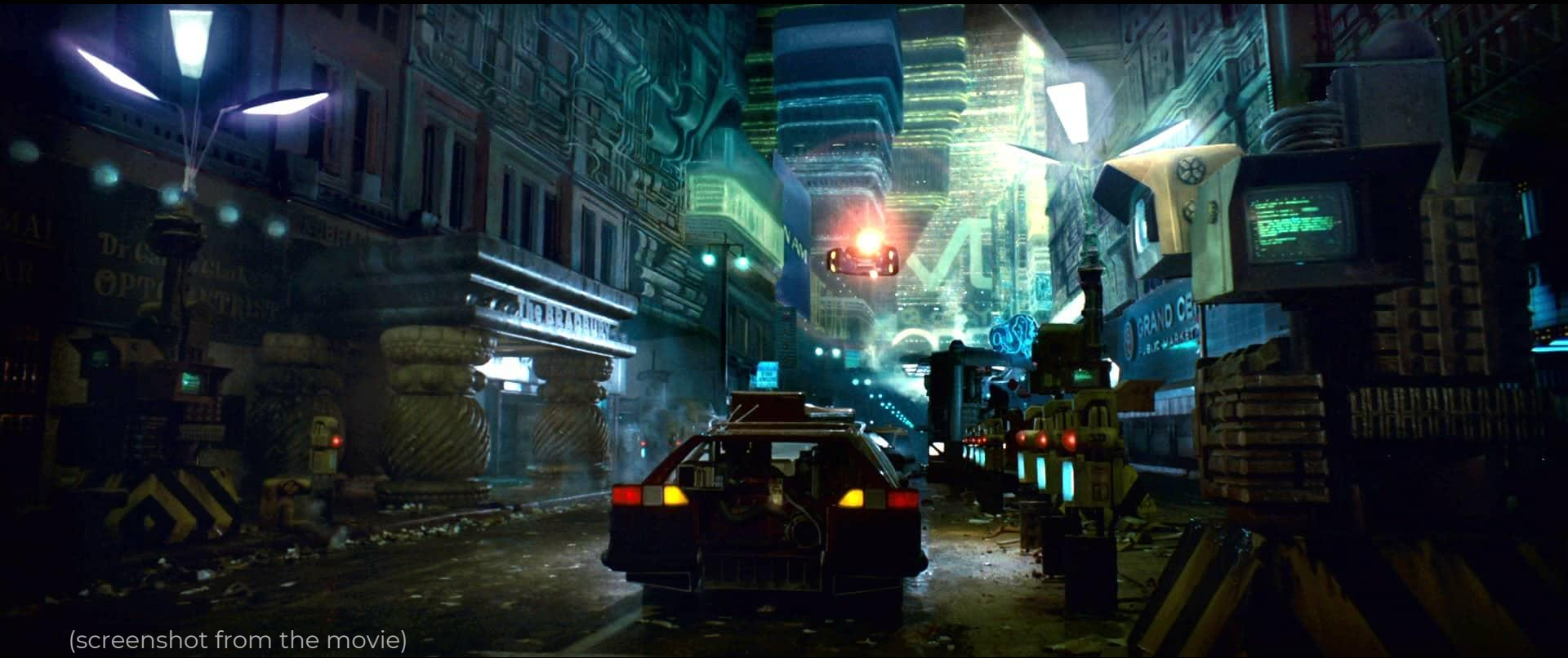




EQUINOX

HrOUG premiere of  
Proof of Concept

[www.equinox.vision](http://www.equinox.vision)



(screenshot from the movie)

Blade Runner 2049

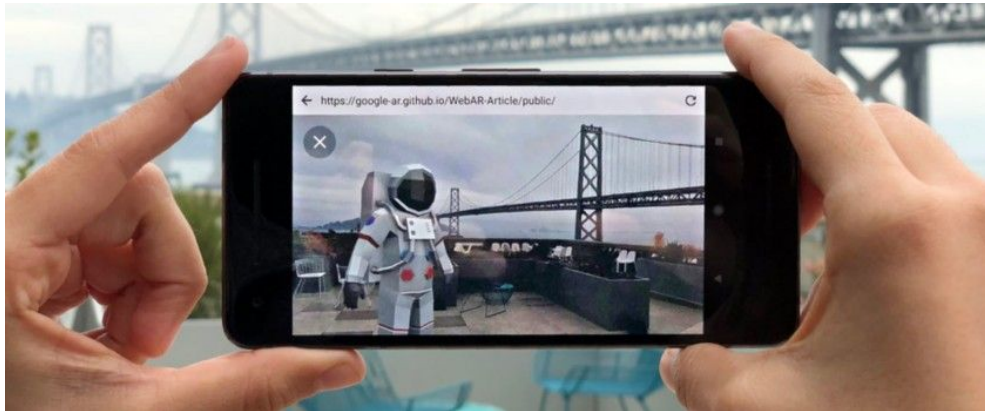
Why isn't our world as colorful yet?

# Who are we?



We are a young team of 10 freelancers - established in May 2018 - who wish to make an idea happen. We are designers, developers, marketing specialists, and more, who got together to create something new: a social network platform in augmented reality.

We are creating a platform where everyone can publish AR content, which people will like to use.



# What do we want to do?



Literally, add a new dimension to the world. We are creating a proof of concept of an augmented reality social network platform, and **we would like to introduce the HrOUG conference goes to the possibilities of the platform and to the concepts of augmented reality.**

Before we embark on building the complete platform, **we'd like to test the core concept:** will users, especially in the population which goes to festivals, accept the idea of virtual reality for social network interaction, both among themselves and with event organisers.

## (Side-note: Augmented vs Virtual Reality)

This is virtual reality (VR)



Completely new, drawn, environment, everything a person sees is CGI - rendered on their screen or glasses by software.

*In both cases, there are special VR / AR glasses being developed, but currently they are mostly used with computer screens and phones.*

This is augmented reality (AR)



Content is drawn on top of a camera's video input. A person sees their "normal" environment though the camera, with additional graphics in it.

# 3 x 2 aspects of Equinox

## **For end-users:**

Social network features, content and notifications

## **For businesses:**

Reach users with real-world + AR gamifications

## **First phase:**

Reach audiences of festivals and large outdoors events.

## **Second phase:**


Reach individual content creators and end-users.

## **Early features:**

Publishing static, good-looking content ourselves

## **Growth features:**

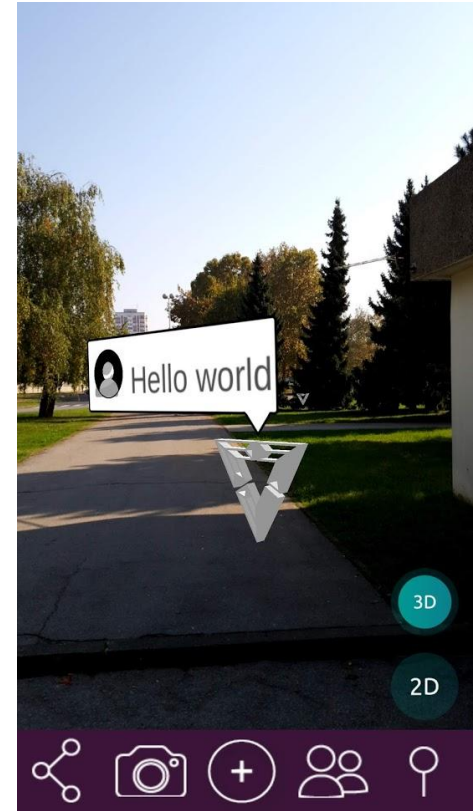
Business-style interactivity, b.c. transactions in AR

- (see next slides on how these map to useful interactions)
- Mobile app, in Android and iOS versions, which is the interface to the system
- The **ability to place the following types of objects at physical locations:**
  - Text messages (drawn as "speech bubbles", e.g. )
  - Images / photographs
  - Arrows / signposts
  - Simple 3D objects, e.g. a garden gnome, a mushroom
- All objects can have a text message attached to them, drawn on top
- All objects can have an URL, which leads to a web page
- All objects can be upvoted / downvoted
- People can find their friends on the map

# Core features for end-users



- Sharing messages - share and receive location-based notifications about content from friends
- Sharing photos - a record of an event stored in the context of the place it happened
- Interacting with interactive, gamified content





# Using Equinox as event organisers



- Placing navigation arrows and signposts which point to: stages, bars, cashless top-up points, toilets, ticket sale points, bus stations, etc. (or even in the greater surrounding area like Pula or Istria).
- Placing billboards (photos) with lineups near the stages.
- The billboards can be dynamic and change, allowing last-minute changes to be immediately visible.
- Virtual meeting points: create 3D objects and associated navigation to them.
- Send a one-way message / notification to all festival-goers which have the app installed.
- Create a "treasure hunt" game, where people need to find some objects on certain locations and receive a reward.

- Place messages for friends or public at physical location (e.g. "you can buy beer 100m to the right")
- Take a selfie of themselves enjoying the festival and attach them at a physical location, visible to friends or public
- Place custom arrows / signposts showing their friends location of their tent or some other interesting location visible to friends or public
- Place simple pre-defined 3D objects e.g. garden gnome, mushroom at a physical location, with an optional message for their friends or public.
- Add persons nearby as "friends" on the social network
- Enable friends to see their location on the map and in AR

## 2 modes of use: 2D and 3D

### 2D Map view



Shows the same content, in the same app, as the 3D / Augmented reality view, conveniently on a map, for use when zoomed-out or when there's not enough light for AR.

### 3D / Augmented reality view



Shows the same content as the 2D view, but in augmented reality. Objects such as arrows (signposts), photos (banners / billboards) are visible as drawn in 3D on top of the camera output.

# Reducing clutter: layers (groups)



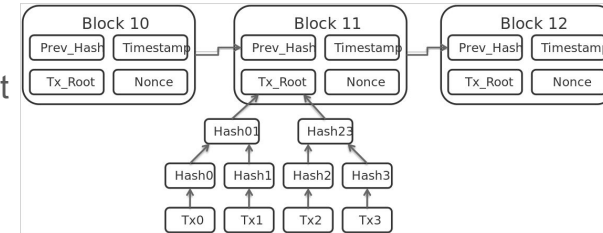
- Content is placed on a layer (group) - similar to "Facebook groups"
- Only one group is visible (drawn in 2D and 3D) at a time
- The **pre-defined groups for the festival are:**
  - **Public:** accessible to all, everyone can place an object here
  - **Friends:** subset of public, shows only those objects from the public layers which were made by friends of the person
  - **Dimensions:** official content from the event organisers: this will contain all the signposts / billboards / meeting points / messages / etc which are created by the festival organisers
- This is so the official content is not mixed with public content

# What's next / the bigger picture



- This is a proof of concept, a test version of the platform with core features
- If the idea is well received, judging by the number of people using it regularly (they can continue using it when they return from the festival, at their homes), we will start creating the full-featured platform
- Some of the (many) planned full-feature ideas:
  - The ability to scale to millions of users
  - The ability for people to create their own layers / groups
  - The ability to publish custom, complex 3D objects instead of pre-defined
  - The ability for the objects to be interactive, allowing the creation of virtual shops, or apps, or games within the platform
  - The ability to pay for content (including games) with cryptocurrencies on the blockchain

- Which modern project doesn't have a blockchain story?
- Three levels of possible blockchain integration:
  - a. Make sellable items / in-game economy which is performed / recorded on a public blockchain, including tipping and paying for premium content
  - b. In addition to features from a): Make interactive objects which have smart contract code attached to them, so they can perform economic and gamification interactions recorded on-chain
  - c. "Full blockchain" - A fully decentralised platform where the blockchain holds both the records of content (or at least only the interactive content) and the records of interactions with the content.
- Which option we'll choose, depends primarily on the business case which can be constructed to benefit from it.



## Make sellable items / in-game economy which is performed / recorded on a public blockchain, including tipping and paying for premium content

- Pros:
  - Can have "cheap" payment system without going through banks
  - Can organise "tokenomics" in which we as a company provide services paid with "tokens" which are fungible and also used in-platform
- Cons:
  - Cryptocurrencies are still hard to use for non-techies
  - Infrastructure for public blockchains is slow - can get congested with even simple games (like CryptoKitties)



## **Make interactive objects which have smart contract code attached to them, so they can perform economic and gamification interactions recorded on-chain**

- **Pros:**
  - Objects with attached smart contracts can themselves perform economic interactions like being AR representations of web shops, exchanges, keep record of game scores, interactive story progress, etc.
- **Cons:**
  - Technologically harder to keep some parts of the system in a "normal" database and a part on the blockchain
  - Even more sensitive to generic public blockchains' performance issues -> strongly points to a private or at least new blockchain instance

A large, bold, white capital letter 'B' centered on a dark blue rectangular background.



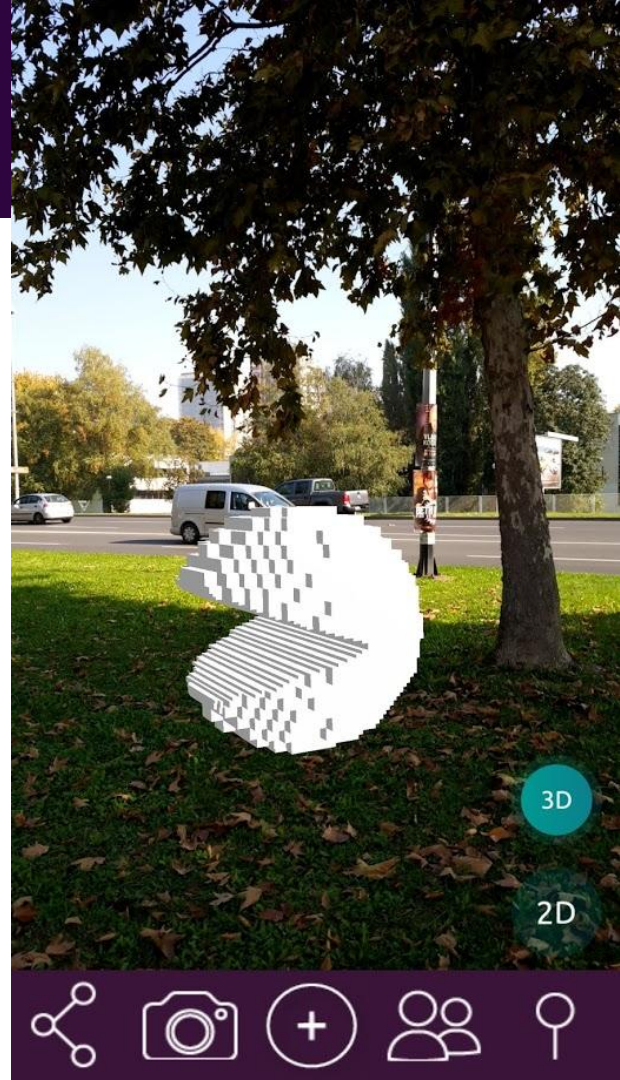
**Fully decentralised platform where the blockchain holds both the records of (interactive) content and the records of interactions with the content.**

- **Pros:**
  - Can be a completely decentralised social network platform which operates independently of a central controlling entity.
  - Potentially can outlive the starting company
- **Cons:**
  - Economically, lack of central control severely limits monetisation opportunities, which reduces attractiveness for investors
  - Technologically complex, definitely leads to creating a new blockchain specific to this purpose
  - ICOs have become unpopular because of frauds



# Current state and future plans

- Working on a public PoC - should be available Q4 2018
- Two-sided strategy:
  - Partnering with event organisers to deploy event-specific AR content, to popularise the platform
  - Building core social network features in the platform to make it attractive to end-users
- We are searching for:
  - Partners
  - Content creators
  - Advisors
  - Investors
- Have an idea which would work great in AR? Contact us on [info@equinox.vision](mailto:info@equinox.vision)



3D

2D



# Treasure hunt!

- Find and long-press on **5 virtual bottles of beer** placed in and around Hotel Istra - and you'll get one **free real beer** from the Equinox team!



# Early prototype on Google Play

**WARNING: EARLY PROTOTYPE / ALPHA QUALITY**





Thank you!

Contact us at [info@equinox.vision](mailto:info@equinox.vision)

Come visit our web page with a bigger picture:

<http://equinox.vision/>