

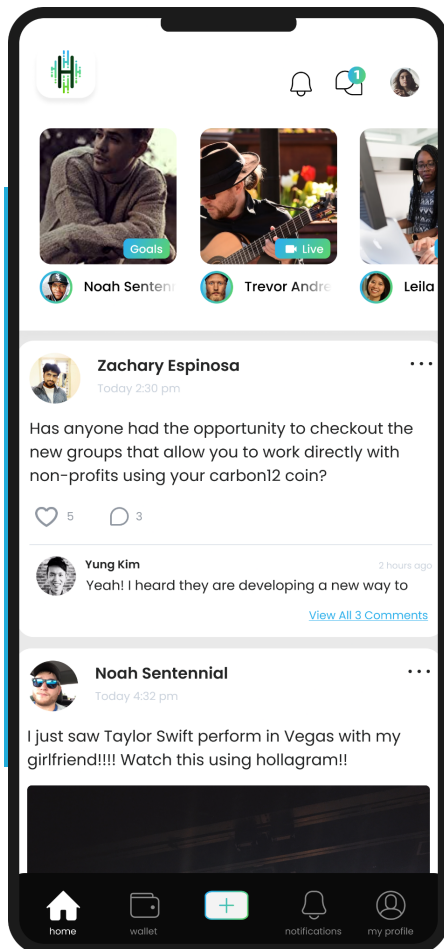
HolAgram

Real Connections

HolARgram

HolARgram is a cutting edge augmented reality social media platform with a blockchain backend¹ that utilizes Carbon12 for in-app transactions. HolARgram's MVP will launch in tandem with Carbon12, providing an immediate use case for \$C12 and establishing a sticky ecosystem.

The founders of Carbon12 and HolARgram believe that Web3 has the power to create intimate connections and relationships on a global scale. HolARgram, as a facet of the Carbon12 ecosystem, is focused on nurturing abundant life for all.



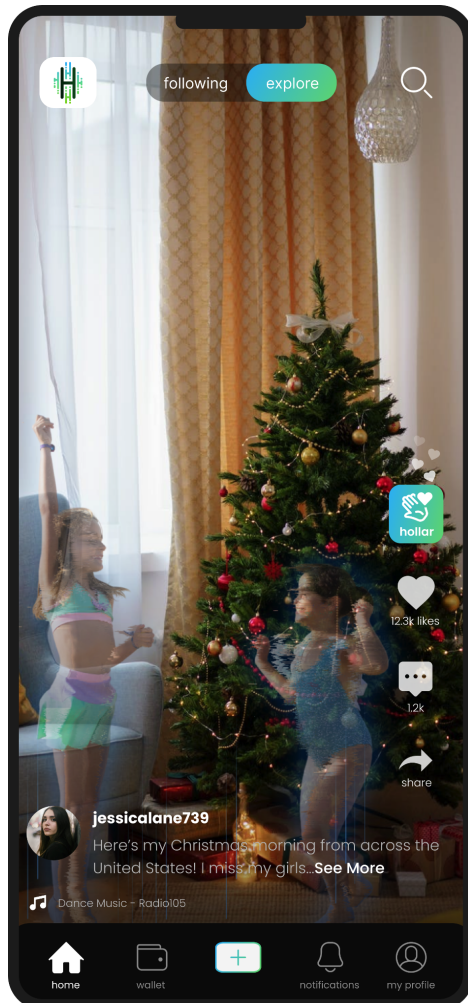
We are passionate about establishing a space that serves to uplift and encourage users, rather than subject them to an echo chamber of negativity like so many other social media platforms. Our platform is designed to restore power to the user, foster genuine and authentic community, and further financial freedom through revolutionary Web3 and metaverse technology.

In that same vein, the **founders of Carbon12 and HolARgram are determined to create a culture of collaboration and collective effort.** Carbon12 values cross-platform integration as essential to the longevity of Web3, and plans to license HolARgram's patented recording and storage mechanism to other Web3 developers and partners.

¹ dApp developed on Avalanche

For access to the HolARgram volumetric recording prototype please email:
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3D AR Recording & Display



User generated content (UGC) is the key to the success of a social network and HolARgram is the first that features a recording method that allows users to personally record augmented reality content with their smartphones and display the 3D recordings in their physical environments.

Volumetric capture renders 3D models that look like *holograms* when they are displayed in the real world, creating an impactful and immersive viewing experience. Currently, the creation of augmented reality content is expensive and complicated, making it completely inaccessible to everyday users. Applying filters on social media apps like Snapchat or Instagram is the closest that individuals can come to AR content creation, and even that has its limitations. But thanks to developments in AR/VR and AI/ML, we've been able to create a truly revolutionary Augmented Reality experience never before seen anywhere else.

Until now, AR experiences have been limited by the single viewing angle of a device's camera – features like depth were easily thrown off by bad lighting, rendering inaccurate or incomplete models. This makes the addition of a LiDAR sensor to the iPhone 12 Pro groundbreaking for the world of Augmented Reality, as it generates an accurate depth map and can therefore place AR models precisely within the user's

environment. While the LiDAR sensor enables user *interaction* with AR content, there is currently no method that allows users to *create* AR content.

Current use cases like gaming and measuring are impressive and entertaining, but ultimately trivialize the impact of this innovative technology. Augmented reality will be used for so much more in the coming metaverse, yet we must ensure that users are participants rather than just consumers.

HolARgram seeks to democratize the creation of 3D augmented reality content, making it as easy as taking a picture or video and posting it to social media.

Technology | Recording 3D content in AR



HolARgram uses a patent pending method of recording 3D content in augmented reality. The software combines the use of CMOS data, LiDAR sensors, single or multiple non fixed location camera feeds, and AI deep fake technology to create video renderings of content that can be displayed within the user's environment. CMOS sensors are used in cameras to convert photons into electrons for digital processing – essentially, they create flat images. LiDAR sensors create mappings of depth using lasers and then use CMOS data to determine where each pixel is relative to the recording device – creating images with dimension. Then, predictive 3D rendering AI is used to fill in any missing data based on available data.

HolARGram offers a multi-device recording option that can be utilized to create even more accurate renderings by increasing CMOS and LiDAR input and effectively reducing AI output. Multi-device recording on HolARgram takes multiple different angles from multiple devices and combines their point cloud data via volumetric 3D reconstruction and LiDAR, and their CMOS data via photogrammetry to create a complete and live 3D image frame by frame. AI deep fake technology will still fill in the gaps that result from awkward camera angles or atypical movement, rendering an incredibly accurate 3D image. Single camera recording is still an option but would require more artificial renderings to offset the missing data from the limited camera view.

HolARgram anticipates the wider adoption of head mounted displays (HMDs) for viewing AR content, allowing users to experience content in a revolutionary way. HMDs are also referred to as “wearables” and are essentially glasses with the capabilities of a smartphone. Media posted to the HolARgram platform using 3D recording methodology can eventually be viewed through HMD's, creating an immersive experience for users that puts AR content in their own environment without the obstruction of a smartphone.

Imagine watching your friend's video of their latest concert, and it looks like the event is in your living room.

The reach of this technology is so vast and impactful – and the Carbon12 team is dedicated to giving it to the everyday user in the pursuit of nurturing real connections and relationships in an online environment.

Storage

The content is both streamed and stored using a proprietary method of compressing 3D data that is compatible with the current mpeg standard, resulting in a file size that is not significantly larger than that of a traditional 2D video. This methodology ensures that the 3D recordings are backwards compatible, meaning users can view 3D content in 2D on traditional video players. In that same vein, the HolARgram platform will still support 2D content, allowing users to upload traditional videos and images along with 3D recordings.

The ability to stream and store 3D content without overwhelming hardware is revolutionary for the technology space, and this patented recording method will be licensed to other approved platforms.

NFT Content Curation Mechanism

The web3.0 principle of sovereign data yields a powerful aspect of HolARgram's operational model: users own their posts. The HolARgram team has developed a mechanism to democratize content curation by allowing users to participate in content via NFTs, encouraging users to prioritize which content is worth being popularized while financially rewarding creators. Every post that is created by a user in HolARgram is minted as a non-fungible token, ensuring that from the moment of creation a user holds ownership over their post. The user, now owner, can designate a share of the NFT to auction off to other users of the platform. Users who see the post in their feed can decide to "like" the post with \$C12, thus binding the concept of a like with real world value. Then, at the end of the auction period, fractional shares of the NFT are distributed to likers in the form of ERC-20 tokens.

By creating a direct connection between a “like” and the platform’s native crypto token, HolARgram redefines the most ubiquitous feature of social media, post approval, into a financially directed, core operational principle – the alignment of users and creators through economically sound incentivization; thereby fostering a community which will work together to ensure the growth of the platform and the appreciation of the value of the token.

On the user side of the application, this advancement in methodology does not manifest in the form of user inconvenience. The only difference a user would notice between the interface of HolARgram and that of a standard social media site is that they can like a post multiple times. Each user is designated a singular free like for each post (as on other social media platforms), while also given the opportunity to purchase and distribute additional likes to boost posts they deem particularly relevant or impactful. A user is invited to wield additional control over their interactions with posts on HolARgram than with those on a centralized site.

As HolARgram allows a greater discretion to its users with how they use their “likes,” a user is immediately more invested, both in an emotional and a financial sense, and now weighs each interaction with a considerably greater degree of contemplation. Similarly, a user who contributes to the site in the form of a post conveys a greater sense of engagement due to the freedoms granted to them over their content by the platform’s decentralized protocol.

Content Creation Rewards & Incentives

The HolARgram platform provides creators the opportunity to designate revenue from a post to non-profit organizations, social impact projects, or business ventures, and allows users to see where funds from paid likes are going; thereby fostering a tangible sense of impact for the user and encouraging transparency and originality on the part of the creator.

The user-creator is incentivized to contribute content that will be well-received by the user-investor to ensure an appreciation of value for their NFT. Meanwhile, the user-investor is incentivized to contribute likes only to a post that they expect will appreciate in value due to its quality, pertinence, or other attributes they deem will contribute to the future success of the post as an NFT.

Due to a “like” now exhibiting real world value, scarcity is inherent in the marketplace. As “likes” become less available due to increased user discretion, creators must compete for them. By introducing competition into the marketplace, HolARgram radically shifts the quantity-based centralized social media economy into a quality based economy, thus naturally affecting supply.

Rather than churning out posts, hoping for a lucky chance at recognition in an ocean of content, a creator now must turn their focus to out-performing rather than out-producing their competition.

Users who like posts now change their mindset from that of a thoughtless engager to one of a mindful investor. By incentivizing the user to be more deliberate and thoughtful with their choices, the platform self-selects for quality content. As quality posts are rewarded with an appreciation in value, the demand in the market will increase for such content. With this increased demand for NFTs will come an increased demand for Carbon12, thereby stabilizing \$C12 and furthering its circulation.

By returning control of curation to the user and restoring the creator to a position of ownership over their content, HolARgram effectively deposes the consumer-influencer dynamic of Web2 social media platforms and establishes a collaborative community of autonomous individuals.

This technology coupled with our 3D AR recording method facilitates user participation in a new way, as they experience and influence media rather than simply consuming content.

HolARgram's use of Carbon12 not only provides an ecosystem for the token, it also serves as an onramp for Web3 newcomers. HolARgram exposes users to cryptocurrency and its value in a familiar and intuitive environment by inviting users to use \$C12 and profit from the token simply by posting on the app, thereby facilitating a seamless transition from fiat to crypto and from Web2 to Web3.

With the power of HolARgram, \$C12 will be used for asset appreciation, wealth transfer, ownership rewards, marketplaces, and more. Additionally, the augmented reality technology behind HolARgram creates intimate and personal connections for users, inspiring real relationships among community members.

Designing Around Monetization

It is critical that as the flagship example for Carbon12 usage, HolARgram is designed around monetization. Not for the motive of profit, rather for the motive of pushing the flywheel of permanent impact on humanity into motion, while allowing users who generate content to benefit *the most* from the value in that content.

The initial monetization for Carbon12 usage will come primarily from the HolARgram platform. The areas of monetization create new streams of revenue for individuals and organizations on the platform in a free and transparent manner, while also having a positive permanent social impact on humanity.

The usage of Carbon12 as a token for *storing* value (an asset), with HolARgram facilitating the *delivery of* value, creates a flywheel mechanism to maintain growth and revenue goals while providing the opportunity for individuals and organizations to positively and transparently impact the world around them.

For monetization, there's a number of important elements that allow the community to add value back into the Carbon12 and HolARgram ecosystem:

Circles

Circles are a key concept and aspect of the social network HolARgram. Circles are essentially hubs of interest within the platform – centered around specific topics, products, passions, groups of like-minded people, or organizations. Circles support subscriptions, product sales and per digital content item sales. Users choose what circles they want to join and thereby cater their experience to the content where they want to engage.

NFT Monetization

As described [above](#). Any user who creates content on HolARgram can offer their content as an NFT for sale within the curation system. Users on HolARgram will be able to hold the majority of revenue generated from their NFT content.

Nonstop Discoverability on HolARgram

One of HolARgram's most powerful tools, this feature enables all users to turn *any* content into advertisements and promotions. Users can promote their product/service, an encouraging message, support for a cause they believe in, etc. Instead of intrusive and obnoxious spam ads, content that's already getting engagement can be turned into an ad for an even greater reach. The discoverability for content and products and services will be much higher on HolARgram compared to other social platforms seen in the past.

Targeted Community Advertising

The different community sections of HolARgram are divided into subcategories to have more authentic connections in specific areas. When moving from the general community page into different subsections, the content, and especially the advertising, gets more specific. The community essentially plays a very large part in creating the ability to purchase products/services from advertisements, further empowering users to foster their own online culture rather than being subject to the corporate and political agenda. Companies, nonprofits, ministries, influencers,

thought leaders, and more will have the ability to connect with their audience in highly targeted ways without exploiting or manipulating user data. The community organization and user experience allows users to select what they want to hear and who they want to hear from, benefiting both the creator and consumer.

Digitizing Content & Assets

In a future update for HolARgram, companies and content creators will be able to digitize their content and offer it for sale to users on the platform. For example, if a company or an individual at a company has a book they currently sell, or some other form of content, they can essentially cut out the middleman of a publishing company and offer the content at a discounted rate for more people to access. Any digital content can be repurposed and transformed into added value for the HolARgram users and the content creators will have an ability to earn an additional stream of revenue.

More details will be coming soon on this as the prototype functionality is developed.

Timeline

2023 Q3	SSO API's & Code For Partners And Dapps	Ongoing
	Holargram Beta	Ongoing
	Launch HolARgram MVP <i>Includes Fee-Free Donations For Approved Nonprofits And Organizations, 3D recording</i>	Ongoing
	Hollar Curation System <i>Open-sourced for third-party use</i>	Ongoing
	Holargram 1.0	Ongoing