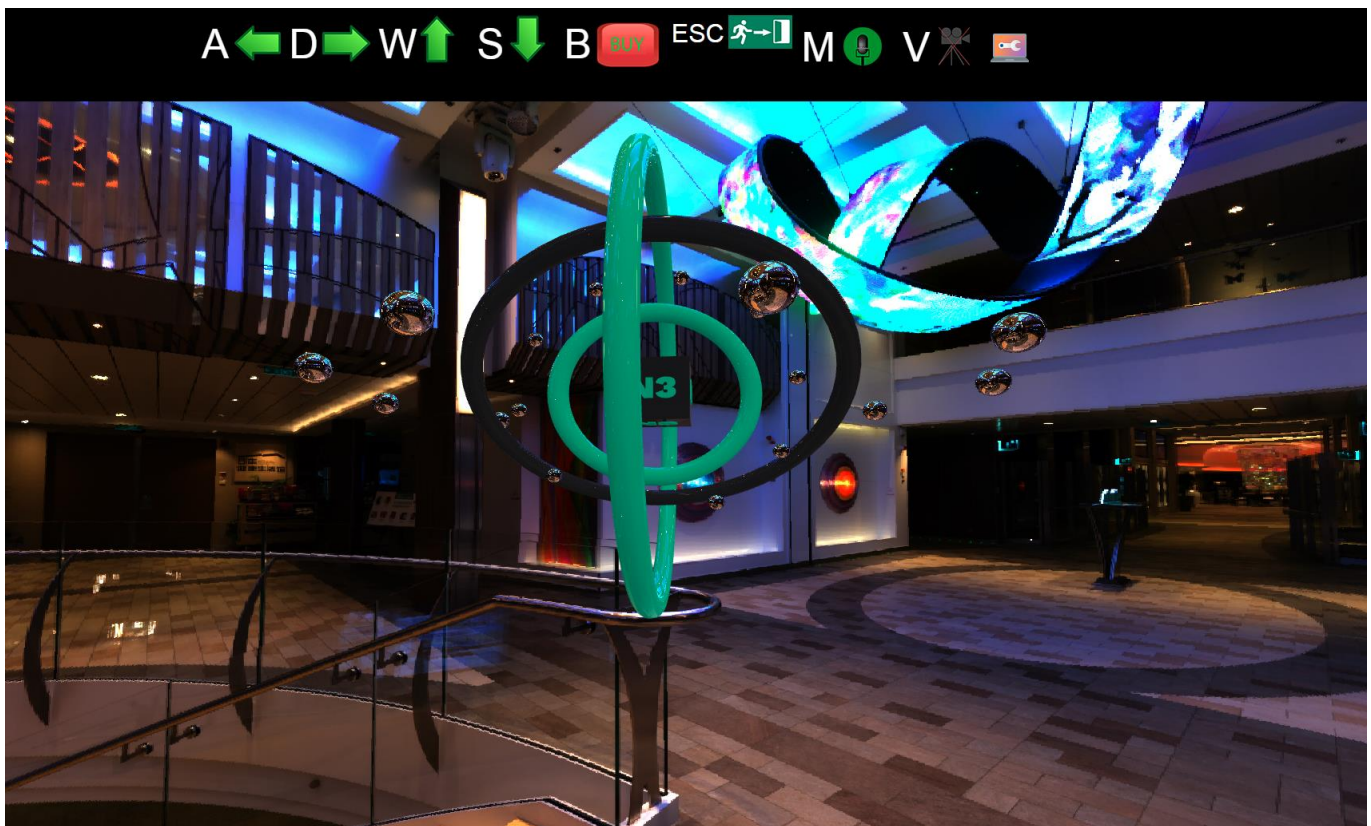


NEO3D LIVE

TO THE CARDANO COMMUNITY. This is the original white paper for *Neo3D Live* that was entered into the recently held Metathon hackathon held by the Metaverse Alliance. This is the dApp described in my Catalyst proposal, whose smart contracts and wallet interface code will be migrated over to the Cardano blockchain. In addition to the migration, the ability to hold exciting live auctions will be added to the dApp, where NFT artists can entertain their fans & prospective buyers in a fun 3D virtual world where they can see each others faces and hear each others voices, thanks to the dApp's integrated video conferencing. This dApp was a **winner** in the Metathon hackathon in the *SocialFi* (social finance) track. You can see the contest results here:

[Metathon Hackathon Winners](#)



*Preface: The picture above is a screen capture from a **Neo3d Live** world. It is by the artist SomniumWave and it is a fully interactive animated model that he is selling as an NFT on Ghostmarket, a popular NFT exchange. It can be bought directly from within his NFT Showcase, a world that exists in **Neo3D Live**, without ever having to leave the virtual world.*

There is a **live demonstration** of **Neo3d Live** here:

<https://neo3d.live/metaverse>

This link takes you direct to the *SomniumWave*'s NFT showcase, so you can see the 3D animated, interactive NFT:

<https://neo3d.live/metaverse?world=nft-showcase>

THE NFT MARKETPLACE COLLIDES WITH THE METaverse

NFTs are the hottest social craze on the Web now and there is a wave coming that will reshape the entire NFT universe. Like any tectonic shift in the structure of a multi-billion dollar



marketplace there will be winners and losers, the quick and the dead. Despite being very early in the NFT supercycle this rapidly changing landscape is about to change radically. The flat, Web 2.0 NFT marketplaces filled with an endless sea of indistinguishable NFTs are now a thing of the past.

Neo3D Live is the first truly interactive Metaverse that exploits the full power of Web 3.0 technologies. As you can see in the screenshot above, taken from a **Neo3D Live** convention center, the lonely, isolated experience of *both* buying and selling NFTs is transformed into a rich social experience. NFT artists can hold **live auction events** and invite their fans and potential customers to real-time auctions that feature **fact-to-face video conferencing** integrated directly into the 3D world.

This revolutionary change to the NFT universe will spawn a sea of new relationships based on the Metaverse and *social finance*. NFT artists will team up with web developers to create beautiful custom worlds that reflect the full creativity and expression of the artist. Fans will create digital shrines and clubs where like-minded people can share fan art that create profits both for the fans and the artist, via a chain of royalties. The *hyper*-interactive NFT showcases and convention centers found only in **Neo3d Live** will be like nothing else found on the Web right now.

THE METAVERSE FOR THE MOST OF US

There a reported 58.9 million people who are virtual reality users, but that is only 1.2 percent of the total number of Internet users! In other words, any Metaverse venture that focuses on that segment of the market is ignoring almost 99.8 percent of the population, and the giant pile of cash and opportunity that segment of the population is eager to provide! That percentage may

be even lower because what percentage of that tiny group will wear cumbersome VR headsets for the large amount of time they will spend in the Metaverse? **Neo3D Live** leverages the powerful ThreeJS graphics library, a graphics engine that nearly device on the planet can run. **Neo3D Live** will be the Metaverse for bulk of the population, not just early adopters or technophiles.

NFT SHOWCASES

NFTs are the hottest, most exciting trend on the blockchain. There are *legions* of existing and upcoming NFT artists who are incredibly frustrated by the current landscape. Their creative works are *buried* in an ocean of tiny 2D squares that no one will ever see.

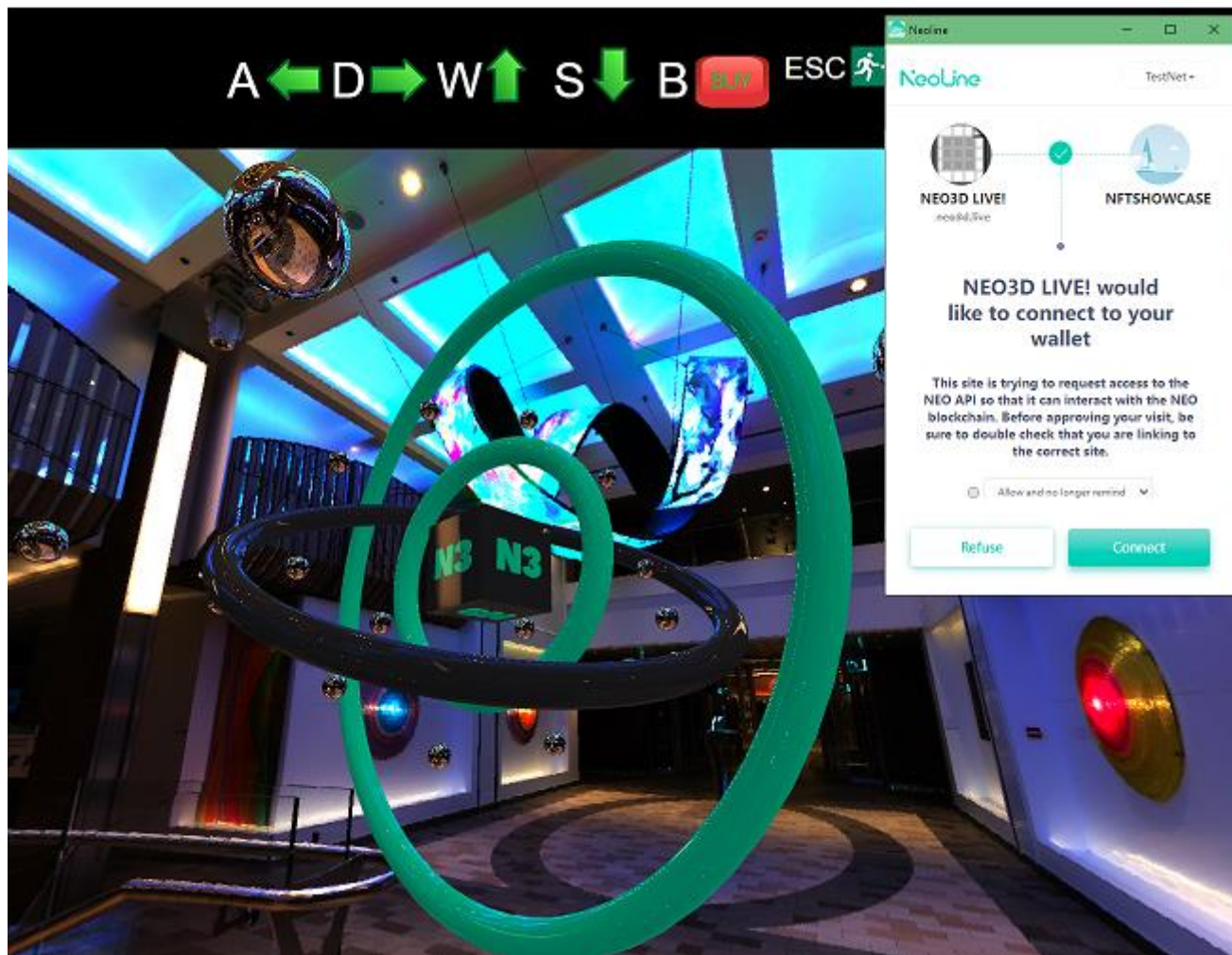
The screenshot you see below is taken directly from the *NFT Showcase* for *SomniumWave*, the first NFT artist to use **Neo3D Live**. The NFT is the animated whirling rings and metallic sphere solar system you see against an HDRI image backdrop, highlighted with a red square.

What do you think will happen when NFT artists find out that they can an entire customized, interactive, 3D virtual world of their own to feature their art, instead of a static, boring rectangle on a typical NFT exchange? They will flock to **Neo3D Live** and they will bring their fans and customers with them.



NFTs minted on other exchanges can be bought directly from any NFT Showcase. **Neo3D Live** integrates seamlessly with the powerful **NEO N3** blockchain, taking advantage of its *fast transaction rate, one block finality, and low transaction fees*.

The screenshot below shows the NFT in the screenshot being purchased via the *Neoline* wallet, a Chrome extension.



LEVERAGING WEB 3.0 TECHNOLOGIES

Neo3D Live was one of the very first companies to use the **DolbyIO Spatial SDK**. This SDK is an amazing toolkit that transforms dull, boring video conferences with their bland monaural soundscapes or at best, static stereo environments, into 3D tapestries of audio candy that delight the ear. The soundscape is truly immersive and combined with the exciting 3D animated models created by the artists to sell their NFTs, the net effect is a lively social experience where people can move freely about the world and chat with each other.

The idea. Let Metaverse residents form *meaningful connections* in a virtual world that will run

on common hardware, including the millions of smartphones that may be the only link to the Metaverse a citizen in an economically disadvantaged region has. This is a link that has the true power to uplift the millions if not billions of hard-working, intelligent, decent human beings whose have the misfortune of being be born in a region that is not economically gifted like other parts of the world.

RECREATE THE MARKETPLACE EXPERIENCE

Neo3D revives this wonderful experience of being with people in a common location by providing true 3D sound that reflects your movements and the movements of everyone around you. In addition, the Neo3D world is full of interactive picture displays and video screens that create an intriguing and soothing ambience that is not only relaxing but also inspiring.

By combining true video conferencing where participants can see each other's faces as they talk to one another and move about a fun virtual world, people can once again feel the natural human joy of forming groups based on both social and spatial relationships like they would at a party or a shopping mall.



EMPLOYMENT IN THE METAVERSE

There are millions if not billions of people world-wide who are suffering painful economic conditions. Inflation is on the rise at the worst possible moment and automation is wiping out whole employment categories and both meta-trends are predicted to get far worse. The Metaverse will be where they seek gainful employment. Here are just some of the employment opportunities they will find in the **Neo3D Live** universe:

- Booth attendants or virtual sales people for marketplaces where they will dial in and help facilitate the sale of digital goods and service, answering buyer questions and drumming up business for the makers of those goods and services.
- NFT auction barkers held on retainer by NFT marketplace designers. These auction barkers will entertain and delight visitors as they drive up the price and therefore the profits for NFT artists at scheduled auction events.
- Virtual tour guides who **Neo3D Live** world owners and renters will hire to show visitors around their properties and answer questions they have, directing people to parts of the world that interest them the most.
- Tradesman and craftsman skilled in creating content for **Neo3D Live** worlds who will wander the Metaverse offering their services to those who need them.
- And much, much, more!

SOCIAL GAMES

Neo3D Live will also provide games to encourage users to spend more time in the Metaverse. The nature and scope of these games will be determined by the NFT artists, the **Neo3D Live** team, and eventually by user created content that will offer the user monetization opportunities.

INCOME STREAMS

Neo3D Live will profit from these income streams:

- Virtual land purchases
- Virtual land rent payments
- Managed virtual properties (additional services offered to land owners like virtual attendants, promotion activities to drive traffic, etc.)
- NFT auction fees (live auctions held in the 3D environment with an auction barker)
- Deluxe world services (intelligent avatars with natural language capability, enhanced sound services and custom, advanced world object behaviors)
- Custom world development services. **Neo3d Live** will act as *optional* broker between content creators and those that seek their services.
- More...

THE TEAM

Robert Oschler is an Expert software developer with experience developing natural language processing & understanding applications, currently focused on: Natural language applications involving speech recognition (Alexa Skills and Google Assistant Apps), Neo N3 dApps, Ethereum Blockchain dApps, intelligent chat-bots, speech recognition and apps that use OpenAI's GPT-3 natural language generation API. He currently works at Android Technologies, Inc. in Boise, Idaho.

He has deep experience with C#, C/C++, Prolog, Javascript, Solidity and several other languages on the Windows PC desktop, Linux server and client web pages, NEO N3 & Ethereum blockchains, and other platforms. He also is a veteran Node.js server app developer, including skill in developing client side web pages that work with the server app.

For more details please visit his LinkedIn profile here:

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