows players to travel to other games through connected wormholes where players pay GazeCoin toll to wormhole owners. The more content players acquire, the more they will become targets of rival lucid dreamers who are looking to take ownership of their dreams.

Receiving payment in GazeCoin, players are able pay wormholes owners for transportation, weapons and the lucrative mineral ‘Dice’ – a sleeping pill that allows them to access The Dream Channel itself. 360-degree content is valuable, but the most lucrative content are ‘dreams’ (3D fully-immersive virtual reality) – as these allow Dream Channel subscribers to fully immerse themselves inside and feel real emotions and danger.

The ability for the player to explore the galaxy is only limited by the amount of GazeCoin they have to buy weapons, fly through wormholes and their personal supply of Dice. With wormholes linked to the planetary location of the talent/dreamer that it originated from, players use The Dream Channel to plot courses – to find other colonies and worlds. In between worlds, players may come across other wormhole travelers - many of whom are aligned to one of eight different dream tribes who are fighting each other for control of The Dream Channel. The players’ actions towards each tribe will determine how they are treated in future encounters. At some point, they can choose to join one of the tribes. Many of the tribes speak their own languages and the player may need to learn this to gain favor. Deep space outposts exist for trading currency, weapons and Dice and serve as ports for the upload/download of dreams. Many of the outposts are manned and aligned with specific tribes (some friendly, some hostile). Each tribe has their own ‘base city’ existing deep in different galaxies.



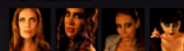
SECTORS.

- ▶ BOOTY SECTOR
- ▶ JIGGY POPS
- ▶ MOON RUNNERS
- ▶ RIOT KITTENS

PLAYERS. 068

OVERALL RANK
03

TOP PLAYERS



[VISIT SECTOR](#)

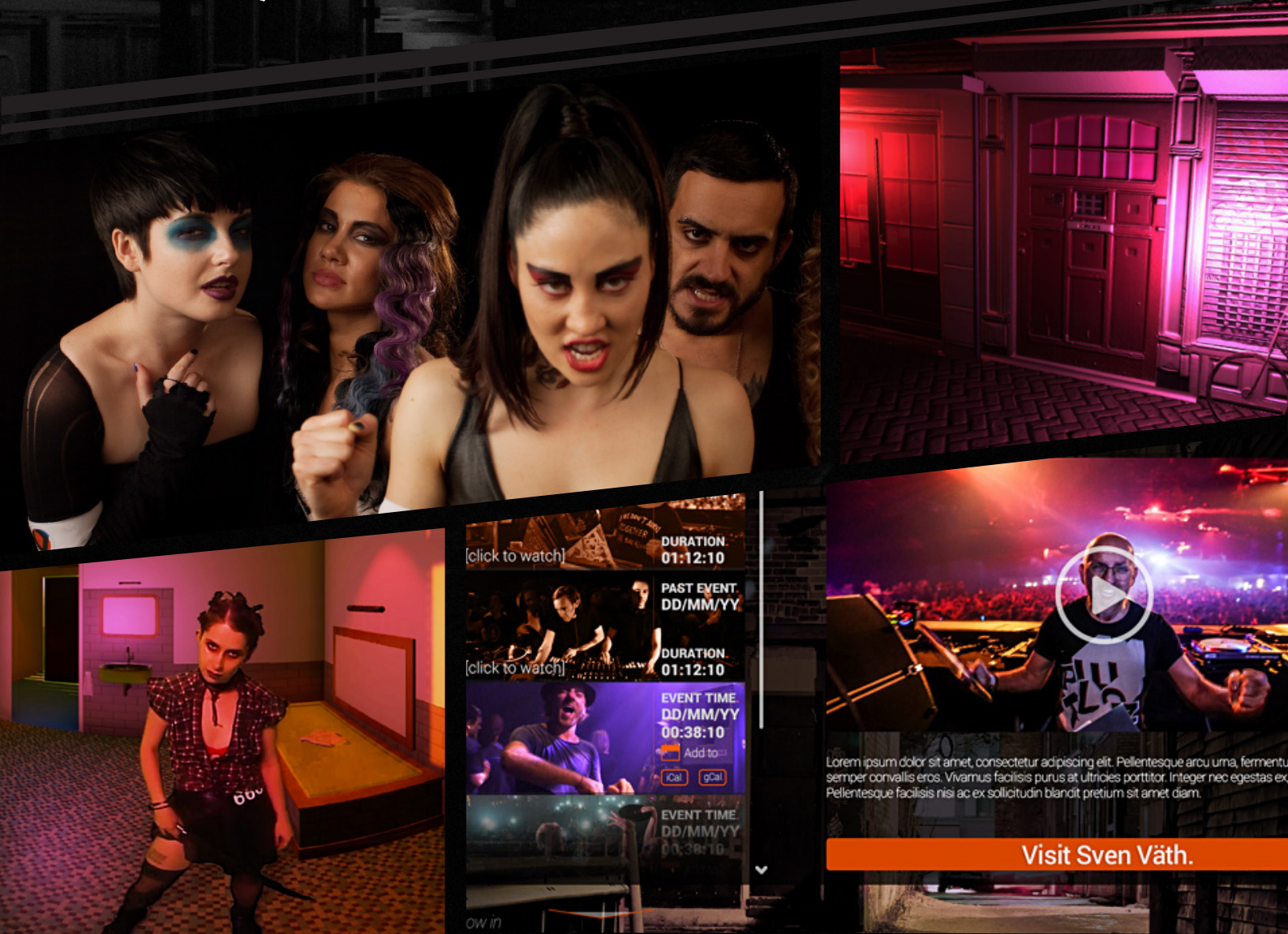
- ▶ DISCIPLINARIANS
- ▶ CHAINMAILERS
- ▶ SNOWBIRDS
- ▶ K-GRIND

Players attract attention from other players based on their ranking. Players receive two rankings – a ‘player’ ranking based on their wealth in GazeCoin and also a ‘contestant’ ranking based on their content rating on The Dream Channel. Many tribes deal in people smuggling – transporting and trading high-rating lucid dreamers. Players can come under attack in wormholes and also while accessing The Dream Channel. If killed or captured, by they go into a coma and become the property of a people smuggler. If they die in space, they are spawned at their last previous space outpost check-in, minus any GazeCoins they have not yet cashed in and any wormholes not yet uploaded to The Dream Channel (now the property of the killer).

Players can purchase a special ‘Super Dice’ currency to protect themselves from losing their dreams if they are ever killed inside Dream Channel precinct (this is a deathmatch zone) . Living dreamers are worth more to players in the game for trading purposes. Players are restricted to non firing weapons (knives, axes, chains, spears) for hand-to-hand combat with each other inside The Dream Channel.

Talent uploaded to the game have a limited number of Talent Tokens that can be bought and traded. Talent tokens provide token-holders with access to wormholes connected to the talent. The price of the tokens change based on their Dream Channel ‘contestant’ ranking. If a brand wants to sponsor, talent they must purchase Talent Tokens back from players to buy the rights to do so.

DREAM CHANNEL



Visit Sven Våth.

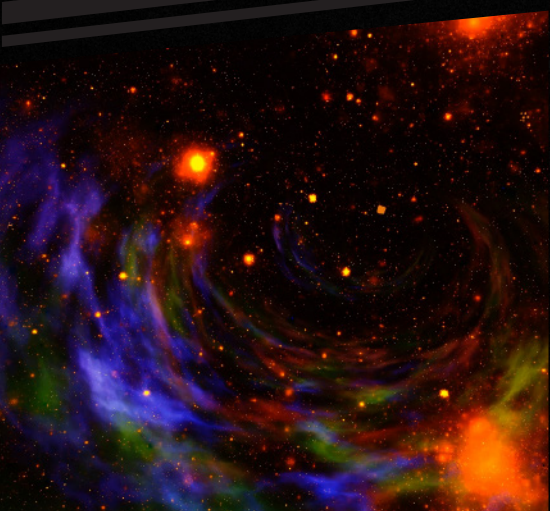


Wormhole Transport System

The starting infrastructure to the expansion of Gaze Coin across connected virtual worlds is via a user-generated 'wormhole' transport system. The Wormhole Blaster is a camera device that captures content and their coordinates and blasts a wormhole – lining the wormhole with the artist's 360 degree content and storing it in The Dream Channel – the universal database of wormholes. If a wormhole gains a following, its creator, the artist and those who recommend it receive payments in Gaze Coin based on consumer time immersed inside that wormhole - or 'Gaze' – Players participate in a shared universe with the ability to exchange wormhole co-ordinates with friends.

A wormhole initially creates a link between the location where the talent was discovered and another location on the other side of Planet Earth, directed by The Dream Channel. These wormholes can be random but are more likely to be directed towards locations where the talent will be well received by other players. Players use a VR/AR camera in their Wormhole Blaster to look into the wormhole and see the other side. Pulling the trigger shoots players through the wormhole where they become fully immersed in 360/VR content. If the wormhole is empty, travelers can line it with their own content. Traveling through wormholes can be dangerous as they can collapse at any time.

The ability for players to explore wormholes will be determined by buying talent tokens or by adding 360 content to the wormhole. Wormhole travel is not limited to points on Planet Earth and can extend to other galaxies and even time travel. Wormholes can come under attack. Travelers can try to change the immersive content that lines a wormhole by adding a new immersive experience/ content. If the attacker's content achieves a quorum, the wormhole experience is changed and the destination is rerouted to a new destination. It should be noted that creating worthless wormholes, or attacking too many wormholes will attract the attention of 'agents' who patrol The Bridge. They can collapse wormholes that are non-existent or add no value to the database. This lowers a player's game ranking and makes his recommendations less attractive to other players.





Super AI Planet

An Epic Game that Unites & Monetizes the Metaverse

One of the wormholes stored in The Bridge connects players to an AI planet - where 'Super AI' versions of all players are stored and evolving. Here they discover a deadly fantasy sports game that is fully immersive.

This level of the game includes an AR app where players communicate with each other by sending personal hologram messages to each other, setting off a chain of events where the hologram uses the community to learn/acquire 'moves' becoming a 'Super AI' version of its creator - a version that the originator can then fully embody in VR! Here players can collect, shop and buy moves for holograms using GazeCoin. Forming a hologram army they can go into battle against other holograms.





VR Drama Series

An Epic Game that Unites & Monetizes the Metaverse

A VR drama series is broadcast across the galaxy and presents players with an ongoing drama featuring dream channel 'contestants', which provides players with insights into game play, the tribes, other players, and drives their quest for adventure inside the game.

Contestants are aligned with one of the eight fighting tribes and participate in a death match game show – called 'Dream Time' - taking place inside The Dream Channel. The game pits rival tribe members against each other in a winner-take-all combat in the streets of a particular high rating dream.

The winner takes the other contestants' wealth and audience. The loser is banished to a distant tribe colony and must start again. A future re-match allows the loser to win their dream world back.





Creative Ambassadors

VR Radio

Dream Channel has over 40 'creative' team members who are ambassadors for Gaze Coin. To create the Gaze Ecosystem, Dream Channel VR been recording and live streaming electronic music artists in VR as part of an initiative called VR RADIO. The concept involves capturing artists as a hologram creating a point cloud stream of the artist. This 'stream' is broadcast into a virtual apartment inside Dream Channel. Audiences can access the stream live through their phones in 2D. They can then opt to enter the DJ's virtual apartment in AR 'live' looking through their phones screens, or in VR using their goggles. Each DJ has their own Talent Token. These are collectible, can be swapped, and provide fans with access to VIP content.



Oliver Koletzki

Facebook - 323,734
Soundcloud - 163,000



Claude Von Stroke

Facebook - 270,000
Soundcloud - 169,000



The Potbelleez

Facebook - 65,606





Creative Ambassadors

VR Radio

To foster the initial growth of the Gaze Coin ecosystem, we have created virtual apartments for some of the world's fastest rising electronic music artists. As spokespeople for the platform, they are a proof of concept for user / artist generated content, an essential requirement to fuel the growth of the ecosystem. As audiences are incentivized to experience their immersive content, these artists will grow into branded content opportunities. These artists are involved as part of the VR Radio initiative.

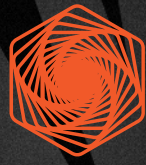
The combined audience reach of ambassadors alone is 5.5 million people





Conclusion

Dream Channel VR by Gaze Coin is a fully-developed epic eSports MR game that puts the entire Gaze Coin platform into action - an R&D test bed for all stakeholders (content creators/developers, advertisers and users). All revenues generated from the game will flow through to fund the User Growth Pool. The game will test and prove every aspect of the Gaze Coin ecosystem and will be the means of marketing and promoting itself. It is the final culmination of all development efforts on the Gaze Coin platform. Dream Channel exists to not only be the quintessential prototype for an epic, connected metaverse game with an overarching story narrative, but more importantly, to inspire and spark creativity in the virtual world architects of the future.



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