

TRIVVER

TRIVVER Whitepaper

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Table of Contents

DISCLAIMERS	3
ABSTRACT	4
TOKEN DISTRIBUTION SUMMARY	
Key Terms and Conditions	5
EXTENDED REALITY (XR) BACKGROUND	
Overview	6
XR By The Numbers	8
TRIVVER XR ADVERTISING PLATFORM	
Overview	9
Monetizing XR	12
Trivver XR Ad Exchange	13
Trivver Solutions	15
Trivver Blockchain	20
TRIVVER TOKEN (TRVR)	22
TRIVVER TOKEN (TRVR) DISTRIBUTION	26
TRIVVER ROADMAP	27
LEADERSHIP TEAM	28
APPENDIX A PATENTS	31

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Abstract

Extended Reality (XR) includes augmented reality (AR), a technology that enhances real experiences with digital overlays of objects and information, virtual reality (VR) a technology that immerses the user in an entirely new reality, mixed reality (MR) which is a hybrid of AR and VR and 3D environments. XR, including hardware, software and services is expected to generate over \$200 billion in revenue in 2021 and over \$3 trillion in revenue by 2035 creating one of the most significant transformations in the global economy in a century.

Trivver is a comprehensive XR advertising platform built on a suite of patented technologies that will accelerate the adoption, commercialization and monetization of extended reality technologies across devices and industries for all stakeholders in the ecosystem - including publishers, brands, agencies and consumers.

The Trivver platform enables advertisers to engage the rapidly growing XR user population. Trivver's core Branded Smart Objects facilitate an organic relationship between brand and consumer that will reduce digital ad friction such as fraud and clutter while at the same time delivering an unparalleled capability to measure and manage ad campaigns in close to real time.

The Trivver platform also provides the mechanism for XR content publishers - from game developers to retailers to real estate companies - to monetize their content. Trivver's XR ad platform enables publishers to index their XR content, creating an inventory of ad spots with a set of specifications to ensure that ad campaigns appear native to the publisher's environment, and then make that inventory available to advertisers at any scale to generate revenue.

Revenue in the XR category are expected to grow at a rate of over 22% annually over the next seventeen years representing a market of over \$2 trillion in 2035 ¹. This growth will be led by efforts from each of the foremost consumer technology companies, including significant investments in hardware from Facebook and Google respectively through Oculus and Daydream VR headsets and the popularization of AR by Apple through extensive iPhone 8 and X integrations. "Simply put, we believe augmented reality is going to change the way we use technology forever. We're already seeing things that will transform the way you work, play, connect and learn." said Apple CEO Tim Cook.

Trivver intends to continue to develop technologies around XR advertising that will help reshape the digital marketing industry and the Company already maintains an extensive library of patents in the category of XR advertising solutions that positions Trivver as one of the most significant potential beneficiaries of the extraordinary projected growth in XR.

¹ Citibank Global Perspectives and Solutions Report, October 2016

Extended Reality (XR) Background

OVERVIEW

Every time people make computers work more like we do - every time we remove a layer of abstraction between us and them - computers become more broadly accessible and valuable to us and we become more capable and productive².

In the beginning, a person could communicate with a computer only by rewiring it. Punch cards made computers more programmable. Later came the command line, and typing replaced punching cards.

Major breakthroughs came in the 1970s when computers became visual for the first time with the Graphical User Interface, and in the 1980s when computers could communicate with each other with a language called Transmission Control Protocol/Internet Protocol. Suddenly far more people could relate to and use computers and evolutions such as email, Internet browsers and search engines changed our daily lives.

Smartphones pushed the accessibility and power of computing directly into the palm of our hand. Touchscreens enabled us to interact with our computers directly, with our fingers, and smartphone cameras let us capture and broadcast the world just as we see it.

But as far as we've come, abstractions remain. When you video call a friend, you see them not as you would in real life, but as a small, flat version of themselves on your screen. When you visit the Louvre you might follow a map or an audio tour to the Mona Lisa, but you won't have access to decades of historical context for the work, or the ability to compare the painting to others by Da Vinci, or see how it might look on your own living room wall.

Extended reality technology (XR), encompassing augmented, mixed and virtual reality, will change all of that and transform the nature of human interaction from communication to entertainment to commerce. Instead of staring at screens or checking our phones, we'll hold our heads up to the real and virtual worlds around us. We will seamlessly interact with each other, moving things directly using our hands, participating in meetings, learning, teaching, collaborating without language, time, geographical or other constraints.

Immersive technologies, like XR, offer endless ways for creators to blend digital and physical worlds, enabling audiences, shoppers, and consumers to interact, exchange ideas and conduct business *within* the context of the XR experience.

² Clay Bavor, VP of Augmented and Virtual Reality, Google, Inc.

We are currently in the middle of the widespread proliferation of a new medium that plays with and alters our perception of space, time and physical presence. In the future, people will interact with the virtual world and real world in seamless, frictionless and continuous ways, with no clear boundaries between reality and XR.

Augmented Reality (AR) layers computer-generated enhancements on top of existing reality, giving users additional information or visuals. AR is usually accessed through smartphones or less-intrusive headsets, but can also be created directly on a mobile device.

In the world of AR, it is also possible to superimpose text, statistics, or other information over live images or background scenes. This transformational technology has the potential to bring changes to the way we conduct our daily lives similar to those triggered by the birth of the Internet. As this technology not only allows the explanation of immediate events/phenomena even where there is no prior memory or knowledge, it also makes it possible to obtain information which augments existing knowledge, such as up-to-date information and statistics (support ratings, sales, traffic news, etc.). Customizing such information to an individual's needs also appears feasible, especially when linked to profiles and applications relevant to that user.

Mixed Reality (MR), sometimes referred to as hybrid reality, is similar to AR in that it overlays the physical world, but in MR virtual elements are added to the real world that act as if they truly belong, further blurring the boundaries between real and virtual life.

Virtual Reality (VR) involves the complete immersion of a user into an artificial, computergenerated world or recreation of real life, usually via a full-face headset.

VR simulates environments that are entirely immersive. VR not only includes sight and sound, but if sensors corresponding to each of the five senses are applied to the body, the overall virtual experience can deliver a level of awareness that transcends the physical body. For the user, VR heightens the perception of being physically present in a non-physical world, a perception that is created as the user's awareness of physical self is transformed by being immersed in a virtual space. The use of VR in entertainment applications such as games and movies has the potential to deliver a more realistic experience.

XR technologies are expected to flourish over the next few years. IDC estimates³ the total XR market will generate \$215 billion by 2021. The expected ubiquity of XR for amusement and business can also be measured in the accelerating pace of adoption globally and the growing range of potential entertainment and commercial applications being developed worldwide.

In the 2016 Citibank Global Perspectives and Solutions Report⁴ on the category, AR/VR is characterized as representing the next major advance in human communications and the report suggests that the total AR/VR market could reach \$2.16 trillion by 2035.

Industries from the obvious - gaming and entertainment, to the logical such as real estate and retail, to the inspired, including healthcare, education and engineering are all making investments in XR and are expected to continue to adopt and integrate the technologies in an effort to attract and improve customer experiences and drive operating efficiencies.

The world is about to become much more multi-dimensional.

³ International Data Corporation - Worldwide AR/VR Semiannual Spending Guide, August 3, 2017.

⁴ Citibank Global Perspectives and Solutions Report, October 2016

XR By The Numbers⁵

\$2.2T

Projected revenues in the AR/VR category in the year 2035 - 17 years from today.

\$3.5B

The value of AR/VR venture capital investments made in the last 24 months. Facebook paid \$2bn to acquire Oculus in 2014.

2MM

The number of Google Cardboard head mounted displays distributed since the products June 2014 launch.

770B

The number of Virtual Boy VR gaming consoles Nintendo sold after its 1995 release, despite the platform's technology limitations.

100

The number of VR games Oculus made available in 2016, with 20 games developed by Oculus Story Studios.

26

The number of Lowes home improvement stores featuring "Holorooms" to help customers visualize their remodeling projects.

\$215B

Projected revenues in the AR/VR category by 2021 - 3 years from today.

121

The number of countries represented in the viewership data for the US Democratic presidential debate, which CNN streamed in VR.

48hrs

Time it took for Samsung's \$99 Gear VR to sell out on Amazon.com and BestBuy.com – an indication of strong demand at lower prices.

200K

The number of developers Oculus has registered to create games on the VR platform (as of September 2015).

\$599

The price of the consumer version of Oculus (launched in January 2016), with Oculus-ready PC bundles expected to sell for \$1500.

\$52B

The size of the US real estate / commissions market that VR stands to disrupt. Sotheby's is beginning to show luxury homes in VR.

⁵ Goldman Sachs Global Investment Research 2016

Trivver XR Advertising Platform

OVERVIEW

Currently the digital ad industry is facing mounting challenges including, clutter, ad fraud, device fragmentation and ad blocking software; and growing concerns from users about data security and consumer privacy.

Despite over \$80 billion in global digital advertising spending this year⁶, an over-dependence on traditional display ads and a reliance on old technologies including cookies has created an environment with increasing consumer dissatisfaction and diminishing advertiser return-oninvestment.

There is considerable optimism that XR technology will create a growing platform to provide more organic opportunities to advertise to consumers without interfering with the user experience and at the same time use data collection and analysis to target those consumers in ways that deliver higher conversion.

Trivver believes that it has identified and developed technologies that could transform the digital ad industry and accelerate the adoption, commercialization and monetization of XR across devices and industries for all stakeholders in the ecosystem - including content publishers, advertisers, brands, agencies and consumers.

The Trivver XR Advertising Platform provides products and services that enable industry participants to access the rapidly growing XR market through advertising and digital product placement based on the Company's patented Smart Object technology. The Company offers development tools to create and deliver native advertising directly into XR environments and provides a dynamic exchange to match buyers and sellers of XR ad inventory.

In addition to Trivver's core XR advertising solutions, including a developer kit for creating XR ads and an exchange to buy and sell those ads, the Company has also developed specific strategies using their patented Smart Object technology to engage users and measure conversion.

⁶ International Data Corporation - Worldwide AR/VR Semiannual Spending Guide, August 3, 2017.

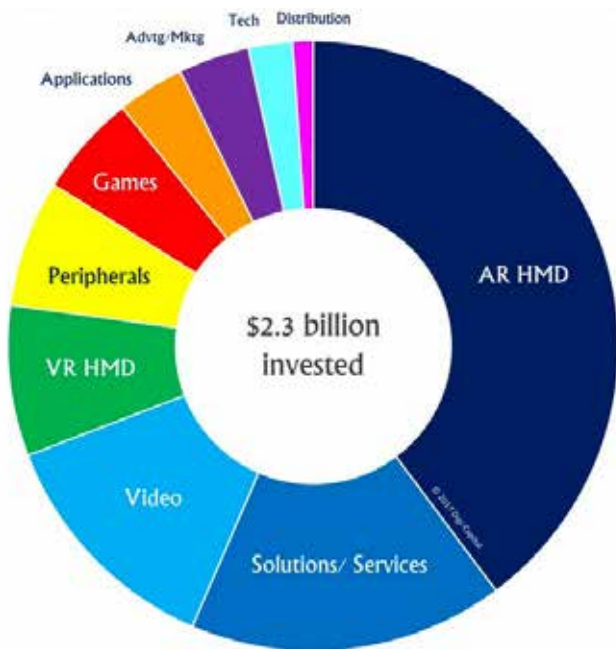
While much of the attention in XR so far has focused on developing hardware and content, brands and publishers alike understand that successfully realizing the promise of \$215 billion in XR revenue in 2021 will rely on the development of a robust and efficient XR ad platform⁷.

According to Digi-Capital, adspend as a category should represent approximately 20% of the long-term XR business model, or \$43 billion in 2021. 2016 delivered \$4.4 billion in XR revenues, but only \$220 million, or 5% of that revenue was derived from advertising. Similarly, of the \$3.2 billion in capital investment in XR in 2016, only 3.5%, or \$80 million was invested in ad technology platforms.

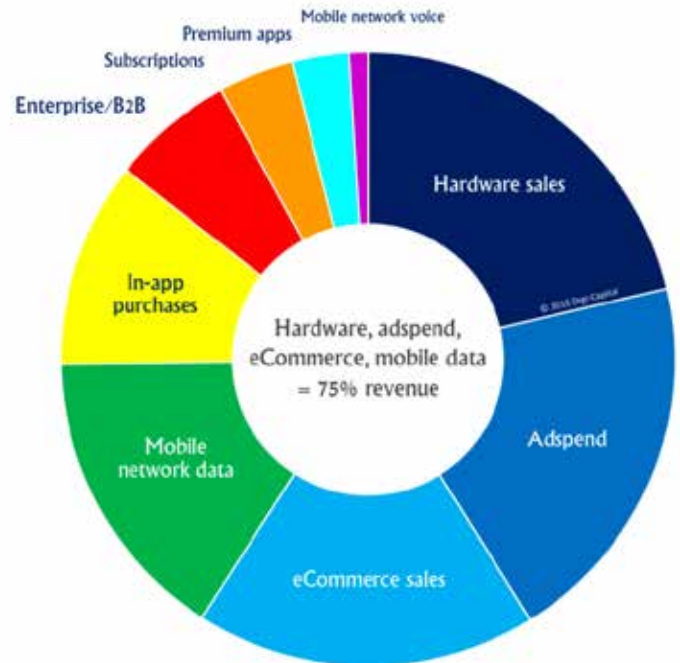
To address the challenge of evolving digital advertising beyond banner ads and successfully realize the promise of \$215 billion in XR revenue in 2021, advertisers must be able to utilize robust and efficient XR ad platforms.

Trivver is positioned directly in the middle of that \$43 billion in projected 2021 ad spend, offering a technology platform that enables the creation and placement of XR ads for brands, efficient monetization of XR content for publishers, and an opportunity to enhance data collection to increase the effectiveness of ads and to improve the consumer experience.

DIGI-CAPITAL™ VR/AR INVESTMENTS (2016)



DIGI-CAPITAL™ VR/AR LONG-TERM BUSINESS MODELS



⁷ Digi-Capital 2016

What Does The Trivver Platform Do?

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

MONETIZING XR

Trivver enables monetization of the entire XR continuum. Trivver sits at the intersection of brand and publisher, enabling the integration of highly effective advertising that is also dynamically native to its environment. Thereby providing opportunities for XR developers, publishers, to generate additional revenues from their content and advertisers to access the rapidly growing XR user base.

TRIVVER SMART OBJECT TECHNOLOGY

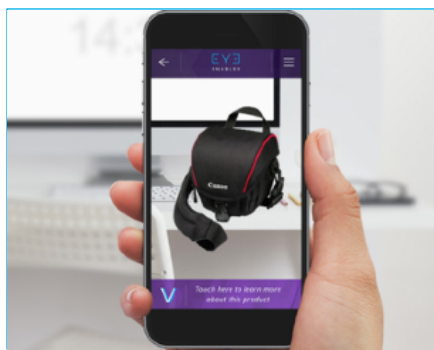
Trivver creates next generation advertising technologies for XR content. The Company's core *Smart Object Technology* enables ads in XR based on 3D Smart Objects, which are powered by technology to both *disseminate* information to users about the objects - such as branding and product offers - and *collect* information about the users who engage with the objects, including demographic information and conversion metrics.

Trivver's patented Smart Objects are designed to autoscale to display in the correct proportion in any XR environment, solving one of the most significant challenges for publishers and advertisers in XR. Unlike 2D digital content, which is static, only requiring an ad to fit one fixed set of proportions for each type of device, XR content is dynamic. In order to appear organic to its environment an XR ad, or object, needs to adjust dynamically based on the XR environment and the perspective of the user.

Historically, advertisers would need to create a unique ad for each XR environment. Trivver's *Smart Object Technology* allows for one object to 'fit' into an unlimited range of XR content. The leverage this capability provides cannot be overestimated. Once created, Smart Objects are automatically rendered to fit within each environment without a programmer or designer ever needing to touch the Smart Object again.

Trivver's Smart Objects come in two forms - *Generic Smart Objects (GSOs)* and *Branded Smart Objects (BSOs)*. Both forms of Smart Objects are created with the Trivver 3D Asset Editor and possess the same auto-scaling and data transmission capabilities. *Publishers* can utilize GSOs to deliver in-content messages or information to their users and to collect valuable information about the nature and level of user engagement for their content. *Advertisers* can utilize GSOs as the foundation for creating BSOs, which are Smart Objects with branding information attached, including SKU data, product offers, social media links, coupons and other calls-to-action.

Trivver believes that *Smart Object Technology* represents the future of digital advertising. For advertisers, Smart Objects are easily deployable, highly leverage-able and act as efficient stores and transmitters of data. For publishers, Smart Objects are more valuable than traditional digital advertising technologies such as pop-ups, pre-rolls, banner ads and interstitials because GSOs and BSOs appear native, organic and contextual within XR content so that the user experience is not disrupted or diminished. Additionally, 3D objects have greater 'stickiness' providing greater interactivity which leads to higher user engagement and better brand recall.



SMART OBJECT CATALOG

In order to accelerate the volume of transactions and increase the number of users on the Trivver XR Advertising Platform, the Company has created a platform for XR developers to contribute to the development of a growing Smart Objects Catalog.

This catalog of thousands of GSOs can be accessed by XR content developers and utilized within their content. Developers can leverage the catalog to build their XR environments and populate spaces with Smart Objects such as furniture, appliances, design elements, consumer staples, sporting and outdoor equipment, motor vehicles, boats and recreational items.

In addition, using Trivver's 3D Uploader, developers can easily transform their own existing generic assets into GSOs, enabling monetization of their content without disrupting original designs.

GSOs are embedded with technology to record view-ability metrics so that, in addition to understanding the level of engagement of their users, publishers can index their XR content on *Trivver's XR Advertising Exchange* (XRAE) for potential advertisers.

Trivver will establish categories of GSOs, including Low Volume and High Volume GSOs, based on the frequency with which the Company believes the GSOs will be downloaded by publishers and utilized in XR ad campaigns by advertisers.

Developers will be incentivized by Trivver using various strategies, including bounties and royalties, to contribute Low Volume and High Volume GSOs to the Smart Object Catalog helping Trivver build productive inventory.

Trivver believes the market for its Smart Objects will be very competitive with existing 3D asset marketplaces based on the benefits of Smart Object technology relative to existing 3D assets and the attributes of Smart Objects which make them more productive, efficient and flexible vessels for delivering advertising campaigns and measuring customer engagement.

RESPONSIBLE DATA MANAGEMENT AND USER PRIVACY

Trivver intends to become a leader in responsible data management and user privacy protection. Trivver's Smart Objects do not collect information from user interactions surreptitiously and do not rely on tracking technologies such as cookies. BSOs and GSOs are intended to provide information and access to users and

TRIVVER XR AD EXCHANGE

Trivver manages an *XR Ad Exchange* (XRAE) which matches buyers and sellers of XR ad inventory. Advertisers - brands, agents, agencies and media planners are matched with Publishers that own or manage XR content that is available to host *Branded Smart Objects* (BSOs).

Advertisers create BSOs and establish a set of criteria to guide placement of those BSOs based on marketing strategies. Criteria might include content type, user demographic, geography or language. Criteria can be updated in real-time based on data collected from user interactions with BSOs, including conversion metrics.

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

XRAE places BSOs by matching advertiser criteria with publisher specifications creating a *Criteria/Specifications* (C/S) Match. An advertising campaign may be fulfilled with one C/S Match or hundreds.

C/S Matches are placed on the Trivver Blockchain which directs payment, audits, fulfillment and reporting.

Trivver expects that advertisers will be motivated by the rapidly growing number of users of XR and by the robust features of Trivver's 3D model distribution technology available to effectively engage those users. A publisher might specify that an ad spot on a dining room table could show such scene-relevant categories as sunglasses, non-alcoholic beverage container, or small electronics based on criteria the advertiser has attached to the specific ad campaign. These criteria can be updated in real-time based on data collected from user interactions with the advertisers embedded BSOs.

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

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

Publishers can also utilize smart object technology to embed *Generic Smart Objects* (GSOs) into their content to collect data about user behavior and engagement. This information is valuable to publishers from a development standpoint and in order to improve their profile indexing on XRAE to generate better C/S Matching.

Publishers have established specifications for hosting ads based on the desire to protect the unique user experience offered within their content. Publishers choose the category, type, location and length of time a BSO may appear in a specific XR environment. Publishers can ensure through specifications selection that BSOs are embedded in a way that facilitates a contextual and organic experience for their users.

When a buyer and seller are matched, an C/S match order is generated on the Trivver XRAE. In some cases an ad campaign might be populated to many different content platforms that meet the advertiser's criteria in order to execute and fulfill the campaign resulting in multiple transactions between the advertiser and different publishers that hosted the advertiser's BSOs. Trivver is currently investing in establishing blockchain technology to manage these many transactions, matching advertiser criteria and publisher specifications, recording results, ensuring against ad fraud, auditing outcomes, initiating payments and delivering reports to all counter-parties.

TRIVVER SOLUTIONS

The Trivver platform will be powered by four key components - a 3D asset editor for BSO creation, a software development kit for publishers to create and manage smart objects, a dynamic ad exchange system to match buyers and sellers of XR ad inventory, and a fourth component, rich user engagement scoring coupled with integrated artificial intelligence engine, currently under development.

3D ASSET EDITOR

Trivver's core, patented Branded Smart Objects (BSO) are highly designed and customizable assets that exist within the natural setting of digital environments. BSO are created from existing 3D models using the Trivver 3D Asset Editor usually by 3D designers. The Asset Editor allows the user to size, position and set the product model within Trivver's BSO environment.

TRIVVER SDK FOR PUBLISHERS

The Trivver Software Development Kit (SDK) enables content creators to embed their XR environments with ad spots for BSOs. Currently the Trivver SDK targets the Unity 3D engine. An SDK for the Unreal Engine is under development.



Virtual room showing BSO placement. Any object in the room could be an ad spot - in this case, only the beverage cans on the table were selected to serve BSOs.

TRIVVER SMART OBJECT CATALOG

Trivver's Smart Object Catalog of thousands of GSOs can be accessed by XR content developers and utilized within their content. Developers can leverage the catalog to build their XR environments and populate spaces with Smart Objects such as furniture, appliances, design elements, consumer staples, sporting and outdoor equipment, motor vehicles, boats and recreational items.

Unlike static 3D objects available on other platforms such as TurboSquid or CG Trader, Trivver Smart Objects are embedded with technology that enables the collection and dissemination of information, enables near real-time management of the object which allows for changes to the object including changes to branding, and enables the signal to the object to be turned on or off.



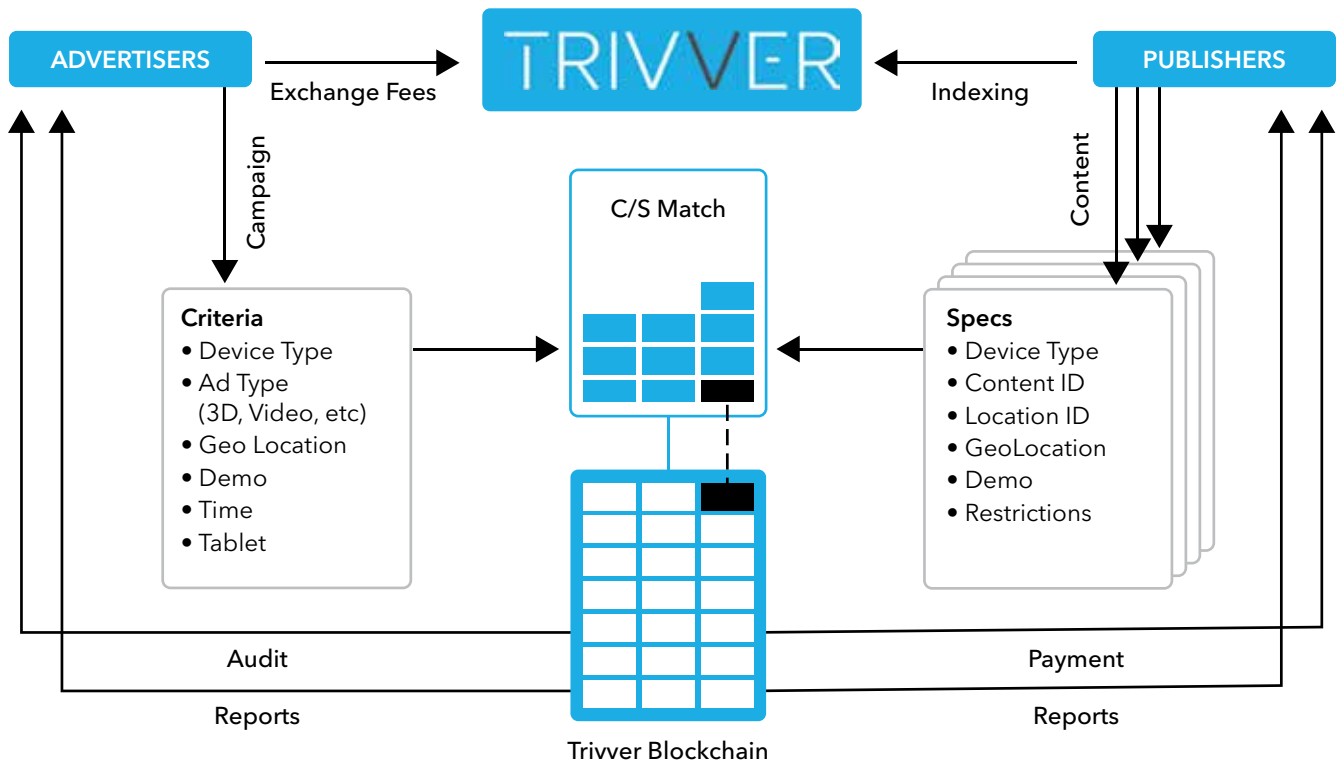
In addition, developers can easily transform their own existing generic assets into GSOs, using Trivver's 3D Uploader, enabling monetization of their content without disrupting original designs. GSOs, like BSOs, are embedded with technology to record view-ability metrics so that, in addition to understanding the level of engagement of their users, publishers can accurately index their XR content on Trivver's XR Advertising Exchange (XRAE) for potential advertisers.

Trivver believes the market for its Smart Objects will be very competitive with existing 3D asset marketplaces based on the benefits of Smart Object technology relative to existing 3D assets and the attributes of Smart Objects which make them productive, efficient and flexible vessels for delivering advertising campaigns and measuring customer engagement.

TRIVVER XR AD EXCHANGE (XRAE)

Trivver provides a Software as a Service (SAAS) system, the Trivver XR Advertising Exchange (XRAE), that matches advertisers with 3D environments for their products and services based on unique criteria and specifications determined by the advertiser and publisher.

XRAE payments, reports and audits are facilitated by distributed ledger technology.



Trivver believes XRAE will be one of the first ad exchanges developed exclusively for matching buyers and sellers of XR advertising inventory.

TRIVVER DATA ENGINE

The *Trivver Data Engine* (TDE) is a feature of the platform currently under development. TDE leverages the unique capability of *Branded Smart Objects* (BSOs) to collect data related to user interactions and utilize that data to develop algorithms that predict user behavior and serve ads to users based on their unique histories and preferences. TDE is a powerful combination of *User Engagement Scores* (UES), individual historical data transformed into actionable markers, and Trivver's patented *Blends Interprets Decides* (BIND) artificial intelligence process. BIND enables predictive behavior analysis and strategic decision making.

TDE enables near real-time data capture and produces valuable analytics output. BSOs that are linked to the TDE benefit broadly from current, measurable data to orient campaigns and specifically from BIND which delivers near real-time directives that adapt and transform BSOs to be consistent and highly engaged with the user. BIND are unique algorithms that measures user behavior patterns and user traits. These sophisticated algorithms not only measure user affinity with brands, but can also inform an advertiser of the most efficient ad campaign to deploy, the best time to display the ad and the device that shows the greatest potential to reach the consumer being targeted.

BSOs Supply Rich Data. While it's important that BSOs are contextual and native to their environments, the real power of BSOs lies in data. BSOs are vessels for the efficient dissemination and collection of data. A Smart Tab provides the opportunity for a user to engage directly with a BSO if the user chooses, and links the user to whatever information an advertiser wants to share. BSO Smart Tab information might include a description, an offer, or a link to "where to buy."

Delivering a Relevant BSO. When TDE recognizes a specific user with historical data, the it can dynamically choose to deliver the most relevant BSO for that environment/user. The BSO delivered will be governed by that ID's UES and the user's other historical interaction data and demographics. Advertisers can create multiple versions of BSOs that can be dynamically placed in XR environments based on the characteristics of a specific user, or UES.

Recording BSO-User Interactions. The moment a user encounters a BSO in an XR environment, the BSO is *deployed* to the user and initiates a sophisticated protocol of behavioral data dissemination and collection. If the user is unknown to Trivver, it will register the level of interactivity based on time and engagement and record that BSO interaction information to a temporary ID. If the user is known to Trivver, those interactions are recorded for the specific user and used to update the UES.

Viewability and T-Views. The Trivver system automatically records the user's experience of a BSO in terms of the patented view-ability metric, a statistic that combines both screen coverage and object visibility. Screen coverage is the percent of the pixels an object covers in the user's viewing area divided by the total viewing area, or screen size. Trivver uses a patented ray-casting and collision mesh to calculate object visibility, the percent of an object that can be seen by the user at a given time. For example, if a chair is behind a table, perhaps only 25% of that chair is visible. The object's view-ability score is a product of the screen coverage and object visibility percentages. A T-View is an object impression in which the viewability averaged over 5 seconds has exceeded the set minimum view-ability score at which a BSO is determined to have been seen.

The impact of combined power of TDE with the analytic features of the BSO is higher user engagement, greater conversion efficiency and improved ROI.

RESPONSIBLE DATA MANAGEMENT AND USER PRIVACY

Trivver intends to become a leader in responsible data management and user privacy protection. Trivver's Smart Objects do not collect information from user interactions surreptitiously and do not rely on tracking technologies such as cookies. BSOs and GSOs are intended to provide information and access to users and simultaneously valuable user engagement metrics to publishers and advertisers. Unless a user actively opts-in to a specific subscription and volunteers information, only generic data about that users engagement is recorded.

Responsible data management and robust user privacy protections are among the highest priorities of the Company. Furthermore, the Company is exploring mechanisms that enable users to create value from their active engagement with content. Trivver is actively developing strategies that enable GSOs and BSOs to act as active transmitters of value as well as information.

TRIVVER BLOCKCHAIN

The capabilities provided to Trivver through Blockchain technologies will be critical to the Company's growth and success in a number of important areas. Trivver intends to leverage blockchain technology strategies in many key business functions. Some of these strategies will include micro-transactions, User Engagement Scoring (UES) and mechanisms to deliver value to platform participants for their contributions.

MICRO-TRANSACTIONS

XR advertising is likely to represent a meaningful amount of \$215 billion in annual XR revenues in the year 2021⁸. Trivver's XRAE is designed to match 8 buyers and sellers of XR ad inventory. In many cases an ad buyer's specifications will meet multiple seller's specifications and the buy order will be filled with many, sometimes hundreds of different sellers in a range of markets, across a number of currencies and languages. Blockchain provides the technology to match, execute, audit and provide accounting for each of those micro transactions in an efficient, cost effective and timely manner. Trivver will utilize blockchain to manage transactions, matching criteria and specifications, recording results, preventing ad fraud, auditing outcomes, initialing payments and delivering reports to all counter-parties.

USER ENGAGEMENT SCORE (UES)

The block in Trivver's coupon blockchain will contain a User Engagement Score (UES), which records data regarding the user's previous interactions with the associated BSO, and other interactions with other BSO creating a rich profile that grows more valuable over time. Each block will include data such as; the user ID, the brand ID, Time Stamp, Game/App ID and Location ID. In addition, Trivver measures and records the user's engagements and viewability metrics via our BSO's. This information stored in our Blockchain is also used for increased-value targeted advertising. BSOs do not collect information from user interactions surreptitiously and do not rely on tracking technologies such as cookies.

Responsible data management and robust user privacy protections are among the highest priorities of the Company.

TRIVVER TOKEN (TRVR) AND TRIVVER COUPONS

Trivver has designed a number of strategies to use Trivver Token (TRVR) to incentivize users to interact with BSOs. One such system utilizes TRVR and advertiser coupons to increase ad conversion rates and facilitate data capture - enhancing customer ROI and building a valuable data asset for Trivver. To incentivize users to redeem advertiser coupons, a set amount of TRVR is assigned to each digital downloaded coupon; the number of tokens the user is able to earn by redeeming this coupon reduces over time. The coupon will specify a qualifying product identifier and a maximum count of tokens that can be received. When the system receives validation from the seller via API that the coupon has been redeemed, the calculated count of TRVR will be transferred from Trivver's wallet to the user's wallet. The exact time the user downloads a coupon is recorded to the token when it is transferred to the user's wallet, as well as the time the coupon is redeemed. A smart contract will contain specific terms. Any TRVR unearned from the user's wallet will revert to Trivver. This system is built on and powered by Blockchain.

⁸ International Data Corporation - Worldwide AR/VR Semiannual Spending Guide, August 3, 2017.

Additionally, Trivver collects data about a user each time that user exchanges a coupon with a seller. Sellers will call a Trivver API to return product purchase and coupon redemption information. This purchase data is used to calculate the UES as well as to add to user purchase and brand engagement history. Data may be passed as metadata in the coupon or token, or via an external API, which could specify the user's wallet id as an identifier for the user.

TRIVVER TOKEN (TRVR) AND THE SMART OBJECT ECONOMY

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

Payments, rights and record of transactions, including authorship rights and developer royalty payments will be recorded and managed on the blockchain.

Trivver Token (TRVR)

OVERVIEW

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

TRIVVER TOKEN (TRVR) AND THE SMART OBJECT ECONOMY

In order to accelerate the volume of transactions and increase the number of users on the Trivver XR Advertising Platform, the Company has created a platform for XR developers to contribute to the development of a growing Smart Objects Catalog.

This catalog of thousands of GSOs can be accessed by XR content developers and utilized within their content. Developers can leverage the catalog to build their XR environments and populate spaces with Smart Objects such as furniture, appliances, design elements, consumer staples, sporting and outdoor equipment, motor vehicles, boats and recreational items.

In addition, using Trivver's 3D Uploader, developers can easily transform their own existing generic assets into GSOs, enabling monetization of their content without disrupting original designs. GSOs, like BSOs, are embedded with technology to record view-ability metrics so that, in addition to understanding the level of engagement of their users, publishers can index their XR content on *Trivver's XR Advertising Exchange* (XRAE) for potential advertisers.

The Smart Object Catalog also acts as the development platform for advertisers to attach branding to generic 3D objects, converting them into BSOs and deploying them in advertising campaigns.

Trivver will seek to populate its inventory of GSOs - both Low Volume GSOs and High Volume GSOs - through a system of rewards and payments of Trivver Token (TRVR).

Low Volume GSOs that might be downloaded by publishers less frequently and might also represent a less productive asset for advertisers will include a development *bounty* from Trivver to the developer in the form of TRVR providing an incentive for developers to contribute objects in this category to the development of the Smart Object Catalog.

High Volume GSOs that will be downloaded by publishers more frequently and might also represent a highly productive asset for advertisers will require payment from the developer to Trivver in TRVR in order to create and place that GSO into inventory and establish authorship of the GSO. Developers benefit from authoring GSOs by receiving developer royalties from Trivver whenever that GSO is used by an advertiser in a campaign or a publisher in XR content.

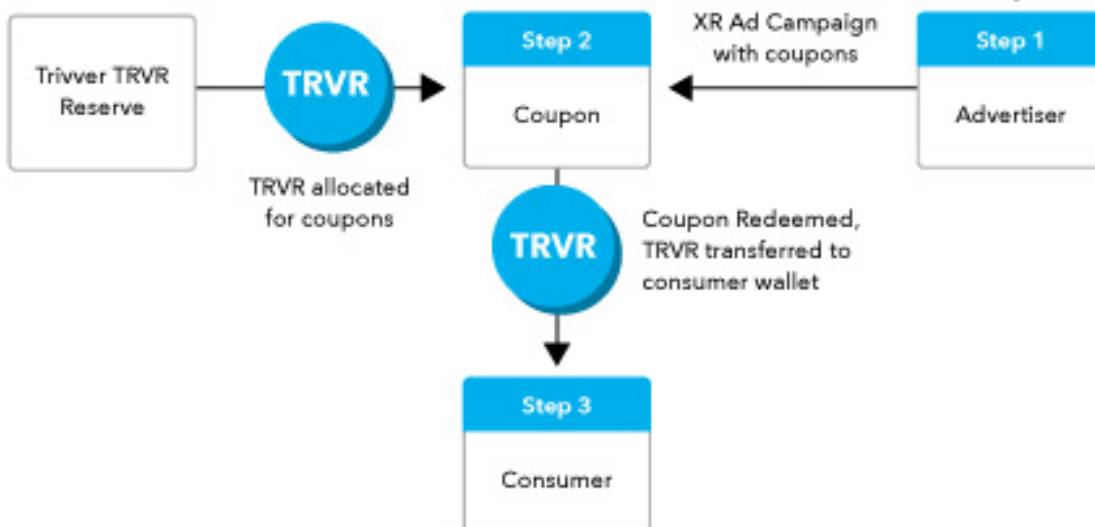
Trivver will limit the number of each High Volume GSO object type - a soda can, a cellular phone, an automobile - authorized to be indexed in the Smart Object Catalog.

Trivver will forecast revenue expected to be derived from each High Volume GSO object type and base the amount of TRVR required as payment to author that object type and index it on the Smart Object Catalog on the present value of future cashflow expected from the object type.

Paying TRVR for GSO Submission to Trivver Catalog



User TRVR Reward System



The entire Trivver ecosystem will benefit from the development of the Smart Object Catalog. Advertisers and publishers will benefit from a robust inventory of Smart Objects to build ads and create XR environments. Developers will earn TRVR by creating Low Volume GSOs for the catalog and earn USD in developer royalties from authoring High Volume GSOs.

Now that there is an economy, the Smart Object economy, based on TRVR, Trivver can incentivize other behaviors with TRVR. For example, Trivver can embed TRVR in GSOs or BSOs to incentivize user actions or reward TRVR to publishers for indexing their content on XRAE.

In addition to utilizing TRVR to contribute to the development of the Smart Object Catalog,

Trivver has developed a number of specific strategies using Smart Objects with attached coupons that reward TRVR upon redemption. The number of TRVR rewarded diminishes over time, incentivizing early redemption.

This strategy is one of a number being developed by Trivver that will seek to find mechanisms to reward users for specific actions and information. However, Trivver intends to become a leader in responsible data management and user privacy protection. Trivver's Smart Objects do not collect information from user interactions surreptitiously and do not rely on tracking technologies such as cookies. Unless a user actively opts-in to a specific subscription and volunteers information, only generic data about that users engagement is recorded.

Trivver is confident that the system of rewards and payments it has developed through TRVR will incentivize growth in the system and benefit all participants.

TOKEN SPECIFICATIONS

TRVR, a token based on Ethereum, is an important element of Trivver's XR Advertising Platform (XRAP). Ethereum is an open source, blockchain-based, distributed computing platform utilizing smart contracts. Effectively, Ethereum is a distributed virtual machine that allows end users to construct smart contracts for transactions. Smart contracts are stateful applications stored in the Ethereum blockchain. These contracts are cryptographically secure and can verify or enforce performance of the contract. Token contracts are a standard feature of the Ethereum ecosystem.

Ethereum has been used for mobile payment systems, distributed exchanges, tokens pegged to commodities and fiat currencies, market clearing mechanisms, micropayment systems for distributed computing resources, commodities and securities exchanges, crowdfunding, and legal document verification.

Large firms have invested in and/or deployed applications on top of the Ethereum network, with JP Morgan, Deloitte, IBM, Santander Bank, Microsoft, the Luxembourg Stock Exchange, and the Royal Bank of Scotland among key early adopters.

TRVR is originated by the Company as a smart contract for commercial users of the Trivver platform to interact with all of the platform's key components and act as settlement between Trivver and users of Trivver's platform.

A fixed supply of TRVR will be created during the token sale with no mechanism to increase supply. As participants use TRVR for payment on the platform, TRVR will be burned reducing the total supply of TRVR over time.

In addition to benefitting from a discount on Trivver services by using TRVR, token holders will enjoy other advantages, including UES targeting of advertising viewers.

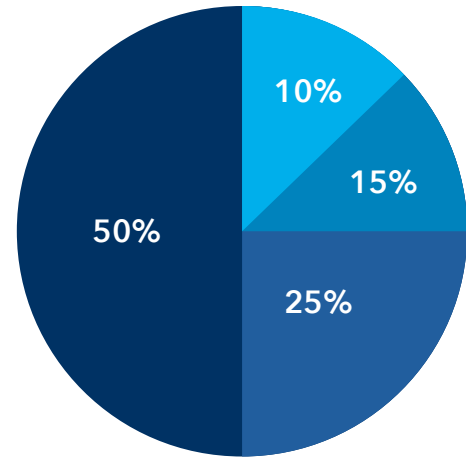
Trivver (TRVR) Distribution

OVERVIEW

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

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

50% of TRVR will be allocated to the **RESERVE**⁹. Reserve TRVR are used by the Company to stimulate growth on the Trivver XR Advertising Platform.



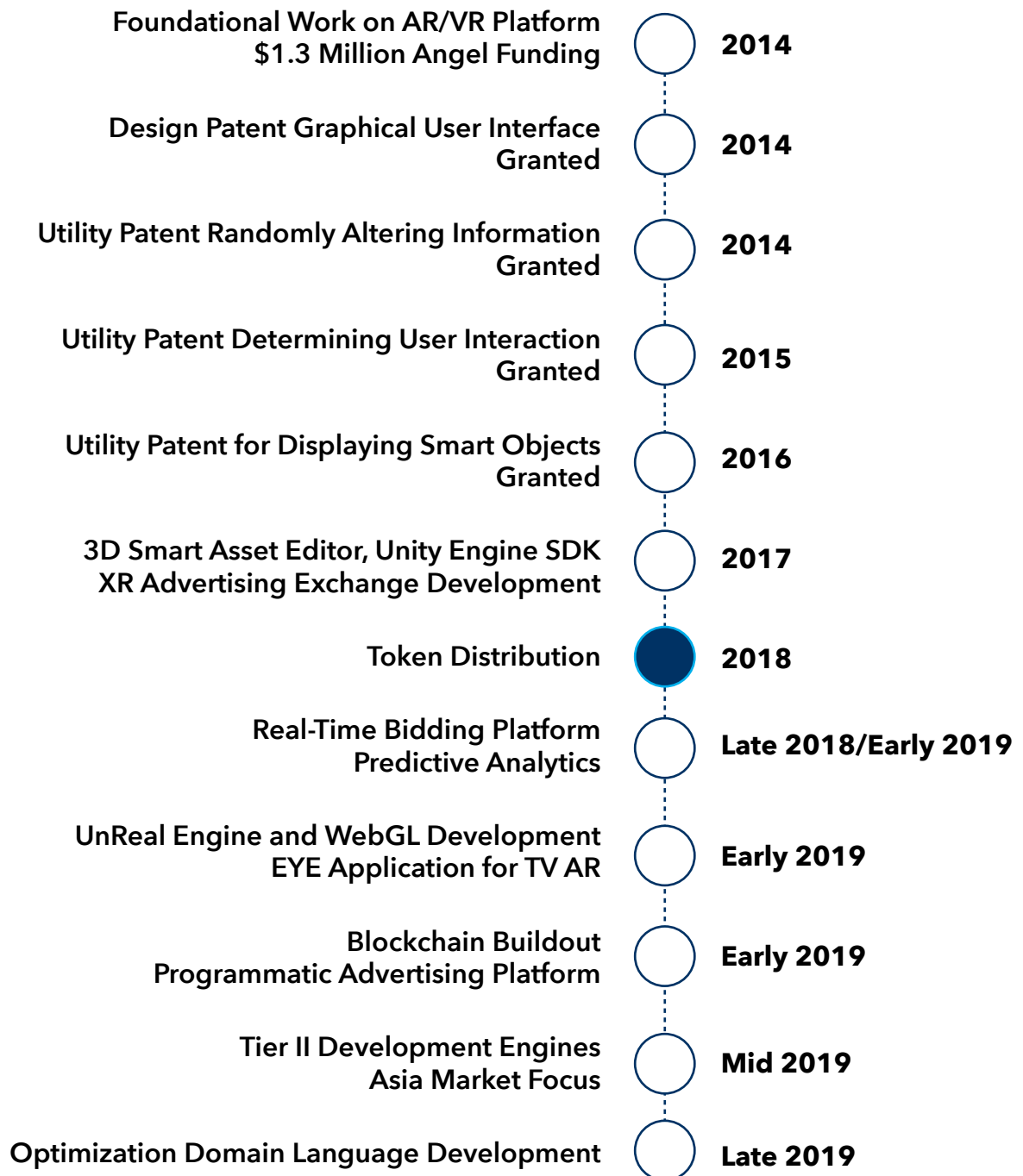
- Reserve (XR developers in airdrops)
- Reserve (XR developers contributing to GSO Catalog)
- Reserve (Stimulate user engagement with BSOs)
- Public Contributors

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

⁹ Allocations from the Reserve to various strategies to stimulate growth of the XR Advertising Platform are based on the Company's best estimates at the time of the Distribution. These estimates are subject to change based on changes in market conditions.

Trivver Timeline And Roadmap

Future elements of the Trivver roadmap are based on current projections by the Company and may change or evolve based on market conditions.



Leadership Team



JOEL LAMONTAGNE - FOUNDER AND CHIEF EXECUTIVE OFFICER

Mr. LaMontagne is a serial entrepreneur and the Founder & CEO of Trivver. Mr. LaMontagne's background in computer science and mathematics has allowed him to design highly sophisticated view-ability and user engagement algorithms that push Trivver's programmatic and predictability ad platform, while ensuring all ads are free from non-human traffic. His past work includes creating a patented digital randomization engine to generate nonlinear experiences for online gaming, education, and military training. Mr. LaMontagne is an active member of the Association of National Advertisers (ANA) and the Interactive Advertising Bureau (IAB), working on creating new digital ad standards for 3D environments and cross-app/cross-device measurements. To date, Mr. LaMontagne has been awarded four software patents and one design patent and currently has seventeen pending patents in the 3D digital ad and Blockchain spaces.



ALAN HAFT - PRESIDENT

Mr. Haft has successfully launched multiple companies including a Universal Studios-based media company with actor James Woods and the US operations of Swiss-based Day Software, where, as president of the company, he built the US-based operations from inception to 120+ employees by spearheading sales, marketing, operations and business development. After Mr. Haft led the US-based operations to secure multimillion dollar licensing and implementation contracts with Sony Electronics and IBM, the company soon went public, raising over \$125,000,000 where years later, the company was purchased by Adobe for \$240 million. Mr. Haft is an author and frequent commentator for various business, technology and investing subjects on national TV networks such as CNBC, Fox, CNN and many others.



KEVIN CONROY - CHIEF DATA OFFICER

Mr. Conroy, recognized as a "Digital All-Star" by Broadcasting & Cable, and as "25 Executives to Watch" by Digital Media Wire, previously held the position of President, Digital & New Platforms at MGM. Mr. Conroy was responsible in overseeing all initiatives for new and emerging platforms for MGM. Prior to this, he served as Univision's Chief Strategy and Data Officer, where he led efforts to identify priority growth initiatives and developed Univision's big data strategy. Mr. Conroy previously spent eight years at AOL, where he served as Executive Vice President for AOL's global products and marketing group, Chief Operating Officer for AOL Broadband, and held Senior Vice President, General Manager posts for AOL Entertainment and AOL Music. Before that, he was Chief Global Marketing Officer and President, New Technology for BMG Entertainment, and Vice President, Marketing for CBS/FOX Video.



SIMON KEATING- CHIEF TECHNICAL OFFICER

Mr. Keating is a game developer with over twenty years experience, Mr. Keating has developed games for companies ranging in size from Electronic Arts to small independents. With a string of hit game credits including the Harry Potter Series, Croc and many Hasbro titles such as Nerf Zombies, Play Doh, Twister, Game Of Life and more, Mr. Keating is passionate about all kinds of creative digital media formats. Simon has over seven years of experience in Unity3D Games and applications.

Trivver Leadership Team (continued)



CHERYL ADAY
Product Manager



ANNALIESE TRAIN
Director, Virtual Real Estate Sales



JOE PERCIVAL
Vice President, Virtual Properties



WORTH PROBST
Business Development



ANDY WILLIAMS
Director, Smart Object Promotions Director



DEBORAH WEINSWIG
Advisor

Appendix A - Patent Portfolio

Patent Number	Title	Status
DESIGN		
29/584,860	Display screen or portion thereof with tab based graphical user interface	Awarded
29/631,273	Display screen or portion thereof with pop-up graphical user interface	Pending
29/631,275	Display screen or portion thereof with pop-up graphical user interface	Pending
29/631,276	Display screen or portion thereof with pop-up graphical user interface	Pending
29/631,277	Display screen or portion thereof with pop-up graphical user interface	Pending
29/631,279	Display screen or portion thereof with pop-up graphical user interface	Pending
UTILITY		
9,333,429	Method and system for randomly altering information and content within web pages to create a new and unique website and online game	Awarded
15/095,741	Method and system for randomly altering information and content in an online game	Awarded
14/010,116	System and method for qualifying events based on behavioral patterns and traits in digital environments	Pending
15/209,679	Methods and systems for generating digital smart objects for use in a three dimensional environment	Pending
15/479,934	Systems and methods to generate user interaction based data in a three dimensional virtual environment	Pending
15/209,688	Methods and systems for displaying digital smart objects in a three dimensional environment	Pending
9,870,571	Methods and systems for determining user interaction based data in a virtual environment transmitted by three dimensional assets	Pending

Appendix A - Patent Portfolio

Patent Number	Title	Status
15/845,912	Methods and systems for determining user interaction based data in a virtual environment transmitted by three dimensional assets	Awarded
9,904,943	Methods and systems for displaying information associated with a smart object	Pending
15/855,001	Methods and systems for displaying information associated with a three dimensional digital asset on a graphical user interface	Awarded
15/283,166	Objective based advertisement placement platform	Pending
15/630,954	Systems and methods to display three dimensional digital assets in an online environment based on an objective	Pending
15/900,619	Systems and methods for facilitating a time varying cryptocurrency transfer over a decentralized network through smart contracts associated with cryptocurrency blockchain technology	Pending
15/950,716	Systems and methods for presenting information related to products or services being shown on a second display device on a first display device using augmented reality technology.	Pending
INTERNATIONAL PATENTS		
PCT/IB2017/054157	Methods and systems for generating and displaying three dimensional digital assets for use in an online environment	Published
PCT/IB2017/054225	Methods and systems for displaying information associated with a three dimensional digital asset	Published
PCT/IB2017/054228	Objective based advertisement placement platform	Pending