

TRIVVER

Monetizing Extended Reality

Trivver is a comprehensive and revolutionary advertising platform that will accelerate the growth and monetization of 3D, augmented and virtual reality technologies for all stakeholders in the digital ecosystem, including content publishers, advertisers, brands, agencies and consumers.

THE LANDSCAPE

According to a 2016 Citibank Global Perspectives and Solutions Report, Extended Reality (XR), including 3D, augmented and virtual reality, is expected to generate over \$200 billion in revenue in 2021 and over \$2 trillion in revenue by 2035, creating one of the most significant transformations in the global economy in a century. Every industry and every company will be impacted by these technologies in profound and lasting ways.

“Simply put, we believe augmented reality is going to change the way we use technology forever. We’re already seeing things that will transform the way you work, play, connect and learn.”

- Apple CEO Tim Cook

THE PROBLEM

Current advertising tactics such as banners, video and interstitial ads are completely disruptive to immersive XR experiences leading to limited advertiser adoption of XR and reduced monetization opportunities for XR publishers. Placing ads organically within the natural settings of these environments is the answer, but the process in which content creators and advertisers execute this strategy is tedious and costly as ads and objects need to be manually resized to fit each unique location.

The digital ad industry as a whole is facing mounting challenges including, clutter, ad fraud, device fragmentation, ad blocking and growing concerns about data security, brand safety and consumer privacy. The environment for advertisers and publishers who rely on digital ads is marked by increasing consumer dissatisfaction and rapidly diminishing return-on-investment, causing many companies to cut ad budgets until a next generation solution arrives.

THE SOLUTION

XR content provides an opportunity to engage consumers in more dynamic ways - ads are more contextual and increasingly adaptable to their environments. At the same time ads can more easily provide two-way information, disseminating and collecting valuable data.

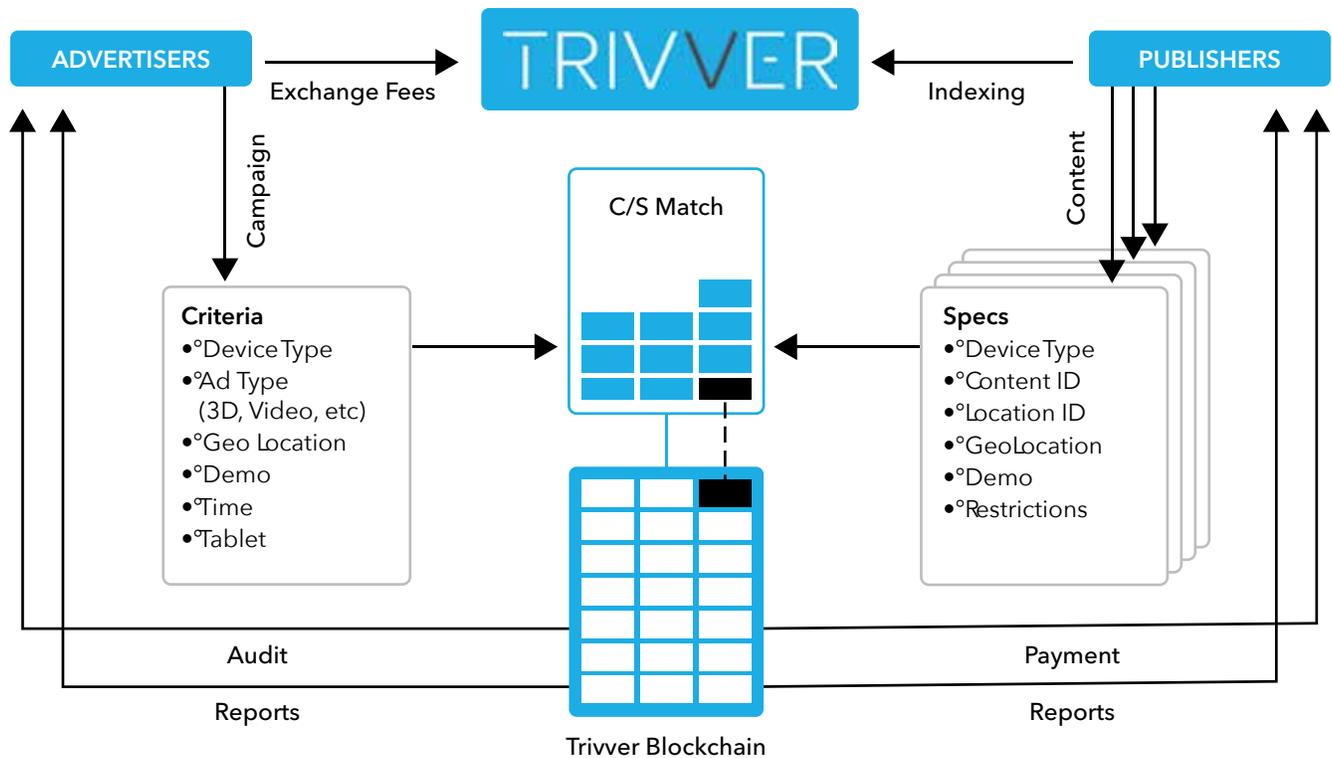
Trivver has developed a suite of patented technologies based on these principles that accelerates the adoption, commercialization and monetization of XR across devices and industries for all stakeholders in the ecosystem - including content publishers, advertisers, brands, agencies and consumers.

Trivver’s core *Smart Object Technology* enables developers to create and deliver native advertising directly into XR environments. Smart Objects are capable of disseminating information about brands, including offers and collecting user data to enhance ad relevance and drive increased return-on-investment.

What Does The Trivver Platform Do?

1. Provides a platform for **DEVELOPERS** to earn Trivver Token (TRVR) by contributing to the Company's valuable inventory of Smart Objects.
2. Enables **ADVERTISERS** to create contextual, integrated XR ad campaigns using Smart Objects. Trivver's XR ads disseminate information such as offers, social media content and calls-to-action; and collect data about user engagement providing advertisers with unique insights into user interest and purchase intent.
3. Provides **ADVERTISERS** with significant leverage - create one Branded Smart Object (BSO) and populate it to multiple XR environments and that BSO will dynamically adjust in shape, size, lighting and orientation to appear native within that environment.
4. Creates the opportunity for **PUBLISHERS** to efficiently monetize their XR content with advertising that is native and organic to the environment -- no more pop-ups or banners or interstitials -- ads that live within the context of their environments while providing the opportunity to increase the value of the content or property.
5. Provides **PUBLISHERS** with data about their users' levels of engagement that can direct editorial or other changes to content to enhance user experience and enable PUBLISHERS to more effectively index their content on the Trivver XR Advertising Platform (XRAE).
6. Aggregates an inventory of XR ads and environments on XRAE, including **ADVERTISER** criteria and **PUBLISHER** specifications and matches buyers and sellers fulfilling ad campaigns for **ADVERTISERS** and enables monetization of content for **PUBLISHERS**.
7. Rewards **CONSUMERS** for their time, attention and data through an innovative system of TOKEN incentives.

THE TRIVVER ADVERTISING EXCHANGE (XRAE)



XRAE matches buyers and sellers of XR ad inventory. *Advertisers* - brands, agents, agencies and media planners are matched with *Publishers* that own or manage XR content.

XR ADVERTISING BUYERS

Advertisers create Branded Smart Objects (BSOs) and establish criteria to guide placement of those BSOs based on marketing strategies. Criteria might include content type, user demographic, geography or language. Criteria are updated in near real-time based on data, including user conversion metrics.

Trivver's 3D model distribution technology is highly leverage-able. A single BSO can be deployed to multiple XR environments and dynamically adjust in size, shape, shading and orientation to appear perfectly native to each environment.

XRAE places BSOs by matching advertiser criteria with publisher specifications creating a C/S Match. An advertising campaign may be filled with one C/S Match or hundreds. C/S Matches are placed on the Trivver Blockchain which directs payment, audits, fulfillment and exporting improves the publisher profile indexing on XRAE generating better C/S Matching.

XR ADVERTISING SELLERS

Publishers create an inventory of managed content, whether it be a game, a real estate tour, an educational application or other XR environment. Publishers list specifications providing descriptive markers and content restrictions, enabling Trivver to index the XR content on XRAE.

XRAE enables publishers to monetize their platforms in a way that is organic to the customer experience - an ad is only populated to their content if it matches strict publisher specifications on XRAE.

Publishers can utilize smart object technology to embed Generic Smart Objects (GSOs) into their content to collect data about user behavior. This data provides valuable development information to publishers and improves the publisher profile indexing on XRAE generating better C/S Matching.

TRVR TOKEN DISTRIBUTION

Public Distribution Date:

June 15th 12:00 UTC

Token Name:

Trivver Token (TRVR)

TRVR Price:

750 TRVR = 1 ETH

Public Sale Hard Cap: 33,333 ETH

TRVR DESCRIPTION

TRVR is the currency of the Smart Object Economy - *provided* in the form of a bounty by Trivver to developers for creating Low Volume Generic Smart Objects (GSOs) for the Smart Object Catalog; and *required* as payment to Trivver by developers for the right to author High Volume GSOs. In return for authoring High Volume GSOs developers earn royalties whenever revenues are generated by that Smart Object - from a publisher using the GSO to build XR content or by an advertiser using the GSO to create a Branded Smart Object (BSO) for use in an ad campaign.

Public Pre-Sale Date:

May 14th, 2018 at 12:00 UTC

Public Pre-Sale Bonus:

Period 1 - 80% 1 ETH = 1350 TRVR

Period 2 - 60% 1 ETH = 1200 TRVR

Period 3 - 40% 1 ETH = 1050 TRVR

Period 4 - 20% 1 ETH = 900 TRVR

Public Pre-Sale Cap:

10,000 ETH

Sales Minimum:

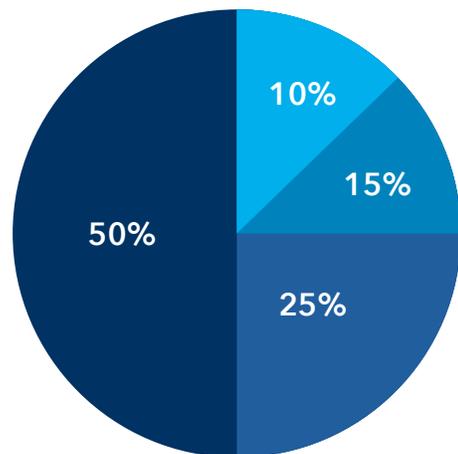
3,333 ETH

TRVR DISTRIBUTION

All available TRVR will be issued during the Distribution Period. This will be a one-time operation and no additional issuance is available for TRVR. The total number of TRVR to be issued will be calculated at the end of the Distribution Period according to the formula: amount of TRVR sold during the Distribution Period multiplied by 2x.

50% of TRVR will be allocated to the **PUBLIC** contributors who participated in the Token Distribution process.

50% of TRVR will be allocated to the **RESERVE**. Reserve TRVR are held by the Company and used to stimulate growth in the Trivver XR advertising ecosystem by rewarding participants with TRVR.



- Reserve (XR developers in airdrops)
- Reserve (XR developers contributing to GSO Catalog)
- Reserve (Stimulate user engagement with BSOs)
- Public Contributors

TRVR will not be allocated to founders, management or advisors.

TRVR AND THE SMART OBJECT ECONOMY

Trivver's core *Smart Object Technology* enables 3D objects to both *disseminate* information to users about the objects and *collect* information about the users who engage with the objects.

Trivver's Generic Smart Objects (GSOs) allow publishers to deliver in-game messages and other important information to users and also to collect valuable information about the level of user engagement for their content. Branded Smart Objects (BSOs) are GSOs with branding information, including SKU data, product offers, social media links, coupons and other calls-to-action.

In order to accelerate the volume of transactions and increase the number of users on the Trivver XR Advertising Platform, Trivver will offer a platform for developers to contribute to catalog of Smart Objects through a system of rewards and payments of TRVR.

Trivver will establish tiers of GSOs including Low Volume and High Volume GSOs based on the frequency with which the GSOs are downloaded by publishers and user by advertisers in XR ad campaigns.

Low Volume GSOs will include a development *bounty* paid from Trivver to the developer in the form

of TRVR, providing an incentive for developers to contribute to the Smart Object catalog.

High Volume GSOs will require payment from the developer to Trivver in TRVR in order to list that GSO in inventory and establish authorship of the GSO. Authors of GSOs will receive royalties paid in USD from Trivver whenever revenues are generated by that Smart Object - from a publisher using the GSO to build XR content or by an advertiser using the GSO to create a Branded Smart Object (BSO) for use in an XR ad campaign.

Advertisers and publishers will benefit from a robust inventory of Smart Objects. Developers will earn TRVR by creating Low Volume GSOs for the catalog and earn USD in developer royalties from authoring High Volume GSOs.

The Smart Object economy will utilize TRVR as its currency and Trivver will use TRVR to incentivize specific user behaviors on the platform. For example, Trivver will embed TRVR in GSOs and BSOs to incentivize user actions or reward TRVR to publishers for indexing their content on the XR Advertising Exchange (XRAE).



For more information visit us at trivver.com
or email us at contactus@trivver.com