

## F.A.Q

### HOW TO PURCHASE

👉 Now we accept BTC!!

🔍 GUIDE🔍: [https://www.arcona.io/doc/Arcona\\_Token\\_Buying\\_Guidelines.pdf](https://www.arcona.io/doc/Arcona_Token_Buying_Guidelines.pdf)

👉 To CONTRIBUTE please head to: <https://crowdsale.arcona.io/en/auth/registration/>

👉 The ONLY official domain is <https://www.arcona.io>

### TOKEN SALE DETAILS

Please remember to register before making any transactions

◆ smart contract address: 0x0f71b8de197a1c84d31de0f1fa7926c365f052b3

◆ Token Price: 1 arcona token = 0.0025 ETH

◆ Min/max contribution: min 0.025 ETH (10 tokens) / no max

◆ Recommended Gas and Gwei: 200,000 Gas – all the gas that was not spent will be returned to you.

◆ Each day three token buyers will win one of the 120 Digital Land plots.

◆ Refer a friend and get 5.5% bonus for each contribution

### ! Scammer Alert !

No one from Arcona team will send you a private message containing any contribution address or offering any bonus. Please be on the lookout for scammers who impersonate admins and send private messages with fake ETH address.

If you receive a private message from someone claiming to represent Arcona company, please, forward their message to @iOpenMinded to verify their identity

### LINKS

👉 Website: <https://arcona.io>

👉 Whitepaper: [https://www.arcona.io/doc/arcona\\_white\\_paper\\_en.pdf](https://www.arcona.io/doc/arcona_white_paper_en.pdf)

👉 Reddit: <https://www.reddit.com/r/arcona/>

👉 Bitcointalk: <https://bitcointalk.org/index.php?topic=2324174.0>

👉 Twitter: <https://twitter.com/arconaico>

👉 Medium blog: <https://medium.com/@arcona>

👉 Facebook: <https://www.facebook.com/arconaecosystem/>

👉 Smart-contract: <https://github.com/ArconaEcosystem/arcona-system/blob/master/ArconaCrowdsale.sol>

👉 [vk.com/arcona\\_ar](https://vk.com/arcona_ar)

### SHARE & EARN

👉 You can now earn free Arcona tokens by sharing information about Arcona through your social channels. Note: You'll need to register your account first.

◆ Visit <http://arcona.io> and select the Share & Earn button

◆ Find promo: Earn With Your Friends

◆ Follow the instructions!

## **Common questions about the Arcona ecosystem**

### **What is the Arcona ecosystem and what is it for?**

The Arcona ecosystem is a universal augmented reality space which unites the physical world and the virtual world. This is a platform where developers and artists, entrepreneurs and enthusiasts can interact and create joint projects. The ecosystem is built around the Arcona global technological platform, which automatically generates a layer of augmented reality at any point on the globe. A wide variety of AR applications – games and historic reenactments, educational projects and tourist attractions – will run concurrently in this layer – on digital land. Such an ecosystem makes AR technology truly popular, mass-market and universally accessible.

### **What sets Arcona apart from other augmented reality platforms?**

The Arcona platform is primarily designed for remote positioning and management of 3D content. This enables to create AR projects anywhere on the planet, thereby slashing costs on implementation and maintenance of each project. This means while in New York, you can easily place your installation in Paris and show it to all residents and guests of the French capital.

The platform combines features of distributed GIS, augmented reality technology, 3D simulation, artificial intelligence and blockchain architecture principles. It offers AR project creators the simplest tools to bring their ideas to life. For developers, this is a good platform for testing new solutions and taking them to the market. For entrepreneurs, this offers an excellent opportunity to make money on AR or promote projects through AR technology. Thanks to the universal viewer of the platform, which is compatible with most mobile devices, numerous Arcona users will gain access to the latest ideas in the field of augmented reality.

### **Why is the platform built on blockchain principles in particular?**

Blockchain technology provides for rapid expansion of the ecosystem owing to the participation of a large number of interested token holders from all over the world and the filling of the platform with incredible content. The intra-system arcona token allows all members of the ecosystem to buy and rent digital land, launch their own projects and showcase the results of their creative work on that digital land. Furthermore, the transparency of blockchain technology, in particular, and smart contracts provide extra guarantee of property rights for landowners on the Arcona platform, copyright protection for developers and artists, and also makes all transactions within the system more reliable and transparent. The system is peer-to-peer and decentralised.

## **Questions about Arcona ICO**

### **What is ICO?**

ICO or Initial Coin Offering is a mechanism for raising funds for the development of new technological projects in the form of issuing and selling of tokens of a company. ICO

participants are those that have bought tokens for a project of their choosing in exchange for various opportunities and privileges. By becoming an arcona token holder, you not only

become a full member of the ecosystem, but you can also acquire digital land, rent space to create an AR project anywhere in the world or view an incredible virtual show.

### **What terms does Arcona offer to ICO participants?**

The total supply will depend on the ICO results, but will be no more than 135,000,000 arcona tokens.

Token Price	0.0025 ETH
Hard Cap	USD 25,000,000
Soft Cap	2746 ETH
Minimum Contribution	0.025 ETH
US Citizen Participation	YES

The most active buyers during the ICO can expect a special present – Digital Land in the center of the ten largest cities in the world.

After the ICO, there will be regular auctions exclusively for arcona token holders, where they will be able to bid for land. The starting price has been set at 1 token for 1 square meter. The final price for each piece of land will be determined only by demand. These closed auctions will be held until arcona tokens are launched on cryptocurrency exchanges. Therefore, only ICO participants will be able to choose and acquire the best Digital Land.

Such land auctions will be extremely rare after the full-scale launch of the platform in 2019. Digital land will be mostly available on a long-term lease for those looking to create their AR projects. The rent will be determined based on an analysis of the market value of the arcona token and the demand for digital land.

### **Why should I buy arcona tokens?**

The arcona token is the sole internal currency of the system. It opens up access to all services and digital assets of the platform, including acquisition and renting of digital land, creation and demonstration of own AR projects, all technological solutions and the creation of the ecosystem itself.

The token will start circulating in the second half of 2018 with the launch of the system marketplace and the beginning of land auctions. From then on, its value will constantly rise as the ecosystem expands and the number of members using arcona tokens to implement their projects on the platform increases.

The increase in the number of digital assets acquired exclusively using arcona tokens will constantly boost demand for tokens among users, which inevitably leads to their shortage and an organic rise in value.

Another guarantee for the stability of the arcona token exchange rate will be quotations on the Bancor platform – a partner of our ecosystem.

Furthermore, all token holders will be able to participate in the formation of the ecosystem itself. They will be tasked with developing software blocks, content and testing the system for a

separate reward. Copyrights and commercialisation of intellectual property will be envisaged in the smart contract.

Arcona token holders will also be able to take part in all loyalty programs and campaigns offered by the ecosystem.

### **How do I take part in the Arcona ICO?**

ICO 15 April – 15 July 2018

Bonus system:

Bonus size starts from 25% and during first 5 days decreases by 1% every 12 hours, from the 6th day - by 1% every 24 hours.

Every day we will be choosing 4 winners among new buyers of tokens who will become the owner of one of 120 Digital Land plots. More tokens you buy a greater chance to win the lot you have.

Referral agreement – 5,5% bonus for each transaction.

During this period, you can apply for tokens through your personal account at arcona.io and receive an address for transferring cryptocurrency from your Ethereum or Bitcoin wallet.

The funds raised will be transferred to the company after the ICO. You will receive arcona tokens within two weeks after the completion of the ICO.

Open the link, click “participate” and follow instructions

### **How will Arcona raffle off the Digital Land during the WhiteList Sale?**

Arcona will reward 6 lucky buyers of arcona tokens with a plot Digital Land in the most wanted locations of the world. During the WhiteList sale we offer one new lot to draw every 4 hours. After the ICO start we will continue the raffle but it will be happening 4 times a day.

Every winner will be determined by random selection of all the users who bought tokens during the drawing period. A chance to win a plot grows proportionally to the user's purchase share in the total amount of tokens sold during the lot drawing.

To make it clearer let's consider the following example: 3 token buyers bought 20, 30 and 50 tokens during same drawing period. The total purchase sum is 100, correspondingly the first chance to win is  $20/100 * 100\% = 20\%$ , etc.

The very determination of the winner will be made within 30 minutes after the end of the period of drawing. That's the time needed to conduct and record the results of the transaction in the network broadcast.

For example, for the drawing period from 00-00 to 04-00 a.m., the winner will be determined within 30 minutes after the end of this period, which means - to 04-30 a.m. A plot of land won

will be assigned to its user. All the information about the plots currently being raffled will be placed in the profile and at the landing page, the information about the plots won - in the user profile.

### **How will the tokens arcona be distributed?**

The total amount of issued tokens during the Christmas Presale and ICO will be considered as 60% of total emission and will be hold by the Presale and ICO participants.

40% more will be created and distributed the following way: Bounty 2%

Advisers 7% (Vesting: 3.5% for 6 month and 3.5% for 12 month after the ICO is finished)

Team 20% (Vesting:5% for 6 month, 5% for 12 month and 10% for 18 month after the ICO is finished)

Reserve Fund - 11%

Tokens of the reserve fund are used for partners, community development and new users' motivation. The distribution will be carried out in the following areas:

- to support content creators and developers involved in the development of the ecosystem.
- to reward users for performing Arcona tasks, such as field testing. - an incentive bonus for the first system users' registration.

The spending of tokens from the reserve fund will be under strict community control and will be carried out according to the Road Map.

### **How will the funds raised during the ICO be used?**

The funds will be spent as follows:

- R&D – 22 %;
- sales – 10 %;
- marketing – 30 %;
- participation in exhibitions and organising events – 12 %;
- partnership projects – 10 %;
- administration – 10 %;
- other (licensing, legal support, etc.) – 6 %.

### **Is there a minimum and maximum limit on the number of tokens that can be bought?**

There is only a minimum of 10 tokens.

### **Which wallet can be used to buy arcona tokens?**

Arcona is an ERC20 standard token issued on the Ethereum platform. Token holders can store and manage their arcona tokens using existing Ethereum clients, including the official Ethereum Wallet, Mist, MyEtherWallet.com.

### Can I participate without a wallet?

You must have an Ethereum Wallet address in order to receive, store and use arcona tokens. You can use any of the following wallets: Ethereum wallet, Mist, MyEtherWallet.com or other wallets where you have access to your private keys. Do not transfer directly to Ethereum from cryptocurrency exchange accounts! Here you will not have access to private keys and so you will not be able to access arcona tokens!

### Can I buy arcona tokens with Bitcoin?

Yes, you can. You need to register on the website arcona.io with your e-mail and ETH Wallet. When you want to make a transaction, please choose tab called "Bitcoin", where you will see the number of the automatically generated BTC wallet. In order to buy arcona tokens, please transfer BTC from your wallet to the specified BTC wallet. Arcona tokens will be accrued to your ETH wallet used for the registration in about 30-60 minutes.



## ICO starts: 15.04.2018

[Ethereum](#)

[Bitcoin](#)

Please use this Bitcoin address to buy Arcona Tokens:

3AHCSmiwJSk2aV3MKTHcQ1M7MVCftnbL6V

COPY



**Current rate: 1 BTC = 16.507 ETH**

The minimum participation amount is 0,00219684 BTC

**Note!**

The rate for calculating the value of the token is taken at the time of receipt of 3 confirmations of the transaction for the transfer of BTC to the specified purse.

The address of the purse is generated specifically for you and all funds received on it will be sent to Arcona tokens

> **BONUSES**

### **Which smart contract does Arcona use and will I be able to see its code?**

Prototypes developed a Solidity-based smart contract specifically for the Arcona ICO, wherein all the necessary functions are realised for distribution and subsequent use of tokens. The code of the smart contract is public and is posted on GitHub (link available at the project website)

### **Will arcona tokens be sold on the exchanges?**

Arcona tokens will definitely be sold on the exchanges, which will allow new users to become part of our ecosystem after the ICO. We will make a separate announcement on the launch date. This will likely be in spring 2018.

### **Why should I trust your ICO?**

The Arcona project is being launched by Pilgrim XXI. Our team has been successfully working on the international market of augmented reality for 4 years. We have launched 8 full-scale AR parks in 6 countries. This is a successful business with a strong team of developers. The development of the technology for remote positioning of 3D content began two years ago and today we are creating the Arcona system based on that technology.

### **Questions on the creation of the Arcona platform**

#### **When will the platform be launched and what happens in the ecosystem until then?**

The full-featured platform will be launched in the second quarter of 2019. A layer of Digital Land with a total area of 1,500 km<sup>2</sup> will cover the territory of the 10 largest megapolises in the world. This will be the Gothic Quarter of Barcelona, City of London, the Historic Centre of Mexico, Soho in New York, the 1st arrondissement of Paris, the Forbidden City in Beijing, the area around the Hermitage in St Petersburg, the ancient centre of Rome, Sultanahmet in Istanbul and the Asakusa district of Tokyo.

Various subsystems will be launched in phases until then. A marketplace where virtual content can be bought and sold will open in the second half of 2018. Land auctions will be held on that marketplace. Tasks for independent developers and artists will be offered at the marketplace. AR Viewer testing and the introduction of platform partnership programs will commence thereafter.

The AR GRID prototype and the remote positioning tool testing program will be launched mid 2018. The beta version of the AR Viewer with basic features will be launched at the end of the year. Information content will also be placed in test locations and the first platform users will be able to assess it.

The Arcona augmented reality global network, covering up to 40,000 km<sup>2</sup>, will be created in 2020.

## **Can I participate in the creation of the platform and how will that be legally handled and paid for?**

All arcona token holders become members of our ecosystem and are able to participate in the formation of the ecosystem. They will be offered tasks through the marketplace to develop software blocks, content and test the system for a separate reward.

Copyrights and commercialisation of intellectual property will be envisaged in the smart contract. The smart contract also envisages automatic payment of royalties.

## **I create 3D content. Can I offer the Arcona platform my work?**

Sure you can showcase your work on the system marketplace and it will be bought either by the system itself for setting up test territories, or other members of the ecosystem for their own Digital Land.

## **Questions on the operation of the Arcona platform What is Digital Land and how can it be utilized?**

This is a global layer of augmented reality that is automatically generated by the Arcona platform on the earth's surface. It has natural limits – 12 % dry land utilized by humans.

The virtual layer is built on geospatial data and is directly linked to the existing landscape. Its basic feature is the capacity to remotely install and manage any content based on natural markers.

The entire digital territory is divided into separate plots, represented by coordinates in the physical world. The owner of such a plot can use it as they see fit: implement own projects or grant other developers – tenants – that right. They can change the world on the lawn on their front yard or run a serious project on other content.

A piece of digital land is a specific place in the physical world where you can attract multiple users – viewers and customers of your projects.

As a commodity, digital land is unique in that it is not land itself that is bought, but the income it brings. The higher the income, the higher the value of the digital land.

## **How can an arcona token be used?**

The arcona token is the unit of the internal currency of the Arcona ecosystem. It can be used to buy land from the system or on a secondary market; buy 3D content of choice on the marketplace, or pay for 3D services of an artist and develop content on a custom order. The token can be used to pay for various services in the Arcona system, for example, pay to participate in an interactive game in augmented reality. The token can also be received as a reward for assistance rendered to the system itself or for participating in loyalty programs.



### **How will a digital landowner find project developers and tenants?**

All information on land for sale or available for rent will be published on the platform marketplace. All members of the ecosystem will know about your offers.

On its part, Arcona will do its best to market the capabilities and advantages of the platform for realising AR projects on global markets. This will enable you to attract tenants from outside.

### **How will a digital landowner know whether or not other people are using their land without permission?**

All ownership rights and rules governing the use of digital land will be envisaged in the smart contract. The platform automatically detects the volume and source of content on each piece of land. All this prevents unauthorized use of land. So, you will not have to monitor trespassers on your own.

### **What advantages does the platform give to AR project creators?**

Arcona is a system for remote positioning and management of augmented reality content. You will be able to remotely place your installations anywhere on the planet. You will have access to places with high tourist traffic, where you will deploy entire virtual worlds. These are specific locations on the world map which are visited by users, and this means that you can showcase your projects to a large number of viewers.

And most importantly, the digital land is fully ready for placing content. You do not have to visit the place as all manipulations are carried out on your computer screen. This enables to create projects much faster and considerably cuts costs.

### **What projects can be implemented on your platform?**

Virtually any projects related to augmented reality technology. These can be advertising and marketing campaigns, historic reenactments for tourists or art installations, educational programs or entertainment attractions, navigation services or quests. Any experiments with augmented reality technology will find their place in the Arcona ecosystem.

You can find a few examples of how to use the platform in the White paper.

### **How many projects can run on a single piece of land?**

One physical server can generate one region of digital land measuring 200 x 200 square meters. Each piece of land supports a limited number of virtual objects and visitors connected simultaneously. This is called land capacity.

You can increase capacity by gathering a pool of several plots in order to support more objects and connect more users. Arcona allows to gather a pool of plots that do not have a common border and transfer the capacity of all plots in the pool to one plot.

The transfer of capacity allows the system to generate a layer of augmented reality and bring into active circulation digital land outside high-traffic territory.

### **How do I set up paid demonstration of AR content for people that are not yet Arcona members and do not have your tokens?**

Any user who wants to view project on the Arcona platform has to download the AR Viewer. This application will enable to buy arcona tokens online. Any person can then use these tokens to pay to view or participate in your project. Obviously, your potential customer will need access to the Internet to download the AR Viewer application and pay for the “admission ticket” with tokens.

### **Will the AR Viewer be available to every mobile device user for free?**

Arcona ecosystem users can download the AR Viewer for free. With this application, you will be able to view any public content on the platform. You can access paid installations via the marketplace system. All money transactions within the system will be made only using the arcona token. Right there on site, the user will be able to acquire tokens as fast and as easily as possible online through an online payment or using a bank card.

### **What is required to place a project on the Arcona platform? Can users without any programming skills do that?**

The most important thing is an interesting idea and access to digital land on the Arcona platform. You can buy any land you want from the system or rent from an owner if that land is already occupied. Then you can create content and install it on your land. This is easy to do since the digital land is fully ready for remote placement and management of virtual objects.

If you are not able to render your content on your own, you can find suitable objects on the marketplace or order from 3D artists and developers that are members of our system.

The ecosystem itself will assist in advertising and marketing your projects.

### **Tell me more about your system marketplace.**

The marketplace is a portal which is basically the main trading platform of the ecosystem, where all digital and intelligent assets of the platform will be sold.

In the digital land section, you will be able to choose a vacant piece of land to run your project or rent that land from the owner. The best land will be sold via online auctions, which will be announced in advance.

In the content section you will be able to choose models that you like or place an order to create installations. Here 3D artists will be able to sell their work.

In the digital landowner/tenant personal account you will be able to assemble, install or change the AR project on your land.

In the ecosystem development section, the platform itself will offer tasks for developers, artists and testers, whose work will be paid for from development funds or rewarded with tokens.

The following services will be available on the marketplace:

- acquisition and sale of arcona tokens at the average exchange rate;
- provision of Dev Kit licenses for software developers and 3D artists;
- rental of extra server capacity;
- platform consultation on technical and legal matters;
- ordering extra advertising, PR and marketing services within the system.

Furthermore, the Arcona internal social network will be available on the marketplace. All competitions and campaigns, as well as loyalty programs for token holders will also be announced and conducted on the marketplace.

You will be able to pay for bought items and orders with arcona tokens automatically by signing the smart contract.

### **Will projects launched in the Arcona ecosystem be moderated?**

The smart contract lays out a set of standard restrictions relating to the nature of content (content associated with violence, adult content, etc.). All members of the ecosystem must comply with these rules and the platform will be in charge of enforcing those rules. Furthermore, the platform reserves the right to put provocative projects up for discussion within the community and, based on the prevailing opinion, shut down those projects.

### **What if the authorities decide to ban my piece of land? How will Arcona solve that problem?**

If your project grossly violates the laws of the country where the content is placed, Arcona will side with the authorities. If the decision of local authorities is controversial, the Arcona legal team will defend the rights of the member of the ecosystem. If you are in doubt over the legality of the content of your project, seek legal advice before launching the project!

### **Financial matters How and why will the value of arcona tokens rise?**

The arcona token is the universal internal currency and the economic foundation of the Arcona system. It will be used to buy items and pay for services within the system.

The increase in the volume of digital assets bought exclusively using arcona tokens will lead to the shortage of tokens and the rise in their value. Their value will rise at each development phase of the project due to the introduction of new technological solutions, expansion of the ecosystem, an increase in the number of members, as well as the volume and quality of projects implemented on the platform.

### **When will I make money from buying arcona tokens?**

The arcona token is the unit of the internal currency of the Arcona ecosystem. Its value directly depends on the rate of development of the platform and user activity. The token will start circulating early 2018 and from then on, its value on the exchanges will rise. However, the most effective way of earning money in the Arcona ecosystem is the launch of new AR projects and operations with digital land.

## **How will the value of digital land rise, by your estimates (and compared to ordinary land), for buyers?**

Digital land is a global layer of augmented reality, which is tied to specific locations on the surface of the earth. Ordinary people live there, tourists visit recreational centres and shops. They are all potential users of AR projects on digital land on the Arcona platform.

A piece of digital land will therefore have higher value in populous cities with high tourist traffic, which is pretty much comparable with the commercial value of physical land. These popular areas in particular will be digitized first, by the end of next year. These comprise districts of the 10 largest megapolises with total area of 1,500 km<sup>2</sup>. These will be: the Gothic Quarter of Barcelona, the City of London, the Historic Centre of Mexico, Soho in New York, the 1st arrondissement of Paris, the Forbidden City in Beijing, the area around the Hermitage in St Petersburg, the ancient centre of Rome, Sultanahmet in Istanbul and the Asakusa district of Tokyo.

Only ICO participants will be able to buy this land on closed land auctions. After the launch of the platform, new digital land will be auctioned in a limited amount and the value will be determined by demand and activity of project creators.

The basic feature of digital land as a commodity is the possibility of buying not the land itself, but the income brought by the land. Interesting AR projects in popular places means thousands of users. You can set up a paid attraction and make money from each user, and you can organise an incredible virtual show which catches the attention of a large number of people and make a profit from advertisers. Therefore, the more the users on your land, the higher the revenue and the value of the land.

As an owner of such popular land, you can sell it at a good profit or lease it other project creators. On its part, the platform will do everything it can to facilitate such business by marketing all projects within the ecosystem and on the external market.

## **How can I make money on digital land if I am not associated with augmented reality business?**

As a digital landowner, you can sell your land at a profit or lease it to project creators. On its part, the platform will do everything it can to facilitate such business by marketing your offers within the ecosystem and on the external market.

## **How much money can I make on a single piece of digital land?**

It all depends on the location of your land and the projects you are offering users. For instance, about 8.5 million people live in London and 19 million visit the city. Each one of them is your potential viewer. You can set up a paid attraction and make money from each user, and you can organize an incredible virtual show which catches the attention of a large number of people and make a profit from advertisers. Various cases will be discussed regularly at the Arcona platform, where you will be able to glean new ideas for commercializing your projects.

### **What guarantees are there and on what basis do you predict that digital land will be on demand and starting from what year?**

The market of augmented and virtual reality is rapidly growing and is now one of the primary drivers of the growth of the IT industry. According to Juniper Research, this market was about \$3 billion in 2016 (AR – \$1 billion, VR – \$2 billion), and it is projected to surpass \$150 billion by 2020 (AR – \$115 billion).

The primary mission of the Arcona ecosystem is to boost the growth of the AR industry. This will be achieved due to the fact that Arcona enables:

- to launch projects with different levels of complexity much faster and cheaper, which makes the technology more affordable;
- to remotely position and change projects without visiting the site, which eliminates all constraints associated with localization of technology;
- each user to set up their own projects without special professional skills, which will attract more enthusiasts to the industry and facilitate the emergence of a large number of diverse projects at different locations across the globe.

Therefore, accessibility and remote management promote further development of AR technology and speed up its entry onto the mass market. Therefore, the demand for digital land is assured. And early 2019, when the platform intends to bring the first tested land plots on the market, the capabilities of our platform will raise demand.

### **How will users know that there is an Arcona AR project on a location?**

The system AR Viewer, which all members of the ecosystem will have to install, will indicate all projects and AR objects with descriptions, ratings and recommendations from other users. For external users, Arcona will conduct regular advertising campaigns with new project announcements. Partnership programs with working navigation services will also be implemented. Our goal is to become an ecosystem product which accompanies the user all the time.

### **How much can the Arcona ecosystem bring in advertising revenue?**

Traffic in city centers varies from 50,000 people a day (Paris, the square in front of the Eiffel Tower) to 100,000 (Beijing, the Forbidden City, Gugun). That is comparable with the traffic of an average news website. A banner on such a website can cost around \$300 a month. In most such places, ground advertising is either impossible or extremely pricey. Renting a billboard will cost at least \$10,000 a month. Our estimate is that 1 interactive banner at key locations in Arcona will cost at least \$50 a month. An owner of 1 are can place 10 banners, which means the minimum advertising revenue from 1 are bought for \$100 is \$6,000 a year. This means revenue is \$60 for every dollar invested.

**You are creating a digital layer on physical land. What if a couple of years later you or your competitors make another layer over my land and my land loses its value?**

The value of Arcona digital land lies in projects realised on that land. If they are really interesting and popular, they will withstand any competition. On our part, we will guarantee that every piece of digital land will be absolutely unique and we will not generate new layers. This is the main digital asset of the ecosystem and it is limited by the physical landscape of the land.

As for competing companies, such a scenario cannot be ruled out. However, the faster Arcona grows, and the more participants it attracts, the harder and the more expensive it will be to bring similar solutions onto the market.

Moreover, the more AR projects emerge on the market overall, the more popular augmented reality technology becomes. This means you will have more interested users.

**How will the Arcona platform itself make money?**

The core asset of Arcona is digital land, i.e. a layer of augmented reality ready for implementation of AR projects. The sale and lease of our digital land will be the primary source of profit for the platform. Furthermore, the platform will charge a small tax for maintenance of the land. This consists of regular updates of information on changes in the physical landscape and reliability of operation of natural markers. The system will also retain a small percentage of transactions made with tokens.

**Legal matters**

**In what jurisdiction is your company?**

Arcona is registered in Gibraltar. The government of this state recognizes cryptocurrency as an innovative area with vast potential for growth. Also, the government of Gibraltar recognises that ICO is a lucrative phenomenon, provided there is a safe and vigorous approach which protects consumers and the reputation of the country.

**How will the intellectual property of the Arcona global ecosystem be protected?**

The intellectual property of the system itself will be patented, although members of the ecosystem involved in creating the platform one way or another will retain their copyright. This condition, just like the royalty payment condition, will be envisaged in the smart contract.

**How will the rights of digital landowners be protected?**

The rights of all members of the ecosystem will be enshrined in the smart contract. In particular, digital land sold to members will be assigned unique coordinates and will be registered for those members for a certain period of time. Furthermore, by signing the smart contract, the owner or tenant accepts the rules governing the use of that land.

### **Can governments where the land is located censor projects?**

Projects running on the Arcona platform will be virtual. However, they will be tied to physical places in specific countries. Hence local traditions and priorities should be taken into consideration for the success of each separate project and the reputation of the platform as a whole. Representatives of the ecosystem in a given region will be in charge of enforcing local norms and laws. There have never been any cases of interference from authorities in the creation of AR content.

### **Can US citizens participate in the Arcona ICO?**

There are no restrictions for US citizens since the arcona token is an internal currency and completely falls in the category of utility tokens. Details on Howey test results and legal findings are available at the project website.

### **Will personal data of users be stored on servers?**

Each user will be assigned a unique ID. Token holders will also be required to provide a few personal details: full name, country of residence and email address. This information will be stored in blockchain, just like information on the user's operations in the system.

### **Digital land is directly linked to physical land. How and who will regulate disputes when the owner of the physical object is opposed to a virtual object being placed on their rightful land?**

There have never been such cases as of yet, and it is quite difficult to predict such cases. It is for this particular reason the platform sets aside 5 % of all charges and revenue for settling legal disputes.

### **Technical matters**

#### **What makes your remote positioning algorithms unique?**

The main challenge today hindering AR technology from reaching the mass market is the complexity of the process of positioning virtual objects. For an AR project to be stable and run smoothly, each 3D model has to be clearly "tied" to a specific location in the physical world. To this end, developers have to draw a virtual map of the surrounding space, select and process the so-called "natural markers". They can be any suitable objects – buildings walls, columns, benches, etc. This is a painstaking and long

process. And if the installation is to be made not on an adjacent area, but in another country or on another continent, launching even a simple project could take months and require sizeable financial investments on numerous trips of the group of developers.

Our remote positioning technology completely resolves AR project localization challenges. The Arcona platform creates a virtual "model" of the earth's surface, where all existing natural markers are selected and processed. This means we cover the surface of the earth with a layer of augmented reality, or as we call it – "digital land". That way, we provide initiators and creators of AR projects with a very simple and convenient tool.

### **What traffic does a user need to view content in the Arcona system?**

For smooth operation in the ecosystem, each user will need 100 kbps on average. Our finished projects can serve an example. Take the Pompeii augmented reality park, for instance. This park covers 2 ha in total, and the application plus the content takes up 300 MB. Remember, this is an application where, besides virtual characters on the streets, we also installed an entire architectural ensemble, building interiors and animated scenes of the eruption of Mount Vesuvius.

If we were to create such a park in the center of a major city on streets where we will launch our virtual content, we have the following: with a 50 m wide street, space measuring 50 by 100 m, which is an area equivalent to 0.5 ha, will fall in the field of vision of the user. And as the user moves on the street, the content will be loaded gradually with transition from one zone to another. Now take into consideration that only the content the user is seeing at that particular moment and not all of the digital information on that area will be loaded. This means that we will share common traffic and we can see that the load on the user's Internet channel is much less compared to online broadcasting via social media.

### **By your estimates, how many users can work in the system concurrently? And what price will you set on the content of each site?**

As we have calculated, each user will require 100 kbps on average to work in the ecosystem. Using a 10 Gbps channel, we can easily support around 100,000 user connections at the same time. Based on the population density of, say New York (10,000 people/km<sup>2</sup>), 100,000 users will be distributed on roughly 100,000 ares, with all users connected at the same time. Based on the price of 100 tokens per are, we have 10 million tokens.

Further, based on the commission for each transaction: we expect that in key locations in the Arcona ecosystem, one interactive banner can cost at least \$50 per month. An owner of 1 are can place 10 banners, which means monthly revenue of \$500. With a commission per transaction of 0.2 %, the system gets \$1, which means \$100,000 from the entire area. Even if just 10 % of what we have describes works, that money is fully sufficient to maintain land on servers and the on the Internet. Arcona will buy its own servers.

No one today is asking Facebook the cost of maintaining one user. Everyone simply understands that these figures are not comparable with the company's revenue.

### **What principles is your technology based on and can I learn more about it?**

The Arcona ecosystem is based on an automated platform which combines distributed GIS features, augmented reality technology, 3D simulation, artificial intelligence and blockchain architecture principles. The layer of augmented reality at a location can be accessed using a wide variety of mobile devices (smartphones, tablet computers, smartphones + augmented reality headsets, HoloLens helmets, AR lenses, etc.) with the installed AR Viewer client application.

The AR Viewer is a free cross-platform multi-user software, which enables members of the ecosystem to view augmented reality objects in the physical world.



## **Marker objects are dynamic and constantly changing. How will the system take such changes into account?**

Natural markers are background objects, and our task is to select the required number of constant descriptors which are either unchanging or their variation can be predicted. Also, we have developed a program for constantly monitoring our digital land, including with the enlistment of users. Feedback with a user device will populate our database with information on critical changes, and testers will be rewarded for assisting the system. We will roll out this program mid 2018.

## **How will such a global system operate uninterrupted 24/7?**

The financial model provides for sufficient investment in the necessary equipment and resources. Furthermore, we are supported by Microsoft Intel and Amazon resources.

## **ICO general questions**

### **How are you going to scan the world?**

With the existing AR platforms it is very massive job, because you need scan all the world with your mobile phone to create the AR layer. Our technology solves this problem and the platform can generate the AR layer on the entire surface of the planet without scanning. We can superposition the mobile device on the openair without GPS. We are using the real world objects and AI that does the positioning.

### **Is Arcona intended to be the foundation for other apps to be built on? For example, could a PokemonGo type game be built on a 3rd party app but use the Arcona AR layer as the foundation?**

Presently, only professional AR developers can create AR experiences. Therefore, the end user has the only available role of buying and using what others created, not being able to use his creativity potential to build his own AR experience. With Arcona Core you do not have to visit the place, all manipulations are carried out on your computer screen. This enables to create projects much faster and considerably cuts costs.

### **I want to win a plot of Digital Land. Any tips on how I can do it?**

Last week we were giving away the plots of the Digital Land in ten most visited and expensive cities in the world. We presented our participants with the Digital Land in Istanbul, London, Barcelona and many other cities! And every day the number of people willing to become the winners was growing.

We've prepared a few facts about how some users are fighting for the right to become the owner of such a nice prize.

#### **1) Periodic purchases**

We noticed that some users buy a certain amount of tokens every hour tracking rates. This strategy has already helped five users to get the Digital Land at a high rate.

## 2) Night investors

It's not a secret that the Arcona project involves the whole world, which means different time zones for the customers. And everyone has a chance to win a certain plot of land.

## 3) Pure luck

Just a couple of hours ago we had a real battle for the piece of land in Barcelona. Some people tried to get the land. Someone obtained 2,000 tokens and someone 1,000. Since we practice a random choice of winner each user has a chance to get a digital asset. However, we must not forget: the more is invested, the higher a chance to win.

We hope that these small lifehacks will help you to work your own strategy out and become the owner of the desired piece of land.

👉 P.S. Learn more about all the rules <https://www.arcona.io/doc/Arcona%20R%20Eng.pdf>

### **How do you bid for land?**

These lands are being given out randomly with a probability proportional to the amount of your contribution.

### **When the token is planned to be released coinmarketcap?**

Once Arcona will be listed on different exchanges the project will be listed on Coinmarketcap.

### **What exchanges you are going to be listed in, and when?**

In a month after the ICO is finished we are planning to be listed here - Binance and Kucoin. We are in talks with another 2 big exchanges as well. We are accurately watching all Stock Exchanges as there are quite few of them at the moment and choosing the most settled and reliable ones for our customers.

### **How can I buy Digital Land and how much will it cost?**

First of all, you can simply win Digital Land during ICO just by buying tokens at arcona.io. Every 6 hours we raffle off a piece of land in the finest cities of the world. Join our TG channel to be up-to-date [https://t.me/arcona\\_ico](https://t.me/arcona_ico)

After the ICO, there will be regular auctions exclusively for arcona token holders, where they will be able to bid for land. The starting price has been set at 1 token for 1 square metre. The final price for each piece of land will be determined only by demand. These closed auctions will be held for 3 months only, until arcona tokens are launched on cryptocurrency exchanges. Therefore, only token sale participants will be able to choose and acquire the best digital land. Such land auctions will be extremely rare after the full-scale launch of the platform in 2019. Digital land will be mostly available on a long-term lease for those looking to create their AR projects. The rent will be determined based on an analysis of the market value of the arcona token and the demand for the Digital Land.

As a commodity, digital land is unique in that it is not land itself that is bought, but the income it brings. The higher the income, the higher the value of the digital land.

A piece of digital land will, therefore, have a higher value in populous cities with high tourist traffic, which is pretty much comparable to the commercial value of physical land.

### **Can I reserve a plot of Digital Land now?**

At the first place we planned to start distribution of Digital Land after the Marketplace is launched. We have noticed that demand for Digital Land is quite high and we decided to make it possible to reserve it before the ICO ends. Now you can spend 50 ETH and over on tokens and get an exclusive right to reserve a plot in desired location. We have already reserve plots in UAE and Spain for our large tokenholders.

### **Why is your token so expensive?**

It is a very relative judgment. Arcona's objective is not to earn on the tokensale, it is to develop an Ecosystem and give an opportunity for everyone to become an owner of the Digital Land and create there any AR content possible. The minimum purchase is 10 tokens (0,025 ETH), which was determined by our founders and is a base price for a land plot during future auctions.

We are counting on the organic growth of arcona token due to the growth and development of Arcona ecosystem. By setting up such base price for our token we are eliminating speculators and preventing them from the pump-and-dump behavior.

### **What I can do with arcona tokens?**

Our token is meant for pure utility within the Digital Land. The Arcona token is the universal internal currency of the Arcona ecosystem. It is used for the purchase of all digital goods and services in the ecosystem. The Arcona token will assure the infrastructure required to build the new digital layer in real space. It will enable the ecosystem to replicate itself and be filled with a variety of content.

Even though you may also sell it on the exchange when it is listed after the ICO is over, we would recommend to wait till the Ecosystem is ready and fully functional as the value of arcona tokens will be determined based on the development of the project, new technological solutions, the expanding ecosystem, the growing number of participants, the quantity and quality of the projects on the platform and the price of Digital Land.

The growing number of digital assets exchangeable for arcona tokens will result in the arcona token becoming scarce, therefore more valuable.

### **Does Arcona have any patents for the technology it is providing?**

Pilgrim XXI, an augmented reality (AR) startup designing the blockchain-based platform Arcona, has obtained a patent for its new algorithms. The patented algorithms will help Arcona create the world's first digitized zones, which will appear next year in New York, London, Paris, Tokyo,

Beijing, Rome, Mexico City, St. Petersburg, Istanbul and Barcelona. The goal is for an AR layer to cover the Earth's surface by the end of 2019.

To develop a series of state-of-the-art algorithms called Arcona.Core, Pilgrim XXI has applied the latest scientific achievements in the areas of computer vision, prototyping, applied mathematics and neurobiology.

For more info, please read full article <http://forklog.net/ar-startup-pilgrim-xxi-patents-new-algorithms-for-creating-digital-land/>