



EQUINOX

## PITCH

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**Project Equinox is a platform for social networking style publishing of augmented reality interactive virtual content on the blockchain.**

**It's like Pokemon Go and World of Warcraft and Minecraft and geocaching rolled into one AR world with crowdsourced elements, which may end up looking like The Matrix.**

# Welcome to the future of social networks

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**Equinox is a social networking platform for publishing augmented reality interactive content, which enables people to attach their content to physical locations.**

One aspect of it is an “Instagram for AR” of sorts. It is aimed both at new users who want to migrate from old social networks to new ones, at people wanting a physical component in their interactions, and at businesses which can make use of location-based content to create and expand their trade.

Equinox uses blockchain economics to avoid selling users’ personal data to 3rd parties and to implement interactivity with smart contracts, and is flexible enough to allow the implementation of systems such as Pokemon Go and Ingress within itself.

**Imagine geo-coded Facebook communities / groups in AR (Augmented reality), with content placed in a virtual overlay on top of the physical world.**

You go to the park and with your mobile phone scan for content left there by your friends. It could be in the form of messages like “the cherry blossoms are incredibly fragrant around this corner”, it could be their selfies, 2D or 3D artwork, or even Minecraft-like virtual buildings.

Then you switch to an AR group which runs a daily geocaching game, which gives you hints to visit 5 physical locations in your neighbourhood with virtual content (it could be anything from verses of a poem, or digital downloadable content) in a particular order to get an achievement badge and prize coins.

Then you go downtown for lunch and switch to a “food & drinks” Equinox group which shows you lunchtime specials around you and allows you to interact with other guests.

To get some post-lunch exercise, you switch to an Equinox group which is running a “capture the flag” game and you try to maintain your team’s presence in the sector, which gives you the award of removing the opponent team’s virtual graffiti and adding your own. You pass by a particular location which is used by a famous AR artist and take a look at what he’s done last night. You like what you see and you tip him a few coins near his extravagant virtual art installation which is actually a smart contract.

In the evening, you remember your friend’s birthday and decide to set a huge floating virtual graffiti over her apartment building saying, “Happy birthday, Susan, with love...”. She’ll be surprised when she gets the notification that new virtual content was created near her by some of her friends. It’s future with Blade Runner aesthetics, in AR/VR.

# Key design components

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“ One step closer to The Matrix ”

- A system that encourages and awards social interaction. A social network with gamification elements.
- Two sided interface: 2D map mode for navigation and 3D augmented reality mode for interaction.
- Crowdsourced content: users place messages, images, videos, 3D objects, virtual items, Minecraft-like buildings at certain geo-coordinated locations (*sites*).
- Interactive objects (*with attached smart contracts*) enable content creators to create “if this then that” type of scripts, which facilitate, for example, these forms of interactions:
  - » Quest- or story-driven gameplay: content creators can create sequential gameplay structures combining interactions at multiple locations into quests, adding extra tasks, possibly real-world related (“*buy coffee at Starbucks, and you get X reward*”)
  - » Teamplay: both content creators and players can join into groups / teams (*think Facebook groups in AR*) for creators to create and manage content, and for players to progress together
  - » Competitive teamplay (*optional*): players may temporarily “capture the flag” on other teams’ sites in a special PvP gameplay mode
  - » Rewards for solving quests / other interactions: both digital content items and points which are recorded as coins / coins in the blockchain. Fully tradeable

- Content is grouped / tagged like in social network platforms (*think "Facebook Groups"*). Only one such "layer" of virtual content is visible at a single time. This enables users to only see content created by their friends or certain creators or certain games. This could lead to situations where players see that "nothing is happening" in their current world-view, but switching to another they see new content, activities, interaction and competition.
- On the blockchain: world-wide, peer-to-peer content distribution, allowing the content to be created simultaneously all over the world, verified by all interested parties, and allowing players to "go back in time" and interact with the world as it was at a previous time point in the blockchain (*"let's live in the virtual world like it was a year ago, before X happened"*).
- Content creation requires micro-payments with blockchain-powered cryptocurrency, as opposed to current social networks that offer the users no choice and instead sell their personal information.
- The Equinox blockchain is public with private PoA mining and implements a revenue-sharing model with the miners, which provide a valuable service to the system.
- Three-fold content moderation: #1: resources stored out-of-chain can be filtered and taken down, #2: content which is not interacted with (*upvoted*) expires automatically (*unless more coins are spent*), and #3: content can be flagged / downvoted.

“Imagine a better virtual world where instead of collecting pocket monsters created by a huge international company, you're creating games, messages and virtual objects for your friends”

# User stories

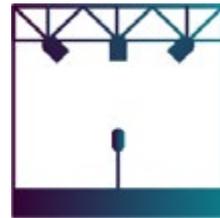
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## USER STORIES

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Student on a spring break posts a photo of himself jumping off a cliff into the sea and pins it at the geographical location of the path leading to the cliff, so his friends can see it when they walk by.



A concert organiser uses public layers to publish performers and stage locations virtual sign posts at important crossroads pointing to the venue. Objects can also be virtual shops for buying merchandise or providing additional event information.



An online crypto-exchange creates a virtual ATM-like object at popular locations downtown. Users access them in a seamless way to get instant fiat currency.



An organiser of a book signing event publishes photos and videos of the author near libraries and bookshops. Attached code enables interactive 3D virtual shops for promoted books.

## USER STORIES

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A municipal organisation or tourist board creates a public layer with a geocaching-like game to experience popular sites, guided by clues and approximate coordinates.



A team of LARP players create a private layer with virtual medieval buildings, checkpoints, and objects of interest in their game. Smart contract code attached to the objects makes them interactive and a live part of the game.



A company in charge of maintaining a public park installs IoT sensors. The data providing the info on air quality is visible in AR in the form of 3D lights and gauges.



A 3D artist creates a large virtual 3D sculpture and pins it in her local neighborhood park; she attaches a smart contract to it so people passing by can tip her for her art.

# Blockchain design

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Equinox is a natural utility coin / payment coin project, where cryptocurrency coins named NOX are used to pay for publishing content in the AR world, with the amount of fees paid being proportional to the complexity of the published content (*the size of transactions and the 3D geometry involved*).

The blockchain stores a part of the published content, mostly location data, short content types, URLs to external resources needed to render the content in the AR display, and the smart contract code which implements interactivity. The blockchain also records the results of the interactions with AR content and can carry ordinary, non-interactive, non-AR coin transactions.

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Equinox implements a semi-public blockchain, readable and freely accessible by all interested parties, but with a limited, Proof-of-Authority (PoA) style mining. In effect, miners hold a “*license to mine*” which is recorded in the blockchain, granted by the Equinox project, and which can be revoked by it.

This enables the following benefits:

- The anticipated amount of data stored in the blockchain is much higher than what is supported by any of today’s fully public blockchains. By simply accepting this as a fact and not trying to cater to marginal interested parties, we can ensure that the Equinox blockchain is maintained and mined by parties with adequate computing resources.
- The PoA model mitigates 51% attacks: the mining nodes are known, vouched for, and continually monitored for security issues. As opposed to this, fully public PoW-style cryptocurrency blockchains are constantly under the threat of an attacker which can gather more resources (e.g. a higher hashrate).
- The avoidance of Proof-of-Work (PoW) algorithms is also environmentally friendly, eliminating the need to spend enormous amounts of energy to maintain the blockchain.
- Due to the fact that the mining license holders are known and are cooperating with the Equinox project, they can be asked to perform additional services for the project in exchange for the mining fees they receive for mining. Specifically, miners will be required to provide API servers for frontend apps, as described elsewhere in this white paper.

The main reason for this type of blockchain design is that we feel it's time to move away from the concept of the blockchain being exclusively a platform for a new kind of forex market.

Cryptocurrencies are not the only thing that can happen on the blockchain and the current implementations (*and philosophies*) of blockchains are not the only possible. By treating miners as partners in a revenue-sharing framework – and they are necessary for providing certain services and service quality – the concept of the blockchain can be expanded to more areas of industry.

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To implement the Equinox blockchain, we are actively looking into blockchain projects which can be used to create a private PoA blockchain instance (*or equivalent functionality*), that can be easily forked and maintained. We are also considering the pros and cons of implementing a new, custom blockchain.

The features required for any such blockchains are: supporting the attachment of data to transactions, support for smart contracts, and support for modifying the consensus mechanism to scale the transaction fees based on the review of the transaction content.

“ Augmented reality social network  
powered by the blockchain ”

# Business model

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**The market for augmented reality social networks is still untapped. All of the most popular social networks are not location-aware, displaying all their content in a simulation of web page as an abstract list of text and images on device screens.**

This prevents the creation of content with real-world location context, where it could enhance and interact with its environment. In this way, the opportunity to deploy both user-generated content and marketing visuals in a way which is location-dependant is missed.

Equinox is an augmented reality social network powered by the blockchain. The augmented reality technology allows publishing the content by network users which is placed on actual real-world locations, where it is visible in both 2D map view and 3D augmented reality view. The blockchain technology allows the creation of interactive content through the concept of smart contracts, which allows the creation of geocaching games, capture-the-flag-like games, as well as commercial ventures such as virtual ATMs and an augmented-reality version of web shops, all of which can be monetised.

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The goal of the Equinox project is to sustain a long-term business rather than a quick profit. We introduce the NOX coin which enables the Equinox economy, and the project provides the following cash and coin flows in its operations:

- End-users buy NOX coins from the company in order to publish content.
- End-users can also receive NOX coins as rewards for certain actions, including sponsored actions such as the ones in a proof-of-care campaign, sharing some of their personal information for advertising purposes, and as payment for actions performed for third parties such as participation in ad campaigns.
- The publisher pays a fee for content publication, depending on its complexity and measured through transaction size and the complexity of the 3D geometry involved.
- The content publication fee is split 50-50 with the miner which includes the publishing transaction.
- The NOX coin is traded to end-users on standard and distributed exchanges.

**Company revenue in terms of fiat currencies is projected from selling NOX to end-users and from trading NOX on exchanges.**

# Potential market size

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According to Statista.com, the expected market size for augmented reality applications at the end of 2018 is in the range of 28 billion USD, and is rapidly growing.

This is reflected in the efforts of all big ICT companies, including Google, Facebook, Microsoft and Apple, which are investing heavily into both supporting software and hardware.

According to SmartInsights.com, social networks are an ubiquitous part of life for nearly 3 billion people worldwide, proving that the desire to connect and communicate is a strong driver for adoption and usage. The major player in this space, Facebook, made 40 billion USD in revenue in 2017.

The most popular augmented reality application so far, Pokemon Go, captured around 400 million active users in 2018, according to Statista.com. This is an impressive number which only fails short when compared to the number of Facebook users.

**We believe that the lack of interactivity and social network-like feature is the cause of the comparatively smaller number of active users of Pokemon Go. Equinox addresses that, and even surpasses it.**

“Accomplishes for AR what  
Steem did for blogging”

# Social benefits

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**Equinox enables a new type of creativity, where content published as a part of social network interactions also interacts, gives context and receives context to / from a real-world location. By combining virtual elements and real-world elements, content publishers have a new tool to express themselves and to enrich the world with new kinds of art.**

As entertaining as games on mobile phones, tablets and computers are, and as rich the virtual environments have become with technological progress over the last couple of decades, many users who are heavily invested into current social media platforms are complaining about the lack of real-world human contact and about the downsides of consuming too much abstract content, delivered in the form of text and images on dedicated screens. Equinox enables all its users to escape the confines of these screens and in addition to being connected into a global social network, to establish and maintain human interactions in the real world.

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The augmented reality world of Equinox also enables new types of business interactions, which will drive the creation of new types of businesses, oriented towards creating presence and interaction on a new level and using bleeding-edge virtual and augmented reality technologies. New vocations will emerge, and a long tail of supporting industries will influence the lives of many people.

Equinox being an augmented reality platform and not virtual reality platform, there are health benefits to creating and exploring content in a virtual environment. Instead of sitting in a chair or a couch, Equinox encourages walking around to explore and interact with content with a real-world locality.

# Project roadmap

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**The major Equinox tech components to develop can be grouped into these items**

- The blockchain and smart contract code
- Backend (cloud-side server) code
- Frontend AR apps for Android and iOS

**The major business-side tasks are**

- Raise interest and visibility
- Raise funds for development
- Flesh out the business model, flesh out marketing strategy
- Incorporate
- Hire developers, management / or establish a culture of on-boarding freelancers depending on current needs for at least a part of the development duration
- Manage the development of the initial product
- Market it, maintain it, develop it further

## THE CURRENT ROADMAP OF THE PROJECT

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- 2018 08** ▶ **PoC developed and tested on the Dimensions Festival**
    - » Demonstration of the core ideas visible to the end-users: the AR social network features. PoC components to develop: Android and iOS applications, the backend server and database.
  - 2018 09** ▶ **Analysis of the PoC**
    - » User feedback and system behaviour statistics collected in the PoC will be used to fine-tune future development.
  - ▶ **Fine tuning of the project plan**
    - » Filling in the details of the project plan, the marketing plan, attaching more team members and advisors.
  - 2018 10** ▶ **Preparation for the ICO**
    - » Searching for pre-ICO funding, fine tuning the ICO parameters.
  - ▶ **Creation of the LTD company**
    - » The company to handle Equinox development and deployment is created.
  - 2018 11** ▶ **ICO (tentatively)**
    - » ICO starts, funds are collected for development of the complete Equinox platform.
  - 2018 12** ▶ **ICO ends, development starts**
    - » Development of the complete Equinox platform feature starts. Additional staff is hired: developers, 3D artists, and project managers.
  - 2019 03** ▶ **Equinox beta version released**
    - » The beta version implements the basic parts of all the planned features, possibly buggy and incomplete.
  - 2019 06** ▶ **Equinox v1.0 released**
    - » The 1.0 version of the production Equinox platform is released.

# Team members



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