XPLAY

XPlay – Global Extreme Entertainment Technology and Tokenized Ecosystem

Business and Technical White Paper

v1.04

July 2017

CONTENTS

1. Executive Summary

The white paper introduces the planning and continuation of XPlay adult extreme entertainment media ecosystem, as well as the problems and opportunities of the market, and as a result of the necessity of the release of XPC token, specificity of industry and purpose.

With the rapid development of internet, social network based information, communication continues to speed up and spread out. Adult entertainment industry, with its over hundred billion dollars of potential, cries for continued upgrade and evolution.

XPlay is video focused streaming media, live interactive platform and aggregated media. It aims to create an adult entertainment industry, which is more applicable to the definition of the new generation of internet and new economic era.

Today, there are many all sorts of adult entertainment platforms. It is estimated that they account for one third of the internet's traffic. However, the industry problems are prominent and persistent, which requires a healthy force to organize and integrate the current industry resources, with a sole aim to realize more value. Current industry problems include: parties providing content or performance, which does not provide transparent and fair return. Further, a vast number of platforms lack sustainable business model, and have problems of pirated content, which are not solved with pertinence. Also, the spending power of users is not released, Hence, these are all motives and opportunities that XPlay has established in recent years of research.

Due to the distinctive, consistent and feasible development model of XPlay, at the beginning of August, XPlay realized 1 billion of tokens for the first time, achieving the continuing growth of XPlay ecosystem which help drive the rapid development of the whole ecosystem with blockchain and tokenized economy model. With the increase in XPlay products and services, users and all participating parties, backed up with promotion of XPC tokens into other adult entertainment platforms, will dramatically increase the need for XPC tokens available in the market.

Keywords: Blockchain, decentralized, XPlay, XPC, Adult entertainment platform, Adult extreme entertainment

2. Important Notice

Please read carefully this section. If you have any questions on the actions you are going to take after reading this white paper, please consult your lawyers, finance, tax or any professional advisors. XPA tokens do not constitute as securities in any jurisdictions. This white paper does not constitute a prospectus in any form or documents in any form for securities or investments in any jurisdictions.

This white paper or any part or comment of it does not constitute as the contract for recommendation or solicit the sale of XPA tokens. You cannot rely upon on the white paper or based on any fact on the white paper when you purchase XPA tokens. Nobody can rely on this white paper to purchase XPA tokens

You are prohibited to participate in this XPA token crowdsale to purchase any XPA tokens if you are an US citizen or resident (tax payer or related party) or US green card holder or Singapore residents or citizens.

No regulator has reviewed or approved any information on the white paper. We have not followed any rules or regulations in any jurisdictions. The publish, distribution or dissemination of this white paper does not mean the white paper has complied with the applicable laws and relevant regulations. There are certain operational and business risks in XPA tokens, the crowdsale of XPA tokens, the XPA token distributors and XPlay itself.

This white paper, no matter part of it or any copy of it is restricted to send or distribute to others or other countries without including this section.

3. What is Xplay – Ecosystem for Adult Extreme Entertainment Release, Recommendation and Transaction

The goal of XPlay is to create an ecosystem for the release, recommendation and transaction of high quality, artificial but intelligent adult extreme entertainment. This is a user based, content led adult entertainment platform. Participants of the ecosystem can browse, release and share fine quality contents, while information and resources are shared by various XPlay mobile and web client based means. Meanwhile with operating multiple creative adult entertainment communities with XPlay, XPA tokens will make participants in the ecosystem to publish and share, and contribute to fair and beneficial development of community. XPlay improved traditional adult entertainment industry, and defines itself as adult extreme entertainment.
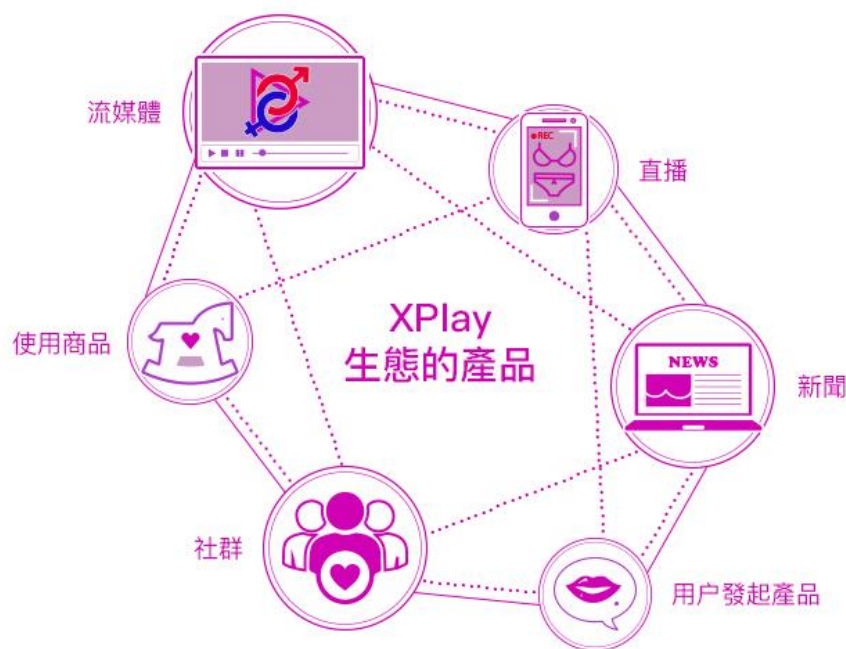
In XPlay, parties providing content can earn their bonus directly with their quality content. In the meantime, original work will get continuing value and traceability by generating copyrights.

XPlay will further optimize operating mechanisms of social media platforms such as STEEM[1] and YOYOW [2], as to create a brand new adult entertainment blockchain

---

[1] https://steemit.com/ New social media platform that gives reward using digital currency

[2] https://yoyow.org/ Blockchain based UGC platform

platform, and design a decentralized public book. Through blockchain technology, problems of mixed up versions and disputes can be solved perfectly. Once online, content cannot be tampered. Timestamp on the link will verify the copyright ownership, while relevant copyright transactions can be completed directly online.

XPlay's proprietary products and platform will have the effects of demonstration and actual testing ability, allowing more and more traditional adult media platforms to be aware of means and assistance of blockchain based transactions. After the first release of tokens, we will continue with promotion to existing adult entertainment platforms, allowing more platforms to join the usage ecosystem of XPA tokens.

In XPlay, we thrive to provide a blockchain technology based ecosystem that is most convenient and has the highest security standards.

4. Problems in Current Market

1. Adult video platforms are unstable, with a lot of Trojans and ads, which affects normal use.

The adult internet world never achieved the audience of mainstream websites such as Netflix[3] and Youtube[4]. In fact, it is very difficult to find a commercialized product, even the world's biggest adult website Pornhub[5], which is not overwhelmed with annoying and malicious ads[6], in which most content is presented in low resolution and expired video software, while the interface is also obsolete. This does not seem to be a step to the commercialized stream media platform.

Currently, no mainstream tech company is willing to put forward a product on adult services that is similar to mainstream products, with user friendly experience.

2. Problem of piracy is severe in adult content[78]

As traditional music, video media steps into a new era, where everyone has developed the habit of paying, and reached the consensus of not supporting pirate products. However, it seems that adult content does not fit in with this narrative. This problem may be rooted in not having copyrights, or content organization not willing to coordinate all copyright's parties to fight with piracy, or willingness of many online platforms to continue using pirate contents for profit, despite legal fines.

3. Service charges of fiat currency transactions on adult platforms are expensive

Common adult paid membership platforms are required to pay a high service charge to payment companies (such as Epoch[9], which charges about 10%). This is due to the fact that adult network products and services are deemed high risk by credit card companies, and have high risk for stolen card transaction or other payment rejection scenarios. Compared to mainstream internet payment companies such as PayPal[10] and Braintree[11], which may only charge a service fee lower than 5%, of payment,

---

[3] https://www.netflix.com/ a US internet live streaming company that is world wide

[4] https://www.youtube.com/ US video sharing website

[5] https://www.pornhub.com/a Canadian adult video sharing website

[6] https://security.stackexchange.com/questions/61998/how-can-i-watch-porn-safely-and-not-get-a-virus-and-not-infect-corporate-dat

[7] http://www.nbcmiami.com/news/local/Porn-Company-Sues-Thousands-Claiming-Copyright-Infringement-257869461.html

[8] https://www.techdirt.com/articles/20111103/18353216627/court-wonders-if-porn-can-even-be-covered-copyright.shtml

[9] https://epoch.com/ payment company that supports adult paid membership websites

[10] https://www.paypal.com/ online third party payment service provider

[11] https://www.braintreepayments.com/ subsidiary of PayPayl

companies that support adult content usually require a higher service charge for transactions.

5. XPlay versus Pornhub

	XPlay Ecosystem XPLAY	Pornhub (One of the world's biggest adult video platforms today)
Core products	Stream media (xplay.video), live broadcast (xplay.live), RSS feeds (xplay.news)	Videos, live broadcast
Core technology	Blockchain (transaction), artificial intelligence (deep learning, identification, recommendation)	Traditional video platform, stream media plans
Content	Professional copyright, individual users upload content	Focuses on professional copyright
Motive for platform	Token economy formed with XPA tokens	Traffic in exchange for advertisement profit
User participation	Very high (average users can participate in content build in ecosystem)	Low (users can only accept content passively)
Scalability	Yes (users can organize new products and services)	Centralized control
Locality	Global	Mainly users from Europe and the US

6.

Core Creative Side of XPlay

In the traditional adult entertainment field, each participant is faced with some problems based on traditional operational strategies. These problems are present in blockchain network. The current media entertainment ecosystem has not been able to make fundamental subversions, so the essential problems of media entertainment ecosystem remain unsolved.

XPlay is based on blockchain, and with innovation that fundamentally changes the operation model of adult entertainment, it solves the following four pressing issues:

1. The problem of piracy

Through digital content information, intelligent contracts, proof of existence based on blockchain and crawler system, XPlay restricts the appearance of pirate content. XPlay's technology ensures that content is traceable even if it is partially tampered with, while smart contract implements with automated authorization. The proof of existence based on blockchain technology significantly reduces the cost of forensics, while crawler system tracks the transmission of each content.

2. Disclosure of confidential information - prevention

In the XPlay network, all information that must be disclosed, such as transaction information, is public and transparent, and relevant information is recorded in blockchain. Users can use digital currency to pay in XPlay ecosystem, which allows for private payments. Information related to users' browsing history and privacy is not uploaded, nor recorded in blockchain.

3. Reinforce the credibility of information

XPlay will generate the world's only digital content information for each original content. Digital content information contains metadata such as artist, release time and content subject matter. When we see a message, we can understand who created the information at what time, and who did what kind of changes at what time. Newly added metadata will make information itself more valuable, and will even affect our judgments on the quality of information.

4. Solve the problem of platform intervention on content display

On the XPlay platform, users can choose what they are interested in, ensuring at the same timr that they are not manipulated by any algorithm. All other algorithms related to content display are open source and transparent. Users can also participate in algorithm optimization. XPlay team believes that only in a completely user-based content platform, can we establish a content value ecosystem with sustainable development.

7. Project advantage of XPlay

1. Development phase
Different from most projects of tokens release for the first time, this project has finished development of multiple back stage, front-end system of XPlay, while client demo version will be released before the first release of XPA tokens. Xplay.video platform will start operating immediately after the tokensare released for the first time.

2. Mature business model
The fast rise of adult entertainment industry, with a help from new but mature economic element for content transaction and ICO model, will clearly bring profit sharing model for the ecosystem, whit which market prospect is inevitable.

3. Rich industry contacts
Founding team has accumulated years of broad network contacts in internet, technology and media industries.

4. Profound product technology accumulation
Core team has an experience of over 10 million user-level mobile browser products, their product development and the artificial intelligence, recommended systems, data mining direction has deep accumulation, etc.

5. Blockchain project experience
XPlay core team had successful experience in operating copyright blockchain business projects, and has deep research accumulation in blockchain underlying technology.

7. Industry market potential

There is an old saying in tech world: adult entertainment industry loves to embrace cutting-edge technology, And this is a sound reason talking to you, because looking back on printing technology, video tapes, DVD and cable videos, we realize that although each generation occurred with a boom, all of them had relatively slow regeneration. Promotion by adult industry contributes to the success of these technologies, and same goes for blockchain hot spot. Adult industry is always the place where innovative technologies are first applied.

Revenue of mobile and online entertainment industry will exceed US$ 300 B [12] before 2019, where it is estimated that adult entertainment will take up an important role in this rich market share.

Below are some figures that will show case the amazing adult market:

1. In many countries, adult websites make up a large number of the total number of websites. On average, adult websites in each country generally account for 4.41%[13] of the total number of websites. The average dwelling time is 3 minutes 16 seconds, and the average page visit number is 3.8. According to this estimate and integrated multi-data sources, adult website traffic can account for one-third of the overall internet traffic[1415] amounts to

---

[12] https://www.juniperresearch.com/press/press-releases/entertainment-revenues-exceed-300bn-usd-by-2019

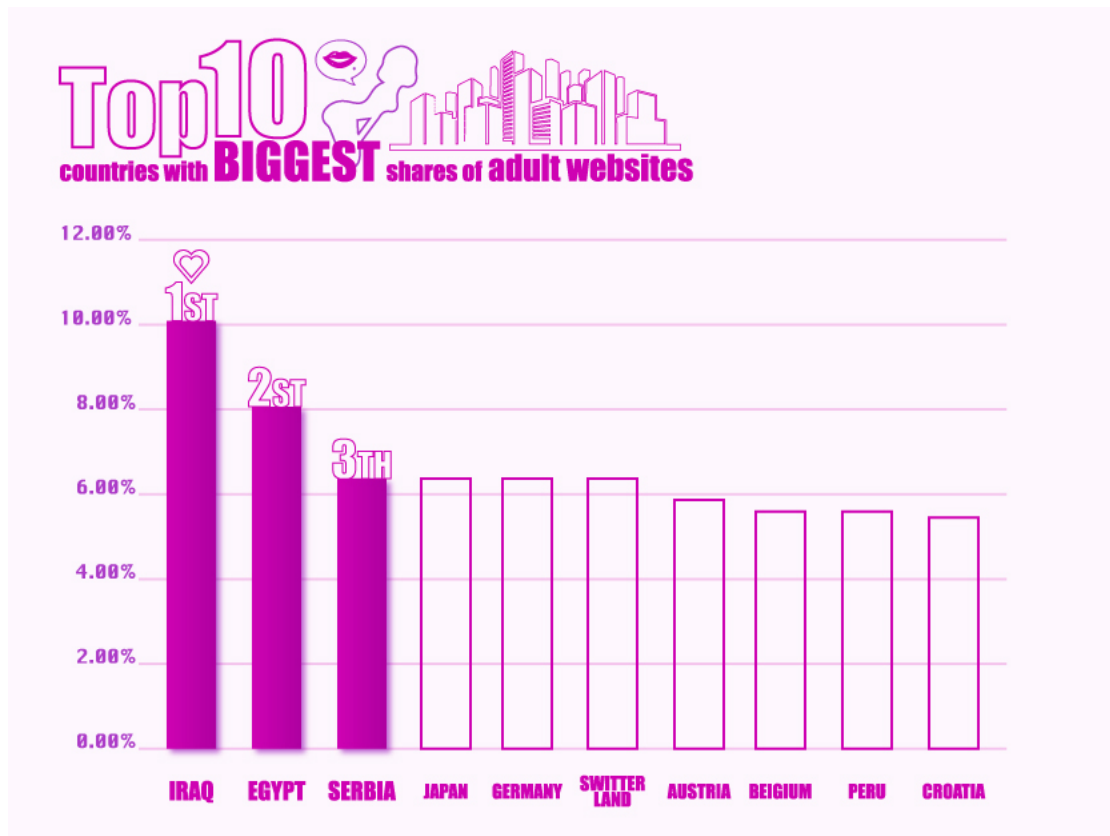[13] https://thenextweb.com/market-intelligence/2015/03/24/who-are-the-biggest-consumers-of-online-porn/#.tnw_iil6OSp6

[14] http://hottopic.chinatimes.com/20150504001903-260805

[15]

http://www.dailytech.com/Study+One+Third+of+Internet+is+Crammed+With+Porn/article18760.htm

2) The annual global viewing of aducoover hundreds of billions, or as US$ 1 per watch. The total market value is over US$ 100 billion.

Top10 countries with BIGGEST shares of adult websites

12.00%		
10.00%	1ST IRAQ	
8.00%	2ST EGYPT	
6.00%	3TH SERBIA	
4.00%		
2.00%		
0.00%		

IRAQ   EGYPT   SERBIA   JAPAN   GERMANY   SWITTER LAND   AUSTRIA   BEIGIUM   PERU   CROATIA

Total

136.6 Billion

Digital Adult Content Video View 2015

- ✦👑 NORTH AMERICA
- ❤ WEST EUROPE
- 💜 LATIN AMERICA
- ❤ CENTRAL & EAST EUROPE
- 💜 FAR EAST & CHINA
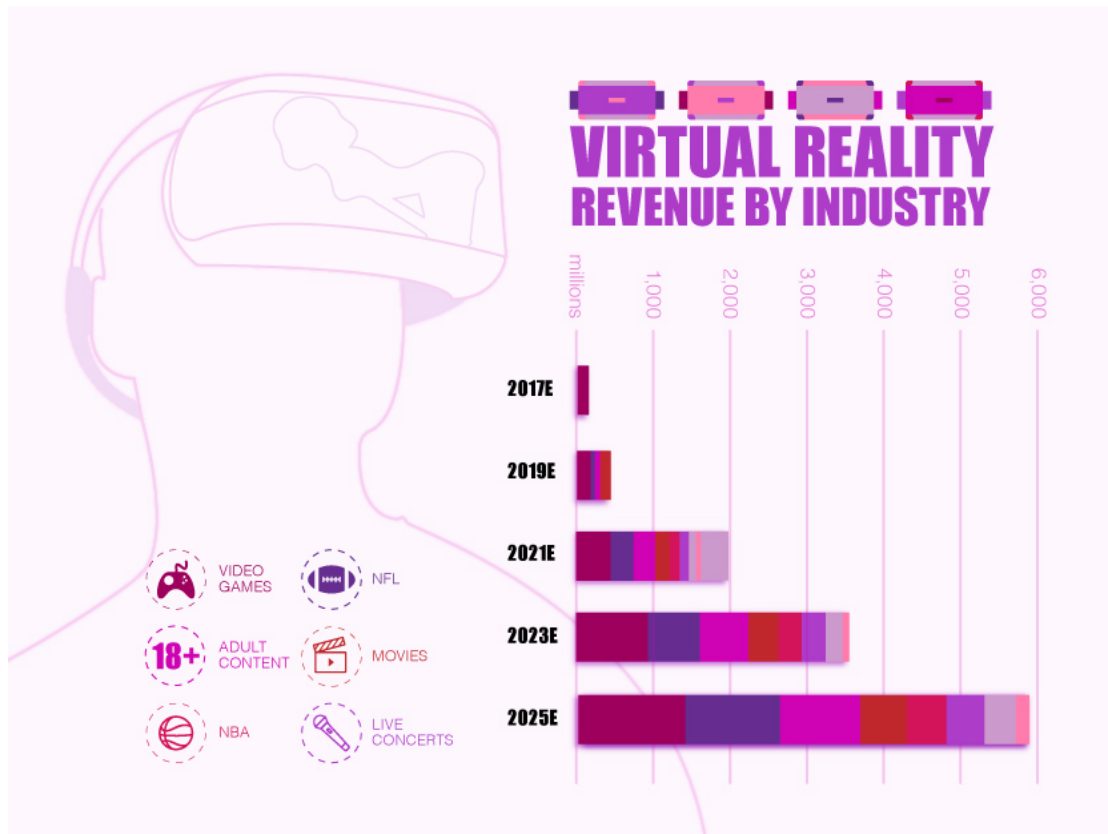- ❤ INDIAN SUBCON
- 💜 REST OF ASIA PACIFIC
- 💖 AFRICA & MIDDLE EAST

For example, adult content accounts for one-fifth in the VR market. It is estimated that adult VR industry will reach US$ 1 billion in less than ten years.

VIRTUAL REALITY REVENUE BY INDUSTRY
(In Millions)

- ■ Video Games
- ■ NFL
- ■ Adult Content
- ■ Movies
- ■ NBA
- ■ Live Concerts

VIRTUAL REALITY
REVENUE BY INDUSTRY
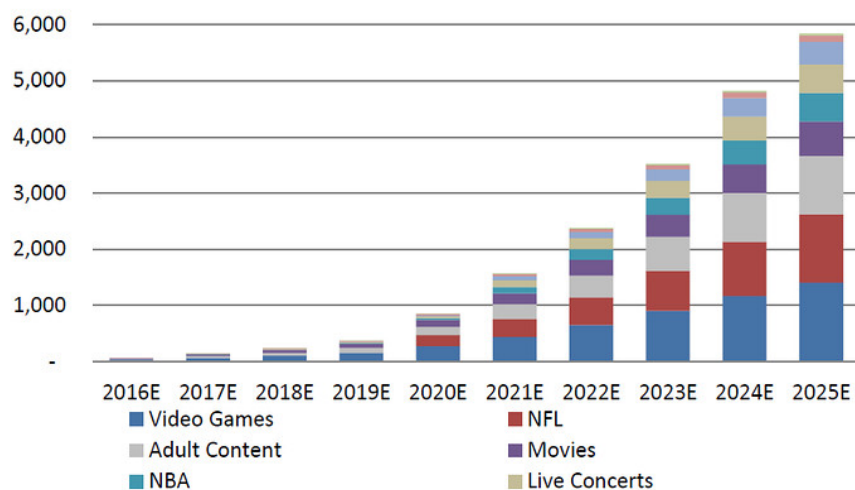
In addition, the adult products market is also a sustained and long-term growing market.

Due to society's influence, many people feel that purchasing adult products is something to be ashamed of, especially when shopping in person. They think: If I meet someone I know, it would be very embarrassing! This results in a reduction of participation of people with demands, when we compare such societies with traditional industries struggling with intense competition. This kind of situation essentially has no competition. Three words: Seize the day!

According to the analysis of an expert, adult product market has maintained rapid development for at least past ten years. In the next five years, global adult product consumption will witness a big bang. Department survey data by a professional organization show, the market for adult products is growing at an annual rate of 65%. During financial crisis and economic downturn, sex goods industry was one of rare industries that resisted downward trends, which is the best evidence that adult industry is always a safe bet.

With the rapid development of e-commerce, adult product vendors will undoubtedly usher on explosive market growth. Adult product industry is booming, and this is a good momentum to catch up on industry trends in the future.

Internet also brought opportunities for adult product industry. It is well known that online shopping is more and more popular, and this as a result laid a solid foundation for the development and rise of sex product industry, that provides a private channel for consumers who do not feel comfortable going to adult stores in person. This will satisfy customer demands and provide clients with protection of their private information.

The commercialization of mobile internet avoids the embarrassment of PC browsing. Mobile phone shopping gives people enough privacy protection, so that consumers with demand for sex products can purchase products anytime and anywhere, pressure free. According to statistics, the adult product market is worth at least US$ 15 billion[16].

---

[16] https://www.forbes.com/sites/janetwburns/2016/07/15/adult-expo-founders-talk-15b-sex-toy-industry-after-20-years-in-the-fray/#11ded7e35bb9

8. The Need for ICO Release and XPA Tokens

1. Compared to other ICO projects, XPlay has the necessity of ICO

In fact, the potential of adult entertainment industry is enormous. As mentioned earlier, one-third of global traffic is of adult nature, such as videos, live broadcasts, pictures, dating sites and discussions, which makes resulting data and market value go beyond imagination. The value is not lower than Netflix, which is US$ 89.1 billion (July 19, 2017). We estimate that the adult entertainment market is worth US$ 100 billion, and this is a very conservative figure.

Through token-issue ICO, the project will have a more efficient and more free financing method, where acquired funds can be used to quickly develop more meaningful XPlay ecosystem projects, as well as to easier convert potential users of XPlay ecosystem into the primary participants of XPlay ecosystem.

ICO release can increase project transparency and trust. Compared to traditional financing models, which rely on professional intermediaries such as lawyers, accountants, due diligence, the investors rely on the centralized organizations to decrease investment risks. ICO uses decentralized technology to reach a consensus, without relying on organizations or professionals to control projects, but instead ues a new blockchain technology which allows for the entire project to be transparent, and transactions to be shown in the chain, thus achieving a reliable financing model.

2. XPA tokens as functional currency for trading

All XPlay ecosystem transactions will use XPA tokens, so it is necessary to use XPA tokens. For example, on XPlay's stream media platform, users need to use XPA tokens to get content copyright, where copyright party can benefit from real-time, traceable smart system.

In addition, XPlay will introduce stream media transaction system charged by traffic (view time). XPA tokens' technology is real-time and fast, and supports small payments, which consequently helps in creating innovative billing method for adult content.

On live broadcast platforms, users can use XPA tokens to give rewards, so live broadcasters can get real time rewards. These transactions are all recorded in decentralized books, which are secure, transparent, reliable and smart. None of these can be accomplished with traditional transaction policies and legal currencies, nor centralized tokens.

3. XPA tokens will become an indispensable transaction currency in adult entertainment ecosystem

XPA tokens will become a necessary transaction medium for adult entertainment ecosystem. Proprietary platforms and collaboration platforms of future XPlay ecosystem will use XPA tokens for all transaction activities.

In addition, XPA tokens support the unique application environment and uniqueness of adult entertainment. General users' viewing habit in adult stream media is skip-view mode, i.e. they will choose to watch more exciting parts of the video, rather than the whole movie. XPA tokens support this type payment scenario. Other currencies do not!

We are also developing another XPA token feature that comes into being based on restrictions on users and the legal system where users come from. Thanks to development of artificial intelligence technology in image recognition, we are now able to launch a program which determines user age by identifying pupils. The users will need to reach a certain age to activate the usage of XPA tokens in applications.

XPA tokens will become an indispensable, irreplaceable transaction currency for global adult entertainment ecosystem. XPA tokens are niche tokens, exclusively aimed at adult entertainment industry. With promotion to other adult platforms, all users participating in adult entertainment will use XPA tokens in transactions. We estimate that the market demand for XPA tokens will be very high.

9. XPlay's Product Advantage

XPlay ecosystem has a variety of technology and service products. The following explains seven unique product features, which follow three major directions - streaming media, live broadcast and integrated media, with possibility of mixed usage. In addition to describing various product features, they also briefly introduce the application of XPA tokens in various products.

1. AI multilingual translation

In order to improve users' experience in watching adult videos, especially when content is frequently released in only one country (e.g. Japan), users may need functions such as subtitle translation to better understand the meaning of video content. XPlay is dedicated to launching evolving blockchain, which is human-machine combined, provides users with AI multilingual translation, so it does regionally discriminate users. In return, users receive increased stimulation, because they are able to concentrate on the characters and plot.

XPA application:
System requires XPA tokens to drive blockchain, human-machine cooperation system, and AI multilingual translation services.

2. Decentralized and smart human-body-parts matching search

This product categorizes human sex appeal, which can be classified in detail with our smart system. The system will try its best to make individual sex appeal detailed, differentiated and retrievable, so that adult images and video data can be accurately found among mass amounts of data flow.

Through image or video differentiation for detailed subtle differences on sexy parts by the system, after getting differentiation results, matching search technology will find a matching identifiable note file on decentralized chain network. Users can choose whether or not to join the blockchain of apply to get the rights to use of relevant file.

XPA application:
Users need XPA tokens to add smart human-parts matching, which blockchain can identify.

3. High quality film compression

In the case of maximizing resolution (bit rate) of images and video data, this technology can bring more traffic-attractive high-quality note files on the decentralized platform. On the decentralized adult network, this technology will bring a large number of note files to adult blockchain, and since only note files with traffic are valuable, this technology is able to remove noise, i.e. invaluable note files to

blockchain. This technology will help users to remove the inferior data, so that the whole adult decentralized network can continue to grow and develop win a sustainable way.

XPA application:
Users need XPA tokens to add note files into blockchain.

4. Technology to trim videos according to users' visual dwelling time

Since adults watch adult videos for occasional pleasure, or to find the most provocative plots in adult videos, we therefore amplify this point in adult content consumer' psychology. When adult videos enter adult blockchain, we will trim the videos into multiple note files based on plot or actions, according to certain standards in the blockchain. Users can sell each note by subject matter. This technology will maximize the value of adult videos. In the traditional model of selling single videos, we use this technology to trim one video into more attractive, multiple and small video clips. In the existing value system, we combine the video trimming technology and adult decentralized blockchain, due to which the profit per single adult video increases at least 3 times.

XPA application:
Users need XPA tokens to add note files into blockchain.

5）Interactive live broadcast

In recent years, adult live broadcast is very popular. AV actress live broadcast and interaction is very attractive for the new generation of young users. However, current adult live broadcast platforms are generally unstable. It is not rare that after paying the money, live broadcast will stop and the platform will be closed. We want to create a large global live broadcast, chatting platform, so that users can enjoy high quality live broadcast content without being interfered.

XPA application:
Users need XPA tokens to reward live broadcasters, live broadcasters can get XPA tokens users pay in real time.

6. Adult aggregate media in the form of "Today's headlines"

Aggregate different text and pictures from the media use recommended technology to meet the needs of fragmented reading of the public.

XPA application:
Users need XPA tokens to create an account for aggregated media platform.

7. B2C and C2C platform

We divide content into B2C and C2C, and create two stream media content platforms. B2C's content is produced by the professional copyright parties in cooperation with large film producers from Japan and Korea.

In addition to providing non-exclusive video sources that also exist on third-party platforms, users will cooperate with XPlay to organize the production of innovative content.

XPlay puts forward shooting requirements, themes and casts. C2C provides stream media with content upload function for public. XPlay observed that on the network, there is a large number of content uploaded by individual users. Therefore, XPlay creates a unique C2C platform to aggregate users' original content and proposes incentives to increase uploads.

The following shows the relationship between B2C and C2C platforms with the users on XPlay ecosystem:
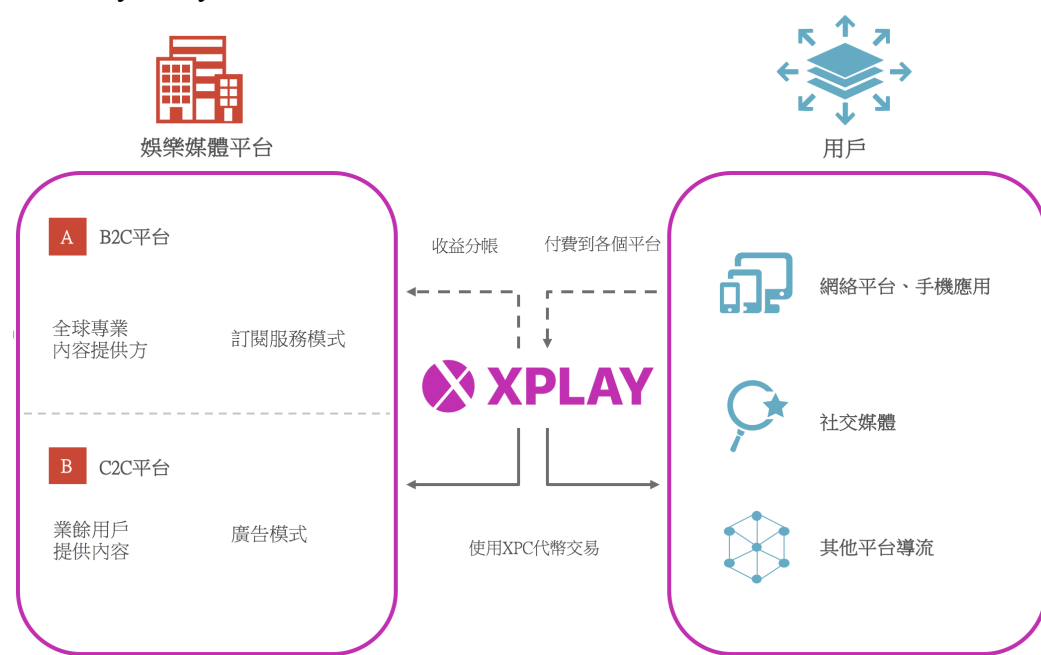
XPA application:
Users need XPA tokens to watch videos.

10. Management Team of XPlay

Our management team has rich experience in media operation and media tech R&D. It has the ability and will to continue producing quality products in XPlay ecosystem. The following is the core management staff.

1. Mr. Chen Zhouren - CEO
https://www.linkedin.com/in/julian-chen-8a164849/
   - Mr. Chen has over 20 years' experience in media, has rich experience in media marketing, operation, management etc. Mr. Chen served as general manager of Sunshine International Media Group, he was responsible for Sunshine TV, Sunshine Weekly Magazine operations. Mr. Chen is a bachelor of University of Taiwan, Master of Yale University.

2. Ms. Zhang Xinwen – COO
https://www.linkedin.com/in/xin-wen-chang-27b02a37/
   - Ms. Zhang has over 15 years of product management and project control experience, has rich internet product operating experience. Ms. Zhang is a bachelor of Taiwan De Lin Institute of Technology.

3. Mr. Hou Zhaoji – Marketing Director
https://www.linkedin.com/in/joseph-hou-a1a00a18/
   - Mr. Hou has over 20 years of internet product marketing, online advertising, project management and development experience. Mr. Hou is a Bachelor of Fine Arts at the Art Center College of Design in the US.

4. Mr. Jackson Kou– Director of R&D Technical Department
https://www.linkedin.com/in/jackson-kuo-07145932/
   - Mr. Kou has over 15 years of R&D experience, has rich application product design, project management experience. Mr. Guo served as the head of research and development technology department of Taiwan Sunny Cloud Co., Ltd. Mr. Guo holds a master's degree from National Chiao Tung University and Soochow University.

5. Mr. He Shuiqing – Senior Researcher
   - Mr. He has over 7 years of experience in R&D and has extensive experience in artificial intelligence and in-depth learning. He holds a PhD in Computer Philosophy from the University of Hong Kong and a Bachelor of Science and Economics from Shandong University.

6. Mr. Ma Jun – Senior Techinical Consultant
https://www.linkedin.com/in/jun-ma-aba23233/
   - Mr. Ma has over 15 years of experience in system analysis, product development, project management and architectural design. He served as technical director in multiple innovative companies, leading multiple platform

system developments. Mr. Ma holds a master's and a bachelor's degree in engineering in Tsinghua University.

7. Dr. Huang Guanhuan – Senior Technical Consultant
   ● Dr. Huang is a professor of information engineering at Taiwan Normal University, and a doctorate in information engineering from National Tsing Hua Universityin 1998. He created a cloud computing lab in the faculty, led many graduate and PhD students to conduct high-tech research work, and actively used his expertise and developed skills to participate in industrial activities. He was the director in the Department of Information Engineering at Taiwan Normal University and the vice president in the Faculty of Science of Taiwan Normal University. During his career, he has published over 10 SCI journals and top notch IEEE conference papers, as well as served as a consultant for multiple Taiwanese high-tech company in information industry. Currently, his research mainly includes encryption currency and blockchain, decentralized system and agreement, cloud computing, cloud trust, cloud audit, internet and information security etc.

11. The Purpose of XPA Tokens

XPA token has two main purposes, and will continue adding additional attributes and scalability:

1） XPA as an usage token

XPA tokens are transactional tokens of XPlay ecosystem. Most transactions on XPlay require redeeming XPA tokens first. For example, one needs to redeem XPA tokens before he can watch videos on stream media platforms. Users can also receive XPA tokens paid by advertisers, after watching ads. In addition, we will create a user recommendation system, with an aim of further driving the development of ecosystem with XPA tokens. After successful recommendation to other users, referrer can get XPA tokens.

2） XPA is a token with market potential

XPA tokens supply is limited, so with appropriate promotion of XPA tokens, XPlay should get more and more platforms joining XPlay ecosystem, , which will result in user number growth, the trading sessions and frequency that will drive XPA tokens usage.

12. Development Milestones of XPlay

Time	Project	Status
Q4 of 2016	Complete innovative project planning	Completed
Q1 of 2017	Signed with the content partners, platform technology development	Signed cooperation agreements with multiple Japanese, Korean and Taiwanese content partners
Q2 of 2017	Launched XPlay.Video product prototype	Completed
Q3 of 2017	First time release of XPA toekns	In progress
Q4 OF 2017	XPlay.Video Official product launch of XPlay.Video	Planning
Q1 of 2018	XPA tokens will have comprehensive circulation	Target
Q2 of 2018	Official product launch of XPlay.Live	Planning
Q3 of 2018	Official product launch of XPlay.News	Planning
Q4 of 2018	Reach a total of 10 million users	Target
Q1 of 2019	Second generation upgrade launch of XPlay.Video	Planning
Q2 of 2019	Second generation upgrade launch of XPlay.Live	Planning
Q3 of 2019	Second generation upgrade launch of XPlay.News	Planning
Q4 of 2019	Become the world's biggest adult entertainment media ecosystem	Target

13. XPA tokens use ERC-20 standard

The ERC-20 standard was introduced in November 2015, tokens using this standard, because this standard is for common and predictable virtual currencies.

Simply put, this means that any ERC-20 tokens are immediately compatible with the Ethereum wallet. Since the exchange already knows how these tokens are handled, they can easily integrate them. This means that, in many cases, these tokens can be traded immediately.

After the first round of ICO release, XPA tokens that are based on the existing Ethereum network will be available for sale as soon as possible, and will be traded on the exchange. In 2018, after the current Ethereum network completes upgrade, new XPA tokens will be upgraded and will operate in specific blockchain that is Ethereum technology centered, enabling XPA application field, and XPA tokens exchange in 1: 1 at any time on the official platform.

14. Details of the Release of XPA Tokens

XPlay ICO

Project description:	XPlay adult extreme entertainment ecosystem (stream media, live broadcast, news content transaction)
Release company:	XPlay Fund Limited
Release official website:	XPlay.fund (Support ETH participation)
Contract address for ICO participation:	to be published
ICO platform:	tidebit.com (support ETH, BTC, USD, HKD participation)
Token symbol:	XPA (ERC-20 token)
Number of tokens:	10 billion, will never be increased
Scale of first round of release:	1 billion (10%) (public release + private presale)
Period for private presale:	August 1st, 2017 HK time (GMT+8) at 8:00 pm to August 7th, 7:59 pm (a total of 6 days)
Method for private presale:	Invitation only
Period for public release:	August 7th, 2017 HK time (GMT+8) at 8:00 pm to August 30th, 7:59 pm (a total of 23 days)
Total value for the first round:	equivalent to US$ 10 million (taken into consideration of currency exchange rate for all currencies at August 7th, 2017 HK time (GMT+8) at 8:00 pm)
Scale of second round of release:	4.1 billion (41%) (plus remaining tokens from the first round, if applicable)
Period for the second round of release:	December 11th, 2017 HK time (GMT+8) 8:00 pm to January 25th, 2019, 7:59 pm (a total of 410 days)
Value for the second round:	Auction based (release 10 million tokens every day) $x * (y / z)$ x = Total ETH authorized buyers provide during this period. y = Total number of XPA tokens that can be used during release. z = Total ETH all authorized buyers contribute to.

The remaining 4.9 billion (49%) of XPA will be kept by XPlay.fund. (The lock time is 410 days, during when they cannot be exchanged or transferred on Ethereum network.

Detailed arrangements:
1. The first phase of public release is conducted in early August and are divided into two stages: private placement (ie, Pre-ICO) and public release (ie ICO). Private

placement allows us to get cornerstone investors and increase market confidence in public release.

If target amount of US$ 10 million is not reached during the first phase of public release, XPA tokens will be distributed in proportion, the base is US$ 6 million.

Example 1: If the final amount raised is equivalent to US$ 9 million, then 900 million XPA tokens will be release and the balance (100 million XPA tokens) will be allocated to the second stage of the public release.

Example 2: If the final amount raised is less than US$ 5 million, it means that token release fails, and we will refund the full amount received.

The second phase of open release starts in December, when Xplay.video product is already online and there will be more XPA tokens use scenarios. The actual need for XPA tokens usage will continue to grow. Using auction based method will realize the full value of XPA tokens.

FAQ

1. What is XPlay?
XPlay is a blockchain-driven, global adult extreme entertainment, high quality ecosystem. It uses various AI technology. Content parties, performers, merchants, advertisers and users can trade adult content, merchandise, watch live broadcasts, videos, participate in various community activities in XPlay.

2. Why is this technology valuable?
At the moment, the operating procedures of adult entertainment industry are very inefficient, costly and are plagued with fraudulent activities due to multiple manual intermediaries in between content provider and content user. This type of relation is described with non-standard content, services, products, resources information exchange.

XPlay offers a variety of business and community activities by providing a fast, reliable, and direct way for transaction participants. Our technology can support end-to-end security processes, and is able to reduce overall costs while increasing the business value for ecosystem participants.

3. Who will use XPlay?
XPlay's main target users are all adult entertainment industry participants - global adult internet users.

4. How big is XPlay's market?
Adult traffic accounts for one-third of the total internet traffic - the market value is more than billions of US dollars

5. What is XPA?
XPA tokens (XPA) will be an indispensable tool for driving XPlay adult extreme entertainment ecosystem. XPlay Tokens facilitate efficient service and small payments. Our upcoming tokens release will offer XPA tokens.

XPA drives XPlay ecosystem, which offers;
  • Transaction payment
  • Data cost payment
  • Annual fee (subscriber content)
  • API authorization fee

6. What is XPA for?
XPA will be used to pay for transaction fees and services and products provided by the platform

7. Is XPA compliant with ERC20?

Yes, XPA is compliant with ERC20 technical specifications, which means it is compatible with all Ethereum-based wallets.

8. How many tokens will XPlay release?
The total number of tokens released in ICO will be 1,000,000,000 (1 billion)

9. What currencies are accepted during token release?
In tokens release, we only accept ETH. If you want to participate in tokens release, but use other currencies, such as Bitcoin (BTC), then you can participate in the XPA tokens' worldwide designated exchange - TideBit (www.tidebit .com)

10. Who can participate in ICO?
Except for persons mentioned in this article, all eligible persons around the world are eligible to participate.

11. How to stay connect with XPlay?
You can stay connected with us through community channels of Twitter, Facebook, LinkedIn or Slack.

Appendix: Technical White Paper

Background Overview

1.1 R&D Background

With the rapid development of mobile Internet, based on the continuous acceleration of social network information and rapid diffusion, the media field is urgently needed and has begun to synchronize the continuous upgrading and evolution.

At the content level, more and more UGC / PGC content on the Internet, production faster and faster, breadth and depth are continuing to increase. The traditional OGC operating model is also different from the previous limited to the independent team of the individual model, with the external real-time interaction more and more, while the team gradually streamlined the scale, with the help of a variety of tools and products, single production efficiency Ascension.

In the form of content, the rapid consumption of the gradual increase in the composition of the hot spots appear fast, very high heat, through the rapid spread of various channels, but also disappear quickly. As the diversification of producers is getting higher and higher, various forms of expression and content form have developed by leaps and bounds, and have their own initial circle and communication mode. In recent years, the rapid development of short video and live, for content producers and consumers to provide a new experience and application scenarios.

In the distribution of information, traditional television, radio and magazine channels are getting narrower, the main information interactive scenes all transferred to the network, a lot of traffic from the network, especially mobile terminals. Cross-penetration through social networking and mobile platforms allows high-quality content to be exploded in a very short time. Through the mobile side of the information push, the information can be immediately arrived directly to the final audience, the boundaries of time and space gradually blurred and disappeared. Through the barrage, comment and forward and other community-based participation in the original information on the basis of the collection of the wisdom of the second creation for the content to bring greater value.

In the profit model and capital flow processing, in addition to the traditional advertising model and copyright sales model, a small platform to innovate the user contract model, in the live field is now the most popular directly to play token or gift,

and gradually began to popular in the content When the production of advertising or brand naming and other models. Through the continuous innovation of the Media Platform, the platform has become more and more permeable to the whole process. The source of the content creators is becoming more and more widely, and the support mode of the consumers is getting rich and the degree of interaction is getting higher and higher.

1.A variety of new technologies and new product sources and the real needs of the media industry in the media field of application has been very extensive and in-depth, but there are many problems:

2.The threshold of content generation has been very easy to support with a variety of products and tools, but it is still easy to confine to a place, a person / team and a fixed time, the user needs more scenes, more models and more close to the needs of the product, Through social assistance can be from the creative and production of the various angles to optimize the process, to create more new products.

3.Centralized platform simplifies the work of producer content management and distribution, through the centralized display and intelligent recommendations, to protect the diversity of choice, reducing the number of users in the selection of a large number of problems. But this model, all the data are platform control, the creator cannot directly benefit, the user's privacy and related benefits are not owned by their own;

4.In addition to live and a small amount of direct sales of the content, other UGC / PGC content is difficult to produce direct income, short video to a certain extent can bring fame to the other pipeline to generate revenue, but a large number of ordinary content producers profit pipeline Very limited. The existing profit model is not rich enough, and it is difficult to take into account the fair and efficient;

5.Social networks are very efficient for the delivery of information, but they cannot carry more relevant information (such as communication chains, capital flows) because they are simply information streams. In the face of richer social relationships and rapid growth of mass information, users also need more and better network and information architecture. Through a more equitable and transparent system architecture, rich economic interests to encourage the entire industry chain to operate more efficiently together, continue to produce more and more rich and more audience content.

6.The era of globalization, the content from the transmission level has no

obstacles, but because of cultural and language constraints, the cultural groups or there is more communication problems, need to introduce new technologies and new business model, so that users around the world can be more Good communication and interaction, create and share richer content.

1.2 Product Positioning

XPlay is the world's first integrated media solution based on blockchain and artificial intelligence to meet adult entertainment. The combination of existing and ongoing R & D innovations is based on a variety of scenarios for a variety of scenarios, including Media Platform and content Creators provide a full range and multi-level technical services.

First of all, XPlay's focus will be on the application of new technologies and the continuous development of new products, so that technology really benefits all users, to provide participants with more comprehensive offline services and richer online digital world scene. The new technology will include innovative work that has already completed lab work, no commercial ideas, and cross-industry cross-domain architecture innovations. New products will not only be online software platform, will also launch a series of hardware products for a variety of scenarios.

Second, XPlay will provide Media-related technical support for the Media Platform and users, especially the relatively vulnerable individual users. Platforms and individuals can experience the latest technology in XPlay, using the best products. Through technical means to eliminate monopoly and hegemony, so that everyone can be more fair communication and trading.

Finally, XPlay will strive to create a large number of business models and new application scenarios, and existing industry giants or mature applications to make a difference, to avoid inefficient competition. With all the participants to build a new era of digital media content, distribution platform and communication channels.

1.   **Product Architecture**

2.1 Overall Architecture

XPlay combines the latest technologies to make Media Platform products and services richer and more fun, providing a more open and transparent infrastructure for all participants:

◆ Emphasize the user's participation, provide the user with the way of participating in the various sessions and scenarios, encourage the user's participation through community interaction, honor and economic benefits, enhance the content through real-time communication by creators, promoters, advertisers and end users the value of;

◆ Based on blockchain, through the digital asset-supported information dissemination network, the economic interests encourage the whole network users to participate in the burst of high quality / characteristic information dissemination;

◆ Continuously innovate in the field of artificial intelligence, based on strong cloud service support, so that information more reasonable storage, faster spread, more accurate arrival of interested audiences;

2.2 Technical Architecture

XPlay will integrate the following technical platforms and products to help all participants interact better and make information more efficient.

i SunNeed

iSunTag	iSunCounter
iSunCoop	iSunSC
iSunRights	
iSunCoins	
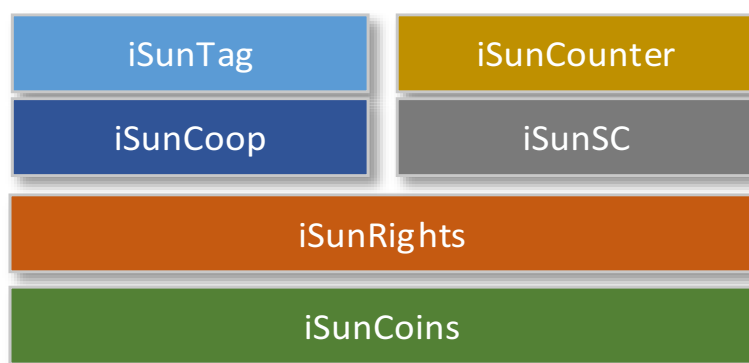
XPlayTag, combined with artificial intelligence and social participation in the intelligent compliance platform. Complete the initial review and analysis of content with artificial intelligence, based on active user engagement and economic incentives to form the initial user and reputation.

XPlayRights, Copyright registration and interactive platforms on blockchain. Everyone can declare their content on blockchain and encourage others to participate in the interaction through economic benefits.

XPlayCoop, combined with artificial intelligence and community-based interactive translation platform. Through artificial intelligence to complete the audio and video content of the scene recognition, voice analysis and multi-language translation, and then based on digital money incentive multiplayer verification, in the shortest time output far more than the existing mode of multi-language subtitles. As a result of all key information blockchain, end users can directly reward high-quality content and all participants, who can also benefit from subsequent sales and advertising.

XPlaySC, blockchain architecture, through the set of sub-rules, for the participants in the process to provide fast and transparent revenue sharing.

XPlayCounter, in the video playback, while monitoring the client and server-side traffic and playback status, to achieve user behavior analysis and provide a wealth of pricing model.

XPlayCoins, anonymous payment platform to support various types of digital assets, to provide users with strong privacy content of the consumer channel.

2.3 Platform Features

XPlay from the bottom is different from all existing Media Platform and media technology services. Through the application of the latest technology, create a wealth of application scenarios, with interest and interest to drive business processes, access to the latest products and services for all participants to provide a series of innovative media experience.

1. Anonymous social support users participate in the whole process. In the media content of the creative, production, publicity, promotion and other links, through economic interests to drive the participation of potential users to encourage interaction between users and secondary creation.

2.Blockchain technology as the core of the information storage and circulation model, allowing participants to get a new experience, to create a variety of rich application scenarios.

3. Digital currency-based value definition, interaction and stored value structure, so that information comes with value, expand the dimensions of content and accelerate the dissemination of high-quality information.

2.　　Functions Introduction

2.1.　XPlayTag

2.1.1.　Design Philosophy

XPlayTag is a combination of community and artificial intelligence intelligent compliance services. Through the media library based on the artificial intelligence service to do the initial verification of the content, and then select some high-quality users to participate in the content of the audit, for the follow-up content distribution and accurate push to provide an accurate basis for analysis.

2.1.2.　System Topology

Based on the existing artificial intelligence algorithm cannot achieve 100% accuracy and readability in the usual sense, so XPlayTag focus on fair rules under the ordinary users of paid participation, encourage all potential users to participate in the media content of small-scale exchanges and Artificial Analysis of Media Resources.
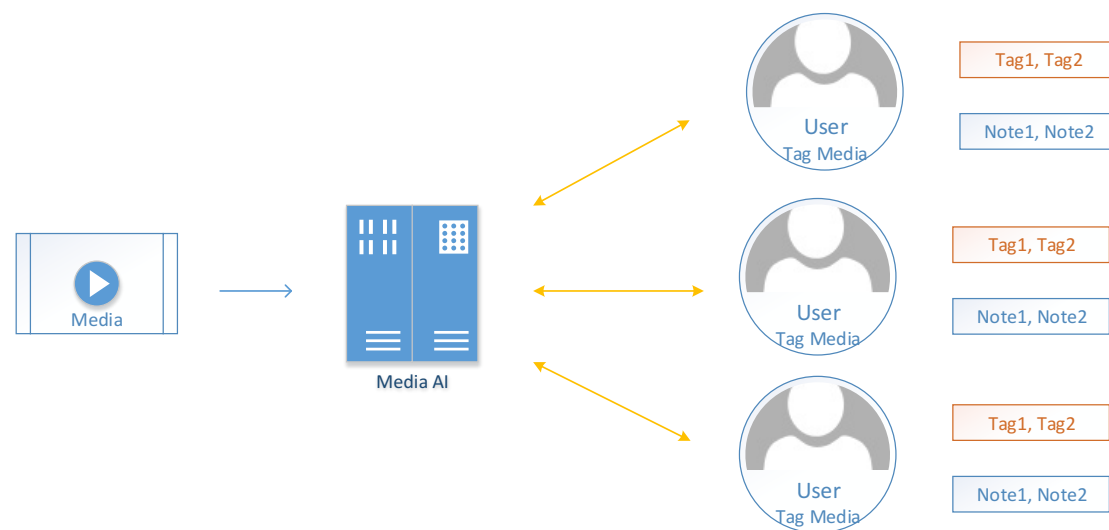
2.1.3.　Architectural Description

The content submitted by the copyright party will be analyzed by the distributed media artificial intelligence system and output various types of summary information: type, person, keyword, content analysis and so on.

The system automatically matches users who may be interested in this content, and each resource invites no more than three users to participate in the analysis of the content within the specified time. The user has the right to give up an invitation, no timely response or cannot complete the task in the specified time, the system automatically invited other users to join quickly.

Selected users need to carefully appreciate the content, carefully check the media information, and fill in the specified format to their content analysis.

The system integrates the feedback of AI + Users, determines the true attributes of the media resources, initiates different content distribution and recommendation strategies.

2.1.4. Functions Introduction

Content upload

The copyright party submits the content and asks the content attribute table as much as possible.

Artificial Intelligence Analysis

Based on the distributed cloud platform media artificial intelligence system to do a detailed analysis of the content of the machine.

User tags

Ordinary users participate in the analysis of the content, and output their own analysis of data.

Information Collection

The system synthesizes all information to rate artificial intelligence and average users and pay the corresponding bonus.

Content Distribution

According to the different content attributes, start a different content distribution mechanism to meet the location of the legal requirements of IDC.

Accurate Push

Based on the detailed analysis of the content, follow-up all the platform to match their own user analysis can greatly improve the accuracy of information push.

2.1.5. Product Features

The existing Media Platform content analysis strategy has begun to use artificial intelligence combined with platform auditors, XPlayTag through blockchain assets and community honors to drive external general users to participate in the audit, you can more quickly and efficiently output more accurate identification results. Combined with the wisdom of the content distribution network, you can achieve a higher compliance management and more accurate information push.

2.2. XPlayRights

2.2.1. Design Philosophy

XPlayRights is XPlay based on blockchain launched property rights / ownership statement and management platform, centralized management of the various aspects of the actual needs of all aspects of management, can show the new security, convenience and scalability.

The traditional ownership management model is based on the line mode used for the actual operation, which is very simple:

1. The rights owner manages the original content;

2. Sales and protection of content distributors during the authorization period and geographical management rights;

3. The issuer proceeds regularly with the owner of the right;

Detailed processes may vary from industry to industry according to their characteristics, but the basic model:

1. The rights owner controls the entire process and has the highest permissible authority under the law;

2. The rights owner must trust the professional conduct of the various participants;

3. The use or transaction of rights by other users is based on the developer's market development capability and platform service quality;

These models have been running for many years, in the industry (books, pictures, music, movies ...) have a mature operating mechanism in the Internet and the digital age has also been a corresponding upgrade:

1. Content producers can focus on content creation after selecting a distribution pipeline.

2. Distribution pipeline can focus on market expansion and user experience upgrade.

3. Users can get more information and content on a unified platform.

There are some problems, the most important points are based on the system based on the "trust" mechanism:

1. Content producers do not participate in marketing, can only believe that distributors will try to promote the product, not too good evaluation of the developer's market development capabilities;

2. The manufacturer needs to trust the distributor's sales data and receive unfairly divided terms;

3. The producer is required to complete the copyright protection by himself or with the assistance of the distributor, and it is relatively difficult to protect the digital intellectual property in the era of globalization;

Based on the Media Repository, blockchain and Digital Monetary Technology, XPlayRights implements a full-life-to-center, trusted, fully open, non-changeable, real-time asset transaction, real-name anonymous combination, time-consistent ownership and information tracking system Cycle management and tracking.

XPlayRights has three core values in ownership management:

Full Database based on blockchain

The most obvious feature of the system highlights the difference between XPlayRights and all previous registration and management systems. The ownership of the data belongs to the creator, and the platform is only managed.

Provide a completely open and transparent model, so that all people (process participants or bystanders) can monitor the core information into the process, to enhance the credibility of information.

Proof of Ownership based on Public and Private Key Pair

The purpose of ownership is mainly for subsequent transactions. Based on XPlayRights, the grant or transfer of ownership can be documented in blockchain during the course of the transaction, and the user obtains a digitized proof of ownership of his or her own wealth, which can provide immutable digital certificates for subsequent custody and transaction of the user chain.

The private key is completely owned by the owner, and the service provider and the blockchain manager are not authorized to manage or sign. The private key is not only the certificate of ownership, but also the unique identification method of the user's identity. All operations need to be signed by their respective private key to allow writing to blockchain, which is recognized by others.

Endogenous Value Attribute

XPlayRights the bottom of the blockchain system is a rely on cryptography to ensure that the center to the trust system, all accounts created at the same time will have the corresponding digital asset management wallet.

All operations on the platform involve the payment or transfer of digital assets.

2.2.2. System Topology

XPlayRights will be through a series of blockchain service platform (BAAS) cut into all aspects of ownership management, to achieve the ownership of the whole life cycle tracking, the structure is as follows:
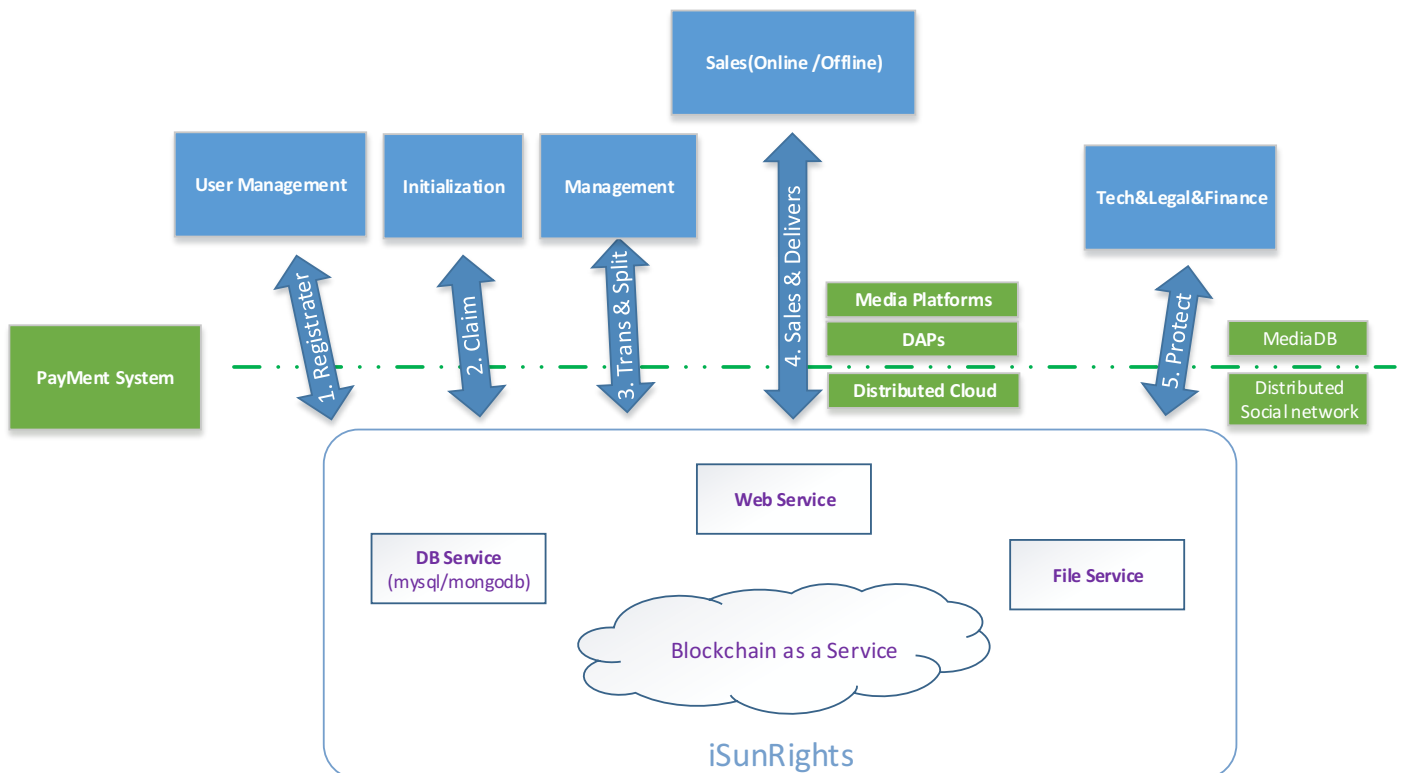
At the entrance of the asset information generation, a unique address (direct use of the smart contract address) is generated for each asset, the unique indication of the content in the smart contract (file Hash, the location of the 10 key frames, and the image eigenvalue), Resource-related information, owner-bit (or bit-address of the owner's series), all transactions in the middle need to provide the contract's private key signature to prove its legitimacy and validity.

From the functional decomposition, a total will involve the following products or platforms:

1. **BAAS** (blockchain service, interface and platform), information storage and processing.

2. **Management Platform**, information entry and management.

3. **User Management,** achieve the user's registration and management.

4. **Ownership Statement,** initialize ownership information, and implement ownership of the network representation.

5. **Ownership Management,** ownership of ownership based on private key signature management.

6. **Ownership Trading,** based on internal or external ownership of the transaction.

7. **Content Delivery,** based on distributed cloud storage or offline content delivery.

8. **Asset Protection,** based on the media search engine or social network, through artificial intelligence analysis of possible violations, and ultimately through legal channels to protect the owner's rights and interests.

2.2.4. **Functions Introduction**

XPlayRights BAAS

Provide a paid blockchain service for all participants in the form of a service interface (API) for all solutions and management platforms provided by all interested parties.

Core function of the main three parts:

1. Smart contract templates customized for XPlayRights;

2. Manage the endogenous currency of XPlayRights;

3. Blockchain basic service with management function;

XPlayRights Management Platform

Based on BAAS core, mainly related to three service platforms:

- Web services, providing sites and App, user-friendly upload, browse and manage information.
- DB services, providing all kinds of information storage and indexing.
- File service, provide ownership of all information storage and management, for some important original file, will be encrypted and then upload.

The main function of the Web / App service is ownership and management. In addition to these, there will be a standard blog (user release claim), a standard microblogging (socialized information sharing) and a standard forum (for ownership exchange).

For multi-lingual communication, all users publish or read content to provide the underlying multi-language functionality.

Due to the limited storage capacity of BAAS, all non-proprietary data are preferentially stored in the DB service and the File service. The BAAS re-references the corresponding url and stores the MD5 value of the information.

User Management

Mainly through the external blockchain wallet service to achieve: users download blockchain wallet App (or landing site), registered users, start XPlayRights service, automatically get the corresponding XPlayRights private key and address.

In addition to the basic account information, users can also set some information to enhance the credibility of the account: real name and identity, associated social network accounts and so on.

In addition to the basic information management, in the user management interface, you can view assets, ownership and earnings information, you can initiate a transfer or payment directly here (or in an independent blockchain wallet).

Ownership Statement

This is the core of the entire ownership management function, mainly divided into four stages (the following mentioned ISR or ISRCoin, is XPlayRights endogenous currency):

1. Data Preparation: By paying the corresponding fee (for example, 1ISRCoin), the user generates a smart contract for a digital asset through the template and uploads the detailed information as much as possible. Once the confirmation is correct, the base fee is paid again (eg 10ISRCoin) The

2. Platform audit: platform auditors (the latter is a random three credible

ordinary users) check information is complete, will not violate the most basic laws and regulations around, there is a certain practical value, through this claim to apply. If the audit that the ownership is not suitable for the statement, will return this application. If the user does not accept, will re-enter the audit (new auditors). Up to twice the opportunity to re-examine, if all are returned, this application is completely terminated, the basic costs returned to the user account.

3. The whole network publicity: after the audit, ownership into the publicity period (at least 1 month, up to 6 months). In the publicity period, the system will take the initiative to invite the ownership of the interest or good at other areas of the other users, together to review the ownership application. During the audit period, other users will be in the forum on the ownership of the various questions, the applicant has the obligation to answer questions, and in blockchain additional proof of ownership information, other users will give the validity of the ownership of the judge. Other users can also bet ISR this application can pass. After the announcement period, the system automatically determine the validity of this statement of ownership:

   ✓ Prerequisites: All bets must exceed one basic value (eg 100ISRCoin) and the pressure is greater than 50%

   ✓ Secondary conditions: the sum of the number of votes and the weight of the user in favor of voting, minus the sum of the number of votes and weight of the user who voted against it, greater than one basic value (set by the platform in advance);

   The user who matches the result is consistent with the result.

   If the result is passed, the user who buys the bet and the user who voted in favor can always receive 2% and 3% of all future earnings of the ownership.

   If the result is not passed, the bet does not pass the user to get the platform for additional digital currency rewards, voted against the user to get the honor point.

4. Payment protection: After the adoption of the statement, ownership enters the tradable and transferable state, protects the potential owner's rights in one step, and protects the month from the first payment after one month. After the period of protection, the accumulated gains and future earnings begin to be automatically transferred, and ownership is fully effective.

XPlayRights The first stage is mainly common ownership of various digital assets management, different types of information to be provided is not exactly the same:

1. Text: can be a novel, script and other graphic mixed assets. Users need to provide at least the basic author information, create time, text introduction, content excerpts, content screenshots and so on. In addition to the additional information, you will need to encrypt the official content and transfer it to the service platform.

2. Picture: can be taken pictures, you can create their own pictures and so on. Users need to provide at least the author information, create time, text description, thumbnails (do not have a watermark) and other basic information. In addition to additional information to blockchain, you also need to encrypt the official content and transfer it to the file service platform.

3. Music: can be singing songs, it can be all kinds of valuable audio resources. Users need to provide at least the author information, create time, text description, part of the track, ultra low bit rate full audio and so on. In addition to additional information to blockchain, you also need to encrypt the official content and transfer it to the file service platform.

4. Video: you can shoot their own short film, it can be all kinds of film and television company produced content and so on. Users need to provide at least the author information, cast list, create time, text description, video screenshots, ultra-low bit rate fragments. In addition to additional information to blockchain, you also need to encrypt the official content and transfer it to the file service platform.

To simplify the user operation, upload encryption, thumbnails, some tracks, screenshots, low bit rate fragments and other basic information, by the system under the pre-set rules automatically.

Ownership Management

The transfer of ownership mainly involves three types of situations:

Official Abstention. During the holding process, XPlayRights will suspend the claim for claim by the owner of the claimant for three months in the event that there is clear evidence that the ownership relates to infringement. After 3 months, the ownership is in a state of absence until the real owner loses the ownership to the platform. In this process, the money received will be suspended, and finally transferred to the real owner.

User Abstention. The user may voluntarily waive the ownership of the ownership (which may be re-acquired in the future), during which time the money received will be transferred to the cooperative nonprofit on a regular basis until the ownership is re-stated.

Ownership Transfer. Sign in a specific format via the recipient address private key and change the payment address to the new payment address (or list of receipts + percentage). In order to protect the original owner's rights, the transfer takes effect (broadcast to the network), the new proceeds are discontinued to the old address. After the 10-day period of appeal, the accumulated unpaid earnings and new proceeds are transferred to the new address (or Address list).

Sales & Content Delivery

The system supports all the sales model, the original material on the ownership of the corresponding assets, from the corresponding sales pipeline from the file service to obtain their own decryption and distribution, XPlayRights does not provide distribution services:

- Direct sales of copies through XPlayRights partner platform, and paid distribution of data.
- Sales through other external platforms, but still take XPlayRights end money payment.
- Completely out of XPlayRights architecture sales assets.

f you take the XPlayRights endogenous currency to pay, 90% of the proceeds will go directly to the owner's account, 5% away from the platform, 3% paid to the original audit of the user, 2% paid to all support the ownership of the user.

Ownership Protection

Ownership protection is divided into the right to avoid infringement of the ownership of the platform and infringement of the ownership of the external ownership.

XPlayRights will provide global protection for ownership of users from technical, legal and financial directions.

The technical level mainly refers to the external platform to provide the whole network resource retrieval and human reporting and other modes of infringement discovery mechanism. Legal and financial support need to be authorized after the user to start, XPlayRights cannot pay any user fees in the case of any pre-order to help users in the global agency infringement behavior.

The determination and transaction of the traditional ownership is completed by the government agency, the enterprise or the business assistant. The information maintenance is basically completed by the corresponding management party or the participant in their own, and it has been very smooth and mature. However, the Internet gradually changes the information record from the bottom And the way the spread of the way, has become backward, need to be upgraded as soon as possible.

Based on blockchain, XPlayRights to achieve the ownership management structure can completely avoid the traditional model or the old information management system drawbacks:

Open Information System

Everyone can immediately track changes in information and is free to comment on in-system information to jointly monitor the authenticity of ownership and participation in the dissemination and trading of ownership. Through the participation of all, for the content to provide more exposure and dissemination opportunities, so that high-quality content can be better spread to potential users.

Ownership Proof

With unmodifiable data logging, XPlayRights can provide more rigorous proof of ownership: proof of ownership, transfer and transaction based on strict time consistency and the screening and endorsement of all participants.

Full Cycle Tracking

The copyright owner can use the system during the prototype period of the product, and through earlier records to enhance the ownership of digital assets without any doubt.

Through the master of the private key to sign the specific information to achieve the transfer of ownership, sharing, sales and termination of various operations.

Direct communication and personal service

Using ownership owners of XPlayRights, you can communicate more directly with other users, communicate with others in a fairer and direct mode, and shift your focus to better output.

XPlayRights will be divided into two major versions of the repeated operation to achieve: the first version of the main products for the core functions, based on the common types of digital assets (text, pictures, sound, video, etc.), the second edition will be the core, Horizontal expansion of asset types, the vertical expansion of various

types of external functions, the gradual realization of the global digital assets of real-time transactions.

Based on blockchain technology, XPlayRights from a new perspective to deal with the authenticity of ownership verification and transaction needs, both in line with the needs of the times and technology development, but also a benefit to the participants of the new platform.

2.3. XPlayCoop

2.3.1. Design Philosophy

In order to realize the globalization of media resources, it is convenient for global users to better understand the connotation and denotation of the media. There are already various mechanisms and processes to help creators to carry out content introduction, subtitles and dubbing, but there are some problems.

1. Traditional subtitle group mode

As a result of the passive services based on volunteers, there are more problems: the first quality cannot be guaranteed, different service output of the product quality difference is very large, as well as the nature of the service player chaos, it will destroy the end user Use experience. Because they are part-time work, time cannot guarantee, full of randomness. Mainly translators choose their own content, service coverage and continuity cannot guarantee.

2. professional translation services

Mainly cost and time. Due to the need for specialized wages and full-time staff, although the quality is guaranteed, but the cost will be higher. Time due to a series of processes involved, cannot be fair and balanced interests, the whole process takes a long time. And because only full-time staff to deal with, when a large number of concurrent requests cannot respond correctly.

3.Artificial intelligence application

Mainly the final output quality. The quality of the machine translation to achieve the "letter, up, elegant," the degree is still difficult, machine translation quality is the key to the success of the machine translation system. To improve the quality of machine translation, we must first solve the problem of language itself rather than programming problems. Rely on a number of programs to do machine translation

system, certainly cannot improve the quality of translation. In the case of human beings who have not yet understood how the human brain is carrying out the fuzzy recognition and logical judgment of the language, it is almost impossible to achieve the degree of "letter, up to and elegant".

XPlayCoop is a combination of community and artificial intelligence multiplayer collaboration media secondary creation services. The artificial intelligence service based on the media library and the depth of the learning algorithm performs speech recognition and machine translation of the media content, and then matches the corresponding high quality and ability of the average user based on the machine output results for the second collaboration Content delivery provides high quality subtitle content.

XPlayCoop follows the following design ideas:

✓ create a community service for everyone to create a fun and fun to improve their abilities;

✓ allow the user to pay can be harvested: funds, items or incentives;

✓ artificial intelligence in the field of media applications have not yet to replace the stage;

✓ The wisdom of multiple people under reasonable rules may occur beyond the expected results of all;

✓ help content to find the first batch of valuable audience;

2. 3. 2.   System Topology

XPlayCoop is a multi-person collaborative subtitle platform, the core function is to allow users to quickly exchange information between each other to reach a consensus. In order to speed up the processing process, the system will call a large number of artificial intelligence services to preprocess the content, taking into account the existing artificial intelligence algorithm cannot achieve 100% accuracy and readability, more difficult to have elegant text embodied style, so the system The focus is on the introduction of a large number of high-quality users of the active participation, through the incentive to encourage and community honor to guide more users together in the community to optimize the final quality of the network.
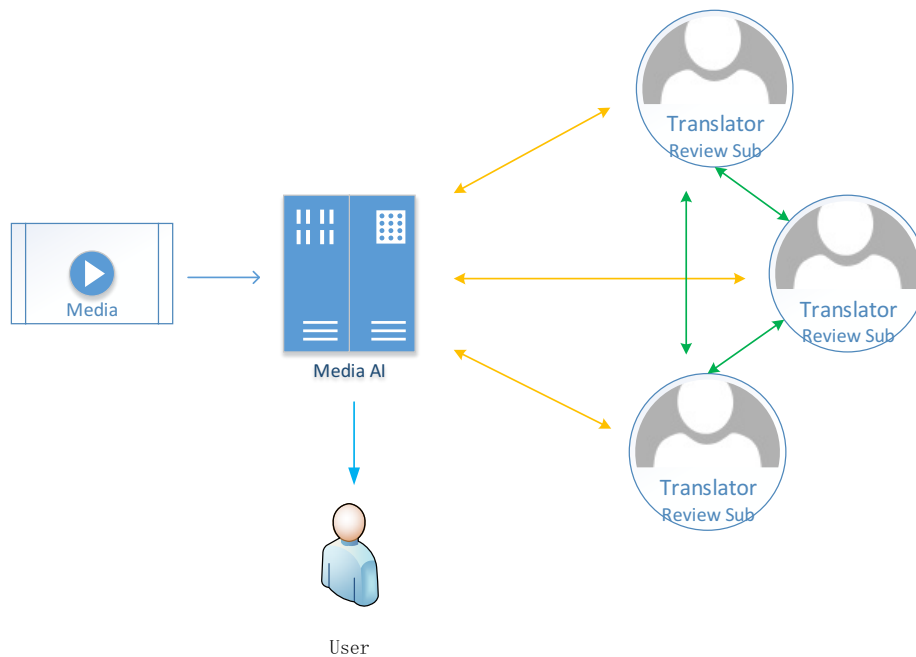
2.3.3.　Architectural Description

The whole process is divided into three stages:

1. machine pretreatment

The copyrighted party will upload the artificial intelligence service to complete the initial data cleansing, language recognition, image recognition, and content analysis.

2. Speech recognition Human intervention correction

According to the results of the machine pretreatment, the system participates in the manual verification, and the accuracy of the recognition is optimized. In order to avoid a single user error, will use multi-rights mutual audit mechanism. When the audit is wrong, the user's income and points will be deducted. The user's processing speed will also affect the user's points within the system.

The result of the manual correction will be sent to the artificial intelligence system for machine translation based on the pre-defined voice pair as a follow-up material.

3. Machine translation manual intervention correction

The system is based on the type of language processing, inviting eligible users to participate in manual verification, the translation results for accuracy, fluency and

literature and other aspects of optimization. In order to avoid individual users mistakes, to speed up the exchange between users, enhance the community of products, will use the team multi-rights mutual audit mechanism. When the audit is wrong, the corresponding user's income and points will be deducted. All users who participate in the correction, in addition to the basic monetary incentives, but also enjoy the future content sales and advertising to promote the continued income.

4. User reviews

In the end user to use multi-language subtitles, subtitles can be made a variety of content evaluation, reward checksum, you can also modify the output of their favorite content.

2.3.4. Functions Introduction

XPlayCoop delivers the highest accuracy, high readability, and rich literary subtitles through artificial intelligence and man-machine collaboration for media resources submitted by copyright parties.

Copyright Owner Resource Management

The copyright owner can upload resources, manage resources, set the price range that is willing to pay, specify the basic requirements of the users involved in identifying and translating, and review the progress of the system.

User Task Management

Users can receive tasks, complete tasks, manage wallet, and maintain benefits.

Social Network

Anonymous social network based on translation, support for discussion of questions, paid offers and dating.

2.3.5. Product Features

Unlike the existing products and services, XPlayCoop will take advantage of existing artificial intelligence services to enhance the community-based architecture, driven by benefits and honors. The final output of the product is not the most important, it is important to generate the product during the process of the user's content of the profound research and understanding, user interaction between the establishment of the user relationship chain and the user in the community-based collaboration under the self-improvement.

2.4. XPlaySC

2.4.1. Design Philosophy

XPlaySC is a set of asset allocation mechanisms that rely on blockchain Smart Contracts to help copyright owners better monitor the entire transaction and spread process and gain faster access to copyright transactions.

Compared to the user to build their own platform to sell products, XPlaySC can directly rely on blockchain and digital currency to complete most of the transaction work, more directly more simple and faster. Compared to relying on third-party manufacturers or generic platform on behalf of the sale, need to meet the conditions in order to transfer their income from the platform. XPlaySC can provide more fair and equitable trading information through blockchain's openness and transparency. Wisdom Contract-based autonomy avoids human involvement in possible errors or delays, allowing the copyright parties to better control their wealth through rapid global transfers of digital money.

2.4.2. System Topology

Due to the completeness, comprehensiveness and simplicity of the blockchain service, the XPlaySC system is very easy to use and deploy.
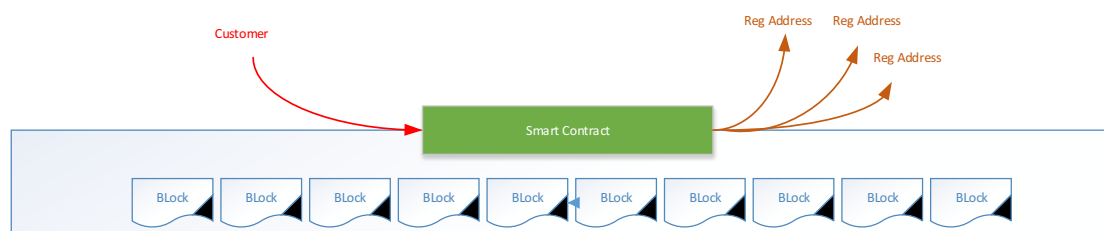
2.4.3. Architectural Description

The system involves three categories of objects: copyright parties, consumers, and smart contracts running on blockchain.

The copyright party pays the initial fee in blockchain to start the automatic division of the Wise Contract and, if necessary, the associated private key issue service. The private key server will retrieve the results of the smart contract execution

according to the rules and control the playable node or user identity through integration with the distribution system.

Consumers pay the contract after the cost of the contract to start the automatic sub-finishing algorithm, while the need to get the appropriate view or use authority.

The model of the wisdom contract is designed by the platform at the start, the latter can be dynamically added and modified according to the demand, and the template itself input and output and various parameters can be adjusted.

2.4.4. Functions Introduction

Management Contract

By the copyright party, and by the copyright side of their own management parameters and whether the entry into force.

Starting Contract

When a user wants to obtain a product or service, he / she will pay the agreed fee to the contract address and start the auto-run contract. All other associated services will retrieve the contract running status and start the corresponding processing logic.

2.5. XPlayCounter

2.5.1. Design Philosophy

XPlayCounter is an innovative Media Platform plug-in for billing or viewing time.

Through the detailed calculation of the user's consumption of platform resources and the use of copyright status, through the predetermined rules deduct the user balance in the platform, the entire process for the user clearly visible, schedule control. Compared to the traditional monthly, channel or monolithic payment, this model is more fair to the user.

2.5.2. Architectural Description

XPlayCounter Overall Architecture is divided into two parts: client and server.

Client running in the playback environment, by monitoring the user local playback status, real-time accurate calculation of the user's viewing time.

The server calculates the traffic used by the user in real time by monitoring the consumption of the server resource (bandwidth) by the client and the request rule in normal playback.

The client and the server side of the data through the predetermined algorithm combined with the copyright side to determine the charging rules, real-time calculation of the user need to pay the cost.

2.5.3. Product Features

Compared to traditional billing methods, XPlayCounter will re-price media content long time, through a series of technology allows users to quickly locate the wonderful content, at less cost to get more content.

2.6. XPlayCoins

2.6.1. Design Philosophy

XPlayCoins is XPlay's innovative Blockchain Assets Management Platform, which will enable the rapid conversion of assets and currency.

XPlayCoins combines back-end wallet, stored-value systems, exchanges and various cross-market transactions to provide currency price indices, currency real-time conversions, and user-to-user transfers / transactions for all users using Blockchain Assets.

2.6.2. System Topology

XPlayCoins are run at different levels, divided into three main modules:

1. Distributed billing system, you can increase the distributed nodes to support large concurrent and large storage. Quickly and fairly complete information records through various types of consensus algorithms.

2. Lightweight clients based on local keys (support for multi-segment keys) (win / linux / Mac, HTML5 and mobile App).

3. Run in the distributed architecture of the official website: support blockchain assets price inquiries, trading transactions, blockchain basic information quick query.

The price structure of the network is very flexible: through the crawler to other transactions to obtain real-time transaction price, pending order depth, and other

currencies, the best chain transaction channel, etc., a comprehensive calculation can be a long time stable, and the platform Buzhi Yu The price of a loss. When the user confirms the transaction, the financial instrument to lock the price to avoid possible losses.

The real-time conversion of the currency will be based on the price index, through the trading robot in the exchange on the basis of liquidity support to complete. Under the premise of fully satisfying the user's transaction demand, through the internal matching, batch trading, the optimal path and other series of methods to complete the optimal transaction effect.

2.6.3. Architectural Description

Quotes and trading system from the inside out into four:

Trading Robot

Related to the exchange of the robot system, from the outside access to blockchain assets liquidity.

Price Index

Consolidate the offer of the exchanges, provide App information push.

Real-time Asset Transaction

Through the API interface and Web site, to provide real-time multi-transaction transactions.

Asset Management

Anonymous / Real Estate Asset Management

2.6.4. Functions Introduction

Asset Management

To provide liquidity support for back-end transactions and payment systems, XPlayCoins can offer API services and real-time multi-currency transactions in API mode.

3. Application Introduction

3. 1.   Application Mode

3. 1. 1.   B2CMedia Platform

B2C or B2B2CMedia Platform mode, mainly through a unified platform for large copyright holders unified sales of copyright, there are all kinds of paid music and film and television platforms are in this model.

For large-scale copyright trading platform, XPlay will strengthen the support of specific copyright parties, in addition to the aforementioned products and services, can also customize the development of promotional sites, financial management system, media management Library and other functions.

3. 1. 2.   C2CSelf Service Platform

C2CSelf Service Platform is a fast copyright transaction between users and users. There is no similar mature platform. Most of the platforms only implement some functions. For example, some video sites allow users to upload their own content, but there is no relevant copyright registration system, cannot confirm the user upload content copyright attribution, but cannot achieve fair and efficient copyright transactions, upload users or copyright parties can get relevant benefits.

XPlay will focus on strengthening the production and copyright registration part of the content, to help users achieve their own ideas, through blockchain to protect their own ideas.

In resource matching, XPlay through the media artificial intelligence services to help content consumers, promote the pipeline faster to find their own content, speed up the exchange of information with people.

In the promotion, XPlay will be based on blockchain and digital currency, so that participants better track information flow and capital flow, accelerate the dissemination and spread of information.

In the final consumption scenarios, to provide anonymous and real-name balance of the payment pipeline, to achieve rapid trading of global user assets.

XPlay integrates a variety of existing mature technologies, pre-set a variety of rich application scenarios, Media Platform and individual users can be in the system default platform, providing independent products and services and adaptability of the industry services Interface in the free choice of their own needs.

In general there will be the following Application Mode:

1. Content side in XPlay provided by the demonstration platform directly on the shelves and sales content. This is the easiest way, the copyright side only need to complete the most simple content upload can enjoy a full range of copyright sales service.

2.XPlay provides technical support for other copyright sales platforms to help them quickly apply new technologies: artificial intelligence, blockchain, blockchain assets, anonymous social and intelligent CDN services.

3.XPlay Most of the services have a separate operating structure, users can use the appropriate platform in which a technology, products and services.

4.XPlay will be part of the core and external platforms and users may need the technology in the distributed cloud platform through the cloud mode to provide external services (user self-management cloud architecture).

3. 3.   Application Process

Depending on the Application Mode, there may be a completely different implementation process.

Fully Management

Divided into escrow and strong privacy two types. When hosting users only need to manage the content, all work by XPlay under the user instructions based on the wisdom of the contract to achieve. Strong privacy mode XPlay will complete all the infrastructure deployment and preparation, but the management and implementation of services by the user in full control.

Independent Service

Users can choose the products and services of XPlay's independent service platform, pay the fee or pay for it.

Backstage Plugin

XPlay will be part of the core services packaged, provide a variety of use examples, users directly integrated into their own products, end users will not directly see XPlay brand.

4. Platform Features

5.1、Technical Features

XPlay will fully integrate the industry and the parties have mature technology, and introduced a large number of specific use of the scene of innovative technical services.

Blockchain

ombining the consensus PBFT consensus, DPOS billing and smart contracts, the introduction of support for smart contracts, efficient fast billing of the blockchain infrastructure, provides blockchain infrastructure services for all other services.

Digital Currencies

Mainly related to the application of various types of currency, according to the different services, the introduction of the endowment of the service and smart contract model.

Network Payment

Based on a variety of innovative digital currency payment system, support anonymous payment, full platform operation support, better and more comprehensive financial analysis.

Artificial Intelligence

Taking into account the current use of artificial intelligence in the media field, through the introduction of community-based users to participate in, through economic incentives to encourage users to participate in, accelerate user interaction, output far beyond the existing technology of media analysis.

5.2、Application Features

XPlay is a complete media service platform, where most of the services will have a separate service, relying on the same background, while ensuring the quality of service for other users to create the most value.

Unified Integration

All services, through a unified user system and social services (XPlay.Club), integrated financial services (XPlayCoins), the same Design Philosophy (interest-driven, community-building) to form a multi-functional seamless convergence of

social media platform. Users can make friends on the platform, get the benefits, and fully enjoy the information life of the Internet era.

Independent Service

XPlay's core technology has a completely independent external service platform, the main realization of 2B services, for specific needs of the external platform to provide professional services business.

5.3、System Features

Compared to the traditional media platform or media technology services, XPlay innovation proposed and commercialized the implementation of a large number of unique concepts:

Unreliable Platform

Platform core users and funds are based on blockchain deployment, 100% protection of user privacy and capital, the platform degeneration to provide a pure background services;

Unreliable Machines

Although the field of artificial intelligence continues to evolve and evolve with algorithms and hardware, it has been possible to solve many problems, and some areas have solved very well, but there is no service in the media field that can be run commercially. In order to obtain the best results at this stage, the active participation of people is essential.

Unreliable Individuals

Individual users are subject to personal ability, the state of the time and the limits of available time, and the quality of the service that cannot be served as a service provider in a personal mode. However, if the community by the community or network, through economic interests, community honor and reasonable structure of incentives, can launch a stable and reliable service.

Products and Services must be fun

Now as long as the user can access the Internet, that the entire network of users are open to the user. XPlay organizes people and information in a community-based way, quickly links people with people, people and information, information and information through large data and artificial intelligence, drives the flow of information through innovative business models, good result.

5. Introduction on Technologies

5.1. Blockchain

5.1.1. Relevant Technologies

Blockchain technology refers to the process of collective maintenance of a reliable database by way of de-centricization and trust.

4 key technologies: Decentralized, Trustless, Collectively maintain, Reliable Database.

Blockchain originally designed ideas from innovative digital currency Bitcoin:

The entire open share led by the entire Bitcoin network, all confirmed transactions will be stored on blockchain.

Wallets can calculate their available balances and verify that the new currency will be used in the new currency.

The integrity and chronological order of blockchain is achieved by cryptography.

As a base currency based blockchain, with its unique technical program, has the value of beyond the currency itself:

An open and transparent credible system, but far more than an accounting system: Blockchain technology makes DAC possible (a kind of fundamentally subvert the structure of human social organization model.DAC impact on society, will exceed Industrial revolution, the Internet to the world to bring the most profound changes).

Blockchain's application scene is very rich:

✓ Data storage with high reliability.

✓ Run the program to ensure that it is up to the upbringing time so that your users are convinced that the logic of the program is consistent with what you preach so that your users are sure that even if you are no longer interested in maintaining the program, or you are bribed or Threat, or because of greed to manipulate the state of the program, the program will still run normally, the program to 100% of the reliability of communication. Company users can run the program on top, these programs can be high-speed interaction, and each company has its own program has complete control.

✓ Build a program that effectively uses information generated by other

programs.

5.1.2. Technical Features

Blockchain technology usually involves the following several core technical points:

1. private key (account voucher)

A fragment of a data called a private key or seed. A private key or seed can be used to sign a transaction, providing a transaction that is actually issued by the account owner of the math proof. Signatures can prevent others from tampering with past transactions.

2. Public Transaction (Balance Confirmation)

A transaction is a transfer of value between accounts that are included in blockchain. All transactions will be published in the whole network, and usually in the next period of time by the entire network to confirm. The user's confirmation of the assets within the network is confirmed by pasting back all user-related transactions, and there is no need to record a number in a place.

3. Accounting / mining (time irreversible)

Mining is the transactional data to be confirmed to be included in the block chain, thus completing the transaction to confirm the distributed consensus system. By mining, the data in the block chain can be forcibly stored in chronological order, maintaining the neutrality of the information, and allowing different computers on the network to agree on the system state. The transaction must be confirmed and must be packed into a block that conforms to a very strict cryptographic rule and verified by the network. These rules can prevent modification of existing blocks, because once the changes are made, all the blocks will be invalidated. No one can individually control what content is contained in the block chain or replace some of the contents of the block chain to achieve the purpose of reducing their cost.

Part of the criticism of Bitcoin is concentrated on the design of the mining mechanism based on POW (Work Proof), but in fact Blockchain itself does not limit the accounting method, in addition to POW, POS (equity b certificate mechanism, (POS / POW hybrid, DPOS (equity agent billing, that is, a certain number of users to vote by equity voting), there are various consensus mechanism (the user through the trust Of the gateway node accounting).

5.1.3. **Application Prospect**

Some of the currently known blockchain technology applications:

1. Open blockchain (public blockchain). Public block data on blockchain can be accessed by all, and everyone can issue a transaction waiting to be written to blockchain. Consensus Process participants (corresponding to miners) maintain the security of the database through cryptographic techniques and built-in economic incentives. Open blockchain is a fully distributed architecture.

2. Collaboration blockchain (federated blockchain). Participate in blockchain nodes are pre-selected or late through the agreement to join, the node is likely to have a good network connection. This kind of blockchain mainly uses the non-workload proof consensus algorithm, such as the establishment of a blockchain between 100 financial institutions, stipulates that more than 67 institutions must agree to reach a consensus. The data on such blockchain can be either open or controlled within these node participants. Part of the meaning of the distributed.

3. Private blockchain (private blockchain). Participate in the node only the user himself, the data access and use have strict license management. The architecture can be either decentralized or centralized.

The highlights and pain points of each mode are as follows:

1. Open blockchain is fully distributed and requires sufficient cost to maintain system operation, depending on built-in incentives. The more valuable the data that blockchain tries to save, the more it will look at its security and the transaction costs associated with security, and the scalability of the system.

2. Collaboration blockchain can be a very good connection between nodes, only a very small cost will be able to maintain the operation, to provide rapid transaction processing and low transaction costs, there is a good scalability, the data can have some privacy. Developers have the ability to change the agreement under the consensus, but it also means that under the consensus, we can tamper with the data together.

3. Private blockchain is actually a very confusing term, such a system is nothing more than a traditional sense of the shared database used in a variety of ways to try to illustrate the data can be verified. These projects are easy to all users have the final say, it can reflect the characteristics cannot be changed, for the co-manufacturers are

not much protection. So many private blockchain will be attached to the bit by the way, such as regular snapshot of the system recorded in the bit currency.

Open blockchain and collaboration blockchain each have advantages, open blockchain is difficult to achieve perfect, collaboration blockchain need to find the actual urgent needs of the application scene, private blockchain is easy to deviate from blockchain's original intention.

The blockchain application in XPlay is almost always open to blockchain mode, a small amount of collaboration. The main application of the three basic features of blockchain:

To the center: to avoid a single point of failure, to provide the entire system reliability and stability;

To trust: to avoid the trust of an organization or node requirements, so that systems and functions can be quickly deployed and operational;

Cannot be modified: information ownership, transaction records and credit points need to let everyone believe that their correctness and authenticity;

5.2.   Blockchain Assets

5.2.1.   Relevant Technologies

There are three main types of assets currently used on the network: the co-operators pay the company or the bank's payment gateway billing currency, the Internet platform issued by the use of virtual currency and the emergence of a variety of encrypted currencies (including our definition of blockchain assets. These three kinds of traditional currency can be called "digital currency", reflecting the most essential characteristics of blockchain assets: digital, online transactions, based on the value of trust attributes.

The digital currency is the original return of the inventive monetary instrument: the original purpose of the invention of human money is to find a tool that can represent the value of wealth (especially commodities). The digital currency fully fulfills the ultimate purpose of the instrument as a tool: on the one hand, it embodies the instrumental function of money and, on the other, it embodies the efficiency of money becoming "mature". Digital money is based on information technology, especially on the basis of network technology, is the inevitable outcome of modern

information technology. As a result, digital money is closely linked to information technology, especially network technology.

The basic feature of digital money is to reflect its realization of the multi-functional currency functions, purely instrumental, informative, networked, and information technology security and efficiency.

Payment platform or bank accounts can only be used in the platform or within the bank, if you need and external interaction, the need for third-party vendor clearing platform support. Internet platform issued by the virtual currency, distribution and distribution entirely by the platform control, almost no possibility of interoperability with the outside. Encrypted money or blockchain assets, all information is recorded in an open and open database or blockchain, all users can read, authorized users can write, through the cryptography to ensure that information cannot be modified, born for all users around the world asset record mode.

Blockchain Assets as a digital currency issued by the blockchain architecture, a series of irrevocable records that are redefined based on innovative information storage, transfer, processing and verification techniques.

5.2.2. Technical Features

Relying on the latest encryption algorithm, blockchain assets has a strong stability and security:

1. Networkness

Digital money is generated and developed on the basis of electronic information technology and network technology. It can be said that digital money is a kind of network information resource. Just as traditional money is a special commodity separated from commodity, digital money is from Currency and information in the separation of a special currency or special information.

(1) the Internet is the basis of the emergence and development of digital money: narrow sense of digital currency is with the development of the network, with the rapid development and popularization of information and network technology, digital currency will be widely used And development, when the human into a highly developed era of the Internet economy, the digital currency will completely replace the traditional notes.

(2) that the Internet is the basis for the realization of its monetary functions in the form of digital money: in the era of the Internet economy, various economic acts from investment to production organization, distribution, exchange and consumption will be carried out online and carried out in the currency of these economic acts Payment is also done online.

(3) the Internet is the basis of the digital money system: the issuer can use information technology and the network to achieve full management or monitoring, all traditional and currency-related business can be very easy to achieve in the network. Second, due to reduced information costs and information is complete, the efficiency will be greatly improved.

2. Digitization

A digital currency is actually a series of numbers stored on an account in each accounting network, which means that a single subject (natural person, legal person or unincorporated institution) has its ownership and is free to invest in an investment, Wealth accumulation (storage) value of the tool.

This group symbolizes the owner who owns it:

(1) with this set of figures represented by a certain amount of wealth or value;

(2) the use of this group of figures in whole or in part for online investment;

(3) the use of this group of figures in whole or in part for online transactions;

3. Non-modifiable

Based on the blockchain network monitoring, information cannot be tampered with the characteristics of blockchain on the assets will have a traditional payment platform or Internet platform closed book cannot match the credibility and security:

(1) no one can freely increase their account balance;

(2) that no person may modify the assets of other accounts;

(3) no one cannot directly through the network to amend the network infrastructure code;

4. Privacy Security

Through a variety of innovative algorithms and implementation framework, blockchain assets can fully protect the system information disclosure under the premise of protecting all users of privacy:

(1) personally identifiable by cryptography only, under the premise of the user allowed to spread;

(2) you can completely avoid the user's personal information and transaction information associated;

(3) in some cases can also be part of the mask transaction information was malicious access;

5.2.3. Application Prospect

In XPlay, will be mainly operating three types of blockchain assets:

1. Asset collateral. Through various types of cooperative companies, to achieve various types of asset escrow (French, stock, precious metals, fixed assets, etc.), and then escrow assets as collateral, issue the corresponding blockchain assets. This asset is basically not a quantitative limit, with the dynamic changes in mortgage assets.

2. Future earnings type. Similar stocks of blockchain assets, initiated by companies or entities, are based on the value of future earnings. The number of such assets is generally limited, in the initial creation is limited to death, to avoid the impact of market prices.

3. Service security type. By the service platform commissioned by an external platform management, service platform by the future service as the basis of value. There is no upper limit on the number of such assets, but the liquidity is limited by the actual demand of the market. The service platform is obliged to ensure the stability of the currency by means of technical and commercial means.

5.3. Artificial Intelligence

5.3.1. Relevant Technologies

For voice, image recognition and processing, in many years ago has been started, and continue to have related products to market.

Such as the field of language recognition, IBM has been a lot of attempts from many years ago. From the beginning of 1952 more than half a century, speech

recognition technology has experienced a small lexical, isolated words to identify the large amount of vocabulary, non-specific people continuous voice recognition leap, and finally, in October 2011, Apple released artificial intelligence software Siri's iPhone 4S mobile phone, the new application of the scene of the voice assistant from the public attention.

In addition to voice recognition, other areas of development are similar to the track: early due to algorithms and computing power constraints, the actual use of the effect is very limited. With the continuous development of large data and artificial intelligence, the rapid upgrading of hardware processing capabilities and the emergence of new algorithms, new products and platforms have gradually entered the ordinary user's life.

AI Development Direction

Artificial intelligence will be the next revolution after the mobile Internet, and artificial intelligence will be far more mobile than the mobile Internet.

Artificial intelligence business mainly covers depth learning / machine learning (general), depth learning / machine learning (application), natural language processing (general), natural language processing (speech recognition), computer vision / image recognition (general), computer Visual / image recognition (application), gesture control, virtual private assistant, intelligent robot, recommendation engine and assistant filtering algorithms, context-aware computing, voice translation, video content automatic identification and other sub-sectors.

China's artificial intelligence field has hundreds of entrepreneurs and a large number of traditional Internet platform, covering from the depth of learning software algorithms and GPU, CPU, sensors and other key hardware composition of the basic support layer to the voice / image recognition, Semantic understanding and other technical applications, as well as data centers, high-performance computing platform and other hardware platform composed of technical application layer, to the AI solution integration layer, and then to industrial robots, service robots and other hardware products and intelligent customer service, business intelligence (BI) and other software components of the operating service layer.

Artificial intelligence seems to have become the inevitable direction of the industry, whether it is financial, medical, security, education and other traditional industries or robots, Internet, unmanned vehicles and other areas of science and

technology, who can take the lead to seize artificial intelligence key technology who can get a huge market.

Potential Issues

Market lively, really create the value may not have much? Artificial intelligence has been in the field of speech recognition, unmanned, machine learning and other fields, but in the robot, the wisdom of the home is still thunder and small rain, the market even suspect that too many participants take artificial intelligence touted their own products will bring serious The bubble.

AI is a very general concept. Today artificial intelligence has become a hot pursuit for everyone. But did not find a technology that has been available, but at the same time has a huge user scale, there is a huge change in the world's ability. What can you see today? Unmanned areas of the future have a large user size, and there is a large commercial price, but now has not yet available. Technology companies can make technology, and let this technology to stay ahead, is a difficult thing. Some technology has not yet wait until the product or commercialization began to lag behind, so to maintain the leading technology is a problem. More difficult to put a technology into a product, so that more users benefit. Even more difficult is that this technology not only has its user size, but also to change the world, there is a great commercial significance and impact on the world.

Artificial intelligence goes deeper into the Internet industry. At the concept level, start-up companies want to hold artificial intelligence's thighs, get capital support, add some pseudo "artificial intelligence" to the product, and a lot of hardware , Robot, voice interactive software, which gives ordinary users caused by the interpretation of artificial intelligence error judgment. The rational growth path should be the maturity of the technology to drive the commercial outbreak, rather than the commercial ripening ripening technology.

The birth of technology is to create more wealth, but artificial intelligence is still very far away. Profitable or promising artificial intelligence entrepreneurship project has three common points, namely, the use of closed control of the scene, to assist the human to complete the specific work and repeatability of the entry point.

In the influx of venture companies at the same time, the market balance is still in the hands of the giant. In artificial intelligence related technology, talent, data, capital, etc., the giant has the absolute right to speak, start-ups and giants compete for entry difficult, perhaps the hardware is the best choice. Therefore, a large number of

venture companies choose the wisdom of home, intelligent robots and other areas as a breakthrough, but the hardware is not ripe is an indisputable fact.

Lack of technical preparation is artificial intelligence business is difficult to promote the internal reasons, and the consumer market has not yet been cultivated is the external reason. For example, many chat robots and intelligent voice technology is also facing the problem of inaccurate understanding of semantics, but also lead to user sticky is not strong. The demand for smart voice for the general consumer is not developed. Current business considerations should be to collect more data, strengthen the machine learning, get a good algorithm, the more energy applied to the technical upgrade rather than eager to promote the product.

The current artificial intelligence industry still faces six challenges: cutting-edge research and industry practice has not yet closely linked; talent gap is huge; data islanding and fragmentation problems are obvious; reusable and standardized technical framework, platform, tools, services are not yet mature; Some areas of advanced development, blind investment and other issues; entrepreneurial difficulty is relatively high, the early start-up team needs more support.

5.3.2. Systematic Innocation

The entire artificial intelligence industry is based on the new direction and technology, at the beginning of the rapid development stage. XPlay will take full advantage of the existing technology on the basis of the one hand, the latest development of artificial intelligence and other areas of the organic combination of development, on the other hand will be in the algorithm, data sets, hardware and other equipment to make Continuous improvement and repeated operations.

5.3.3. Technical Features

XPlay will be based on the new Technology Architecture, to achieve a completely different from the existing media services, innovative social experience, and voice image-related functions include the following parts:

1. Speech recognition / ASR: large data and deep learning support for voice recognition platform;

Speech recognition technology, also known as Automatic Speech Recognition (ASR), Computer Speech Recognition (CSR), or Speech To Text (STT), aims to automatically The human voice content is converted to the corresponding text.

Speech recognition technology applications include voice dialing, voice navigation, indoor device control, voice document retrieval, simple dictation data entry and so on. Speech recognition technology, combined with other natural language processing technologies such as machine translation and speech synthesis, can build more complex applications such as voice-to-speech translation.

Speech recognition technology involves areas such as: signal processing, pattern recognition, probability theory and information theory, sound mechanism and auditory mechanism, artificial intelligence and so on.

XPlay in the early ASR mainly concentrated in the media (news, variety, television and film, etc.) within the vocal identification and specific scenes (talks, travel, accommodation and catering) and other scenes of interpersonal interaction.

2. Machine translation / MT: based on the depth of learning and other technologies to provide more accurate results;

Machine translation (Machine Translation, often abbreviated as MT, commonly known as machine turn), the main realization of the computer program to text or speech from a natural language translated into another natural language, machine translation is a natural language by replacing the words The language of another language. By using corpus techniques, more complex automatic translations can be achieved, including better handling of different grammatical structures, vocabulary identification, correspondence of idioms, and so on.

In general, the purpose of public use of machine translation is only to learn the original sentence or paragraph of the gist, rather than accurate translation. The effect of machine translation has not yet been able to replace the extent of manual translation, but now the company has tried to machine translation technology to provide its company website multi-language support services. Knowledge base as a professional field, the grammar is more customary, translation results are more in line with natural language.

In XPlay, machine translation will be customized for specific areas or areas of expertise, and the replacement of vocabulary will be reduced to the specific terms of that particular domain in order to improve the translation results. At the same time, in order to improve the translation of the machine, there will be professional staff involved to provide enhanced services. More importantly, XPlay hope to build a social network, so that ordinary people can also access the translation process, experience the fun of language.

3. Speech synthesis / TTS: complete simulation of real pronunciation reading platform;

Mainly refers to the human synthesis of human voice, the text information into voice data, voice to play out of the technology that text to the voice. The purpose of the technology is to let the computer read the text, the pursuit of the goal is the computer "read" the sound clear, understandable, natural, expressive.

Speech synthesis involves acoustics, linguistics, digital signal processing, computer science and other disciplines, is a cutting-edge technology in the field of information processing. Speech synthesis technology research has been two hundred years of history, but the real practical significance of modern speech synthesis technology is with the computer technology and digital signal processing technology developed and developed, mainly to allow computers to produce high-definition , A high degree of natural voice. In the process of the development of speech synthesis technology, the early research is mainly using the parameter synthesis method, and later with the development of computer technology has emerged in the waveform splicing synthesis method.

The function module can be divided into three modules: text analysis, prosody modeling and speech synthesis. Among them, speech synthesis is the most basic and most important module in TTS system. In summary, the main function of speech synthesis is: according to the results of prosody modeling, from the original voice library to remove the corresponding voice primitives, the use of specific speech synthesis technology for the rhythm of the voice elements to adjust and modify the final synthesis To meet the required voice.

Speech synthesis technology has experienced a gradual process of development, from parameter synthesis to splicing synthesis, and then to the gradual integration of the two, its continuous development is the driving force of people's awareness and demand to improve. At present, the commonly used speech synthesis technology are: formant synthesis, LPC synthesis, PSOLA splicing synthesis and LMA channel model technology. They have their own advantages and disadvantages, people in the application process is often a variety of techniques organically together, or the advantages of a technology applied to another technology to overcome the lack of another technology.

In XPlay, for specific scenes (news, tv and movies), specific people (the user's own), you can create a large number of real pronunciation cases through deep learning, greatly enhancing the ultimate experience.

4. Optical character recognition / OCR: support the video stream of the text recognition system;

Refers to the text file image file analysis and identification processing, access to text and layout information process. How to improve the accuracy of identification and use of auxiliary information is the most important issue of OCR, ICR (Intelligent Character Recognition) and other technologies also arise. The main indicators that measure the performance of an OCR system are: rejection rate, error rate, recognition speed, user interface friendliness, product stability, ease of use and feasibility.

XPlay, mainly used to deal with video streams in the subtitles, barrage, background key text and so on.

5. Face recognition / AFR: Face recognition system that supports video streaming;

Face recognition (Automatic Face Recognition referred to as AFR) refers to the use of comparative analysis of face visual characteristics of information technology for identification of computer technology. Generalized face recognition includes a series of Relevant Technologies, including face image acquisition, face positioning, face recognition preprocessing, identity verification, and identity search, which are used to construct face recognition systems. In the narrow sense, face recognition is defined by A technique or system for identity recognition or identity search. Face recognition is a popular field of computer technology research, it is a biometric identification technology, is the biological (generally refers to people) their own biological characteristics to distinguish between individual bodies.

XPlay, face recognition will be used for a large number of scenes: system login, streaming media character recognition and identity authentication, chat content processing, media database index and association, depth learning materials.

6. Voiceprint recognition / VPR: Voiceprint recognition system for video streaming;

Voiceprint Recognition (VPR) is also known as speaker recognition, there are two types, namely, speaker identification and speaker confirmation. Different tasks and applications will use different voiceprint recognition techniques, such as narrowing the scope of criminal investigation may need to identify the technology,

and bank transactions need to confirm the technology. Voiceprint recognition is the sound signal into electrical signals, and then use the computer to identify.

The so-called voiceprint, is the use of electro-acoustic instruments to display the voice of the audio spectrum. Each person's speech acoustics features both relative stability, but also variability, not absolute, immutable. This variation can be from the physiological, pathological, psychological, analog, camouflage, but also related to environmental interference. However, because each person's pronunciation organs are not the same, so in general, people can still distinguish between different people's voice or judge whether the same person's voice.

XPlay, voiceprint recognition will be used for a large number of scenes: system login, streaming media character recognition and identity authentication, voice chat content optimization, media database index and association, depth learning materials.

5.3.4. Application Prospect

Compared to existing products, XPlay as a practical use of the scene and the exact application of the target set of products, will be from the following possible changes in the existing services:

1. Instant voice / port recognition and processing of specific scenes. At present, generic products face a variety of recognition rate and stability of the problem, if concentrated to a specific scene, will greatly improve the accuracy;

2. Manual verification, especially based on the participation of everyone involved in the model, can greatly improve the accuracy of the next step, while providing a new social model;

3. A large number of manual participation, can provide artificial intelligence system better learning material, so in the future to improve the algorithm and optimize the results;

4. Social scene as the basis for the proliferation of products and functions, through the economic incentives to encourage interaction between users and users and platform interaction;

XPlay as a whole is a huge and continuous implementation process, through the following series of steps to gradually cut into the existing artificial intelligence market, while exploring new needs:

1. Network services based on the media multi-language processing hardware and software platform;

2. Socialized platform in multi-language live form;

3. Personal / company intelligent voice equipment;

4. Full media search engine and related services;

Product & Service

XPlay will include the following series of platforms or products.

1. Full media database and search engine:

A) Automatically collect media-related information (text, pictures, audio and video);

B) provide in-depth learning to establish inter-index relationships and tap more relevant information;

C) provide a variety of (text, picture, audio and video) retrieval interface;

D) provide an analysis of the various charges;

2. Based on the media library to the center of the copyright trading platform:

A) to decentralize copyright transactions;

B) Connected transactions based on smart contracts;

C) copyright protection in conjunction with external platforms;

3. Media Platform based on media streaming:

A) based on digital currency, support full channel charges, partial payment and free multiple models;

B) to instantaneous voice flow multi-language, across the information exchange barriers;

C) correlate each channel content through various relationships and instantly push;

4. To achieve global users in the real-time translation of the video on the structure:

A) multi-language version of the audio and video broadcast;

B) global multi-currency financial support;

C) multi-lingual discussion groups relying on live streaming;

5. Based on a variety of pictures / video post-processing social platform:

A) through a variety of filters, user-submitted pictures and video;

B) provide users with a variety of alternative voice conversion services;

C) providing multilingual expressions or video clips;

6. Customer scenarios of various types of software and hardware products.

A) to achieve the core functions of the server and client-side program;

B) pre-installed XPlay services of various types of innovative smart hardware equipment;

Market Positioning

The XPlay service provides users with unlimited demand (storage, computing and processing) for multi-lingual information, providing them with unlimited scalability support, valuable and valuable local translation services, high-speed and high-quality remote cloud computing services The

Through the various types of basic services provided by the platform, the user can choose the appropriate hardware and software products according to their own needs, use or introduce a series of solutions in different scenarios, formulate or adopt a common agreement, connect all networked devices together, Mining the value of information, providing a single product or service cannot provide the value.

Competitions

Platform and has a variety of translation and post-processing services have some competition, but more is the cooperation. In addition to the cloud-based distributed storage computing platform, XPlay later will provide a unified hardware and software solutions for other users of the AI service infrastructure support.

5.4. XPlay Technical Review

As a new entrant in the field of AI, XPlay will start from its own advantages, combined with new products, new technologies and new markets, continuous research and development and development, to provide other products temporarily unable to involve services, and gradually create a unique market competitiveness.

5.4.1. Overall Objective

New Products

At this stage is mainly the media and social areas of hardware and software products:

➢ Intellectual media library, for all users to provide content storage, retrieval and transactions and other services. The content of the production pressure to further reduce the full mobilization of all the creativity and enthusiasm;

➢ Live media social networking platform, so that all users can remove the language and culture under the shackles of freedom with the global partners to communicate;

➢ Smart converter, you can identify, analyze and process the input of streaming media information, to add multi-lingual subtitles, voice, and guide users to a global social platform;

➢ Wisdom language assistant to help users communicate with other users of the same language and culture, to provide a more simple and more considerate of specific scene services;

➢ Intelligent conference assistant to help users in the multi-person meeting across the

language and cultural barriers to a richer office plug-in model into the user's daily work;

New Technologies

Mainly media-related AI technology, integration of decentralized cloud platform and blockchain digital currency and other technologies:

➢ In the media field, through a large number of existing and real proofreading generated data, training more intelligent AI system, to achieve more accurate voice, image, video stream recognition, processing and management;

➢ Cloud platform provides a more stable, reasonable price, unlimited expansion and everyone involved in the network foundation for the media AI processing operation and management prepared a complete set of solutions.

➢ Blockchain provides an unchangeable base-to-center record base for the entire platform, and digital money can achieve point-to-point global payments.

New Markets

Through a combination of new technologies and new products, XPlay will upgrade and create a range of new business models:

➢ Provide a better source of information for all users by providing multi-linguistic media libraries.

➢ Through the media library with copyright notice and trading functions, for the user's intellectual property to provide fast access.

➢ Provide the basis for cross-cultural / verbal communication by adding multi-lingual subtitles and audio streams to live content.

➢ Through the introduction of voice recognition into daily life, combined with cloud services to help companies better achieve process tracking.

5. 4. 2.   Advantages of XPlay

Compared to the existing media services, XPlay through the gathering industry, to provide a more complete training library, to strengthen human intervention and access to external new technology to provide the existing services temporarily unable to provide the function:

1. The first two major industries: the media (television, movies and news) and daily life (chat and conference), later have a better identification effect and then extended to other industries and scenarios;

2. Film and television media direction, as a few decades has accumulated a lot of voice to the text, a variety of languages across each other, character scenes specific terms, will greatly improve the speech recognition, face recognition, machine translation effect;

3. pre-large number of editing and participation of ordinary users, together with the training of language image recognition and machine translation of the results to help the

algorithm and database of continuous upgrading;

  4. Mutual support cloud based on all services more cost-effective, and can be unlimited expansion;

5. Blockchain and digital currency allow all users to communicate more directly;

5.4.3. Objectives of XPlay

For ordinary users, the various types of products seem to have been able to meet most of the needs, but the real needs of the actual fact is not clear. Most people are forced to learn a variety of languages and cultures, and spend more time to consolidate and strengthen. Even so, people and people are also easy to form a gap and do not understand, between the race and culture is also easy to form an isolated block, and cannot enjoy the Internet to support the better information globalization.

Is it possible to have a more affordable, easy to use, easy to maintain, more able to protect all users of the privacy and more fair and efficient under the premise of people, people and information more seamless communication? Can transcend racial, national, cultural, language and prejudice, so that technology can be a step closer to our daily life? These are the original vision of the XPlay platform. Internet product development needs to be driven by user needs, either already existing or from new or new scenarios. XPlay's new products or new applications need to help users explore potential needs and foresee the future: XPlay will not be a completely different system and existing products, its core part of the existing products and systems upgrade optimization, the other part Will be on the existing business model to make subversive changes, but also in some users ignore the place to achieve a large number of unique innovation.

XPlay value of the user not only reflected in some of the more close to the needs of the micro-innovation and integration of all aspects of the advantages of harmony and unity, but also unknowingly affect and guide the user's habits and patterns.

From the use of scenes to define XPlay, can be simply divided into two parts: core and application:

1. The platform core consists of three parts: a distributed media library (text, pictures, audio and video) containing various logical relationships, AI algorithms

and infrastructures for continuous optimization and recurring operations, rich external access and licensing Management interface.

2. Application part is divided into soft and hard parts: software services, including basic services and extended services. The basic part is the mobile device App or all devices common Web site, later through the API to provide storage services for other applications to use, their degradation into the storage of Internet infrastructure services. Extended services are platforms that upgrade existing services (media, communications, information, e-commerce, etc.) based on media libraries and intelligent services. The hardware part is mainly customized hardware for all kinds of innovative integrated software services.

At the application level, XPlay will upgrade the existing service model from three levels:

1. Basic services, based on the distributed cloud platform of the media library, to provide more cost-effective and unlimited scalability;

2. The core of the structure, according to the different technical direction is divided into information services, financial services and social relations services in three parts. Information service is a text / voice / image / video service architecture based on Artificial intelligence services. Financial services are based on blockchain and digital currency global financial and trading structures. Social relations services are mainly information based on large data / AI information cleaning and diversion and other basic services;

3. Terminal products, can be simply divided into software (Internet) and hardware (smart hardware) in two parts. Software is mainly based on innovative business models of products and services, the hardware part contains a series of businesses running in all kinds of business / company / home / portable smart equipment.

6.   Implementation & Operations

To speed up the development and deployment of products, XPlay will be divided into two versions of the ongoing repeated operation on the line.

6.1.   XPlay V1.0

XPlay V1.0，expected to launch in June 2017, the main realization of the six modules of the most basic functions.

XPlayTag: Complete the retrieval of the content via artificial intelligence, and the content provider manually labels the content tag.

XPlayRights, Copyright registration on blockchain, everyone can claim ownership of digitized items on blockchain.

XPlayCoop, through artificial intelligence to complete the initial review and processing of content, platform full-time employees can participate in identification and translation of the results of the verification.

XPlaySC, blockchain architecture on smart contracts, blockchain wallet and browser.

XPlayCounter, in the video playback, by monitoring the client play status, to achieve user behavior analysis and provide more payment model.

XPlayCoins, support anonymous payment of various types of digital assets.

6.2.   XPlay V2.0

XPlay V2.0, expected to launch in December 2017, continue to strengthen the six modules function and experience.

XPlayTag: the introduction of various types of artificial intelligence platform, increase the participation of external users, optimize the whole process.

XPlayRights, tokens trading, optimized user experience.

XPlayCoop, increase external user participation, optimize the whole process.

XPlaySC, optimized user experience.

XPlayCounter, server monitoring algorithm for repeated operations, user end algorithm optimization.

XPlayCoins, integrated with external exchanges and other wallet systems.