

MiraiCoin White Paper

Mirai : A look into the future

Mirai Payments : Decentralized payment integrations
Mirai AR : Decentralized Augmented reality platform

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ABSTRACT

Mainstream adoption is an issue that is relevant for all cryptocurrencies at this point in time. We are on the cusp of the blockchain revolution. Where all industries will be affected by blockchain technology and none will remain unchanged. There are obstacles that have slowed the momentum of adoption.

This Whitepaper details the development paths that Mirai will follow in an effort to achieve mainstream adoption. Mirai will apply key strategies designed to further this goal, based around the conviction that mainstream adoption will come from ease of use and the underlying blockchain technology need never be considered by the end user.

This tenet will be applied to the development of the Mirai AR apps for Android and iOS. The apps will be fully functional with zero knowledge of blockchain or cryptocurrency. MRI will be used, bought or earned in the same manner that other games might offer gold or gems.

Incentives in the form of MRI and social rewards will be available to every user, through the option to create and add content to the platform. Again, the focus here is on ease of use, with drag and drop assets and intuitive editing tools. This includes the ability to link in websites, images and videos into 3d content.

For those not afraid to delve deeper, advanced editing options will also be available.

For developers, coding options will be available Allowing for the creation of mini games, interactive displays and app extensions.

On all levels, there is incentive to contribute to the network and earn MRI.

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TABLE OF CONTENTS

Abstract 1
1. MIRAI: A look into the future 3
2. Core Values 4
    2.1 4
    2.2 5
3. Dual Development Paths 5
4. Augmented Reality 6
    4.1 6
    4.2 6
    4.3 6
    4.4 7
    4.5 7
    4.6 7
    4.7 7
5. Mirai AR 8
6. Mirai AR Features 10
7. Mirai AR Marketing 10
8. Mirai AR Revenue Model 11
    8.1 11
9. Mirai Roadmap 12

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1. MIRAI : A look into the future

There is no doubt that blockchain technology is increasingly gaining traction in the business world. There are clear advantages for companies that adopt blockchain technology in providing enhanced security, transparency, increased speed, efficiency, greater automation and reduced costs. Some of the largest and most respected companies in the world are now developing blockchain networks.

Yet blockchain based cryptocurrency has not enjoyed the same level of positive sentiment. The prevailing views on cryptocurrency range from 'too difficult' to 'too volatile.' Opinions are also colored by the volume of reports on cryptocurrency fraud, theft and other illegal uses. It is a testament to the resilience of blockchain technology that cryptocurrency has not only survived, but is still moving towards mainstream adoption.

There are currently approximately 24 million bitcoin addresses with a non-zero balance in existence. Many users own multiple non-zero balance addresses. Even with the unrealistic assumption of 1 non-zero address per user, the current number of bitcoin users stands at 0.312% of the global population. Removing lost addresses and multi-address users, this figure could be as low as 0.15%. With a current global adoption of between 0.15% to 0.312% it is clear that there is a massive potential for exponential growth in adoption rates and value.

There is a large core group of cryptocurrency enthusiasts that believe in the future of cryptocurrency as a decentralized system that cannot be controlled by any one country or entity and cannot be stopped by laws or central authorities. These people believe that responsibility for an individuals money, should rest with that person alone. From this core group has grown a much larger group of early adopters. Businesses, investors and speculators that see the potential in cryptocurrency. This group heralds the beginning of mainstream adoption, but
there are still major obstacles:

- The perception of blockchain technology as something that is difficult to understand.
- The perception that the main purpose of cryptocurrency is to enable fraud and illegal activities.

This paper describes Mirai Coins strategies for reducing the effect of these obstacles and provides a look into the future of Mirai Coin.

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2. Core Values

At it's core, Mirai is a payment coin, developed with the potential to gain a position amongst the top alt coins. This core value remains unchanged. Mirai will continue to function as a payment coin with a fast and stable network built on masternode and proof of stake protocols.

Development will continue at an accelerated pace with a focus on website, app, API and payment platform integrations. Business to business (B2B and business to consumer (B2C tools will be developed for easier blockchain integration and advanced statistical analysis.

The final goal is to provide a suite of tools and applications that require almost zero technical knowledge to launch, use and understand. This branch of development will be named Mirai Payments.

2.1 Mirai Coin Information

Mirai coin is a blockchain based masternode and proof of stake coin. Blocks are generated every 3-5 minutes with reward of 40 coins per block, reducing over time.
Masternode holders are rewarded 70% (28 coins) of the block reward for supporting the network and processing transactions. This network will be invaluable in creating a stable transaction processing base for Mirai AR.

Proof of Stake rewards users that hold MRI in their wallets. This also expands the capabilities of the network by providing additional transaction verification. Proof of stake rewards holders, proportional to the amount they hold. The proof of stake reward amount is fixed at 10 coins (reducing at specific block numbers). Holders of more coins receive rewards sooner with a minimum staking time (maturity) of 24 hours.

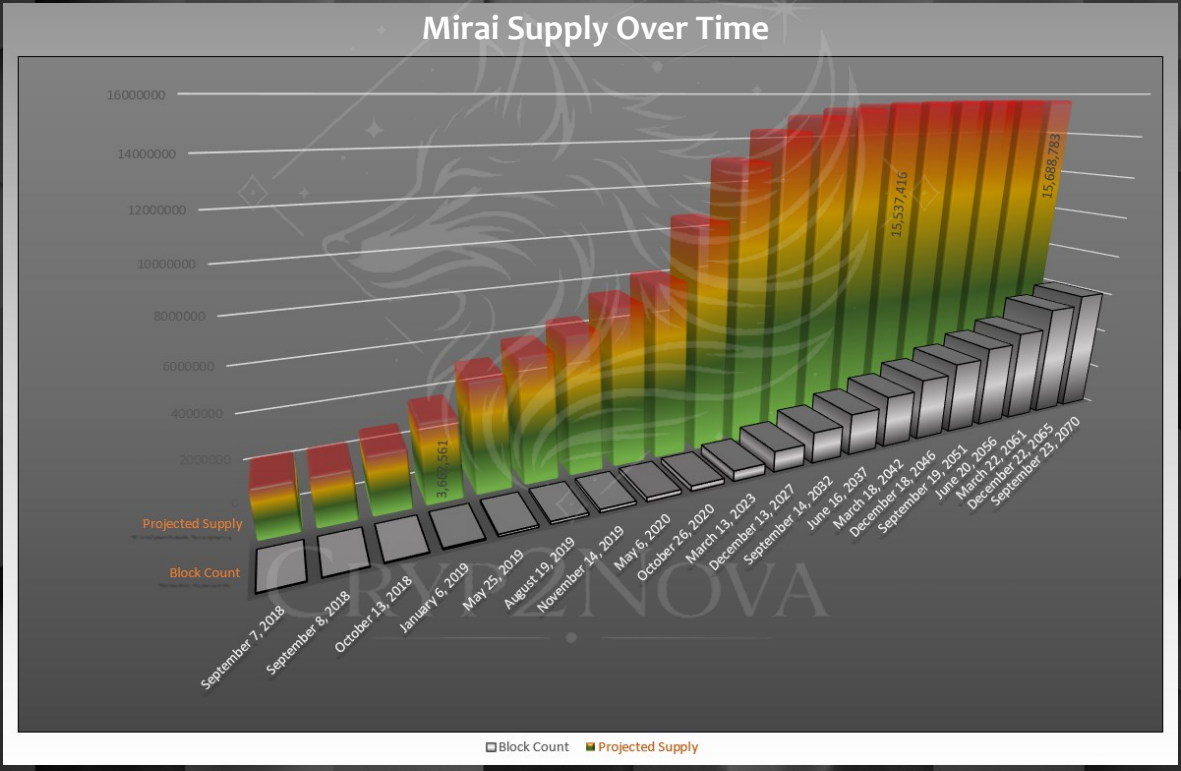
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2.2 Coin Supply

Mirai is a very low supply coin. The current supply of Mirai is 2,950,000 coins. 1,200,000 of these were sent to an unrecoverable burn address effectively removing them from circulation, leaving a current true circulating supply of 1,750,000 coins.

The maximum supply of Mirai is 16 million coins. Coin supply is expected to reach 15.7 million coins (14.5 million circulating) in the year 2099.



3. Dual Development Paths

Mirai launches its vision for the future of Augmented Reality with the creation of this whitepaper. The Mirai development team will be expanded to enable dual development paths that complement each other. This will allow for the integration of key features from Mirai Payments through Augmented Reality apps which will be created under the brand name Mirai AR. Features from the Mirai (Payments team will be applied in Mirai AR, while Mirai AR will provide greater volume and liquidity to Mirai coin.

*Mirai Payments and Mirai AR will simultaneously use Mirai - MRI currency.

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4. Augmented Reality

Augmented reality is the merging of the physical world with the digital. A relatively new technology, that has previously been impeded by the technological limits of mobile devices. Until recently mobile devices didn't have the spatial awareness to map out surface planes in 3D which is one of the basic requirements in providing a seamless augmented reality experience.

Augmented reality came to the forefront with the release and viral uptake of Pokemon Go©. Pokemon Go© however, barely scratched the surface of what is technologically possible with augmented reality. The potential applications for augmented reality are not just limited to games. In fact augmented reality has the potential to be as revolutionary and disruptive as blockchain technology.

Augmented reality enables mobile devices to function as a hand held portal, offering a freedom from the constraints of the screen dimensions. With wearables such as augmented reality glasses, this freedom is expanded. It is estimated that the global augmented and virtual reality market revenue could reach as high as $215 billion by 2021 with augmented reality receiving an estimated 65% market share.

4.1 Augmented Reality Games

One of the most popular applications of augmented reality is in the field of mobile gaming. Of all the creative markets, the majority of new projects consist of augmented reality games.

4.2 Augmented Reality Education

Education through augmented reality offers an unprecedented level of interaction. Various studies performed by the education industry have shown that interactive augmented reality applications have decreased learning times by as much as 60% while increasing applied skills and retention by over 70%. For non-creative markets, augmented reality education is second to only one other field: The automotive, aerospace and manufacturing industry.

4.3 Augmented Reality in Manufacturing

Recent statistics show that the manufacturing industry is leading the way in terms of both augmented reality application development and spending in the augmented reality sector. This is not surprising considering the results of several studies performed by the industry. An aircraft manufacturer was able to decrease the maintenance time required to identify and replace specific faulty parts on aircrafts from 300 hours to just 60 hours with the addition of an augmented reality support application. Other studies indicate similar results.

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4.4 Augmented Reality in Entertainment and Events

In the entertainment industry, augmented reality can be used as tool to enable enhanced interaction through visual cues, information and additional media.

4.5 Augmented Reality in Retail

A very promising field is the application of augmented reality in the retail sector. Spending on research and development is experiencing massive growth in this industry. Augmented reality in the retail sector offers all of the benefits of the internet in providing sales information and advertising opportunities with the additional benefit of being available on site at retail locations with the use of geo-tagging and visual markers such as QR codes and specific image recognition.

4.6 Augmented Reality in Social Media

Augmented reality in social media provides an unprecedented level of interaction and personalization. Social media content can be posted online and also on location. Photos from a location could be shared so other users, either can see those images in augmented reality when they visit the same location. This also impacts the retail sector with the ability to view media on location at retail venues such as ratings and images being visible above restaurants and cafés in augmented reality.

4.7 Augmented Reality in Advertising

The benefits of augmented reality in the advertising industry are well recognized. Placement of advertising material and interactive displays at key events in augmented reality provides a unique opportunity to combine location based advertising with detailed statistics and targeting normally only associated with online advertising. Advertising on a billboard location in the real world requires knowing statistics of passing traffic, but data is limited and static. In augmented reality a billboard can be targeted to a specific market (ie. 18-29 year old, male and results of the advertising campaign easily tracked to provide customer acquisition cost.

Note: The above sectors that show potential for augmented reality development are by no means an exhaustive list. There are hundreds of sectors that can benefit from augmented reality and only a select few have been chosen to demonstrate the potential.

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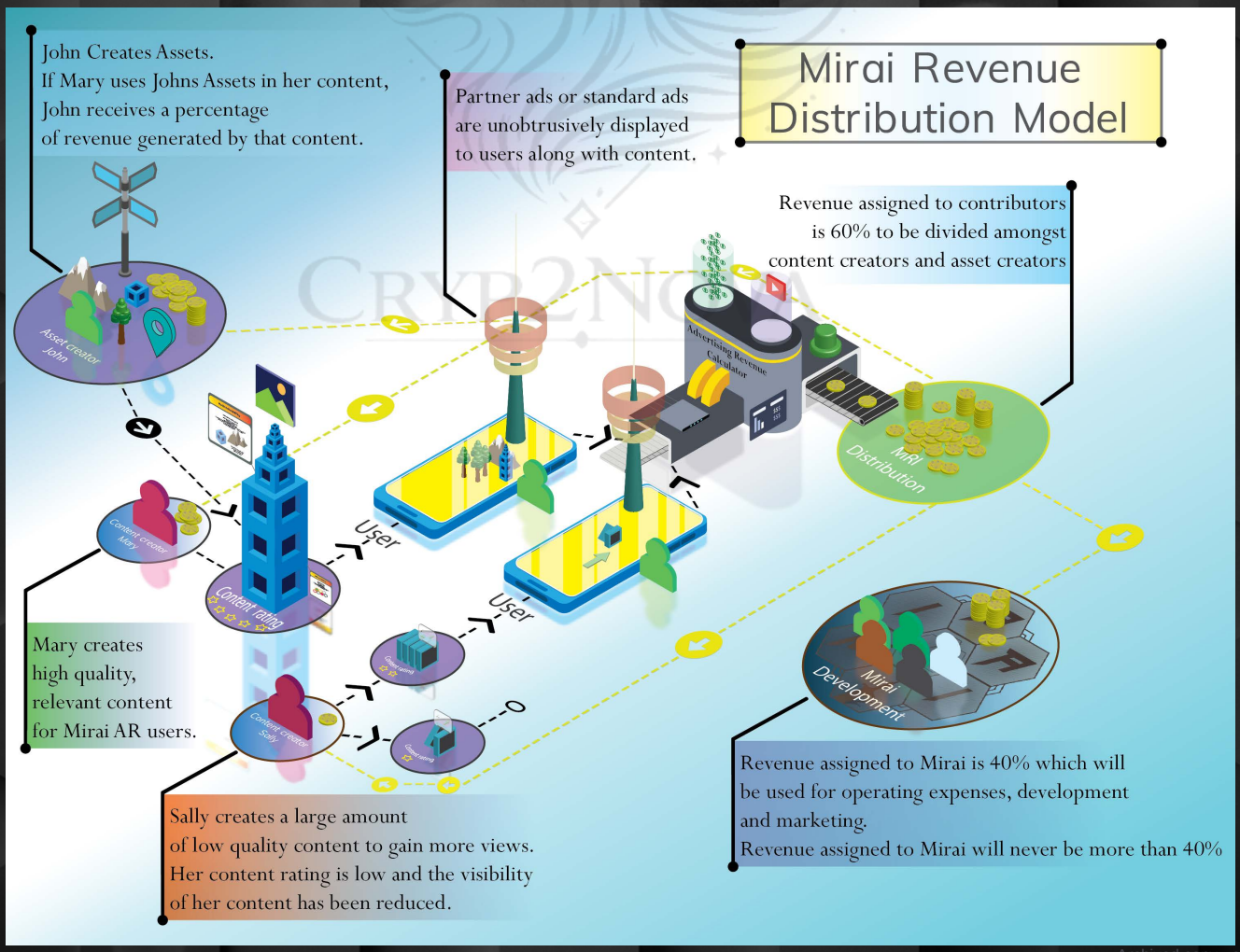
5. Mirai AR

With the launch of this whitepaper we also announce the early stages of development of Mirai AR; A decentralized augmented reality platform. Mirai AR is a website and accompanying app that will be launched on Android and IOS. It will provide anyone with the ability to add content to Mirai's augmented reality world using a simple drag and drop interface. A library of 3D content will be provided by Mirai. The library will consist of standard assets that can be placed in the augmented world, dragged, dropped, resized and reshaped. Floating text and media planes allow online content to be called and displayed in the augmented world.

Any user can access the edit functions to become a Mirai Content Creator. Content Creators are paid royalties in MRI coins with an algorithm calculating rewards based on popularity/ view count, user ratings, time spent viewing and advertising revenue generated.

In addition to earning MRI as a Mirai Content Creator, Mirai will also launch the Mirai AR Asset Marketplace. Asset Creators can upload unique 3D assets to the Asset Marketplace. These assets can then be used by Content Creators in return for a preset percentage of the royalties generated by the Content Creator at any location that they use the asset.

Content creators can access the edit functions on location. They can also use geotagging combined with a 360 degree view image, uploaded to the Mirai AR advanced content creation website. The website will provide a more advanced set of tools for precise positioning of 3D content and the ability to add code for more advanced interactions, mini games, presentations and displays.



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Example use cases:

1. On a walking trail, you come across a fork in the path with two different directions available and a sign for 'Lookout' in one direction and 'waterfall' in the other. Your Mirai AR app alerts you that there is AR content available. You open the app and use the camera to scan the sign, along with geo-tagging, the sign acts as a marker for correct placement of AR content.

In augmented reality, you see reviews for both the waterfall location as well as the lookout. You can see user images for both locations, how long each trail takes, cautions, facilities, effort ratings. You discover that the waterfall trail does not provide a good view and offers no facilities whereas the lookout provides a complete view of the waterfalls, barbeque and toilet facilities and a picnic area.



2. You walk into a shopping center/mall. You need a specific store, so you open the Mirai AR app and type in the store name. A pillar of light appears at the store location and floor arrows direct you there. Along the way a giant augmented reality lego man appears to tell you there is 30% off lego at the toy store.



3. Sitting at a cafe, you open the Mirai AR app and find there is an augmented reality remote control car and race track in front of the cafe. There is also a giant connect four game with an open invite to play. You click the invite and play connect four against someone else in the cafe. You win the game and receive a 20% discount voucher off your next café purchase.

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6. Mirai AR Features

On launch of the Mirai AR app for Android and IOS users will receive an airdrop of MRI to allow them access to premium features of the app. The majority of features will be free with paid options where a free model would disadvantage asset creators.

Mirai AR Feature list summary:

- Asset marketplace
- Advanced editing website.
- Create augmented reality content and get paid
- View augmented reality information boards.
- Interactive art displays
- Social geo-tagging. Leave your mark on the augmented world.
- Free games/ social games.
- Health and fitness (follow a Tai chi instructors moves in AR)
- Education: Change your tyre. See where to put the Jack, which bolts to undo in AR overlaid on your own vehicle. *paid and free options.
- Private AR: Share content with just your friends or a specified group. *paid and free options
- Mirai coin airdrops: You can see the cargo crate parachuting down from the sky. Now you just have to get to it first.
- Expert help: Got an emergency? Have an expert guide you through. ie: replacing a tap washer/ video card/ baby seat in AR. *paid
- Much more…

7. Mirai AR Marketing

Mirai AR will be a freemium app. While it operates on blockchain technology and offers users the chance to earn a share of the revenue generated by the Mirai AR platform, all functions related to Mirai cryptocurrency will operate in the background and remain unobtrusive. Users don't need to think about cryptocurrency at all, but have the opportunity to delve deeper if they wish.
We believe this is essential to gaining the largest possible user base and achieve viral success.

Mirai will make strategic use of advertising, social media influencers, blockchain conferences and partnerships to increase awareness of the Mirai AR app. Sponsorship of events and creation of event related augmented reality experiences.

3D content tutorials and import tools will be provided to ease the transition for Asset creators. 3D model,game development websites and tech conventions will be targeted in an advertising campaign.

In app events targeted at user retention.

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8. Mirai AR Revenue Model

Mirai AR will have a number of revenue streams, including:

- Paid advertising will be available in the augmented reality space. This can be targeted at a specific audience, location or event. It will be possible to attach advertising to specific user content (subject to our advertising best practices guidelines).

- Product placement advertising will be available.

- Animated reality advertising opportunities: That model next to the coke machine calling you over.

- Agreements with mainstream and blockchain companies will raise revenue through paid services: Mirai created interactive content for events, tourist locations, festivals.

- Paid app features include advanced education content, hire an expert, removal of advertising.

8.1 Dividing Revenue

Mirai Ar is an incentive driven app. Every user is a potential contributor that can earn MRI through their contributions. Revenue will be divided as follows:
60% of revenue is divided amongst contributors.
40% of revenue is retained by Mirai to cover operating costs and development.
This will be reviewed frequently and skewed in favour of contributors as mainstream adoption is increased.
Revenue assigned to contributors will never be less than 60%
Revenue assigned to Mirai will never be more than 40%
A reserve of MRI will be created from dev funds in the early release stages to pay contributors while the advertising network is being established.

WEBSITE

DISCORD TWITTER

BLOCK EXPLORER MASTERNODE STATS

TELEGRAM BITCOINTALK

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RoadMap

Early JUNE 2018

MIRAI LAUNCH

Mirai blockchain launched, wallet released and voluntary swap of xGOx for Mirai enabled.

MID-LATE JUNE 2018

EXCHANGE LISTINGS

After the successful launch, Mirai has been added to Crex24, TradeSatoshi and MapleChange.
Our pro-active team has audited the wallet code, discovered a potential security vulnerability and issued a wallet update in record time. Wallet update released. Transition from Proof of work to full masternode/proof of stake.

July 2018

COINSWAP FINISHED

Mirai coin is listed on SistemKoin exchange.
Mirai website released.
Mirai added to hostmasternode.com share masternode service.
xGox to Mirai voluntary swap finished.
Remaining Mirai from premine burned.
Mirai listed on masternode.online: masternode monitoring and statistics service.

August 2018

CRYPTOPIA LISTING

Mirai bitcointalk updated.
Website redesigned and updated.
Mirai added to Cryptopia exchange.

Work begins on Alpha version of Mirai AR

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RoadMap

Early September 2018
THE DRAGON AWAKENS

Mirai begins accelerated development. The first step is a focus on marketing with listing submissions to relevant cryptocurrency information sites.
Mirai added to Delta portfolio app.
Mirai added to Cheddur.
Mirai added to Coinlib.
Mirai added to Gin platform. (easy masternode hosting).
Mirai added to Coinmarketcal cryptocurrency calendar.
Mirai added to LiveCoinWatch.

Late September 2018
RELAUNCH

Mirai website relaunched with detailed updates to the future direction of Mirai.
Mirai Roadmap updated with clear timeline of dual development paths:

1. At it's core, Mirai is a payment coin, intent on being one of the top cryptocurrencies used online. Achieving this will require hard work, programming skill, a dedicated team and strong community. All technologies go through an early stage of high enthusiasm, which is tempered by clunky tools, poor unification and little to no documentation. We believe that the future of Mirai and all cryptocurrencies will be in providing the tools and documentation required to facilitate mainstream adoption. Mirai will work towards this end with the development of an interactive website and one click tools that can be used by anyone wanting to accept cryptocurrency.

Late September 2018
RELAUNCH PART 2

2. Mirai launches its vision for the future of Augmented Reality. Mirai AR will be a website and mobile app that hosts Mirai created content as well as allowing anyone to create content and assets on the Mirai AR platform.
Content will be easily created in Augmented Reality through the use Mirai AR edit mode. This consists of drag and drop assets that can be modified in realtime: Standard assets include
symbols (arrows, basic shapes, 3d emojis, floating text and media pages, more).
Content creators receive incentive rewards in MRI coins. A marketplace for 3D assets will also be established. When content creators use a 3d asset from the marketplace, the original asset creator will receive a small percentage royalty.

October 2018
ADDITIONAL HIRES

Mirai to release a series of demonstration videos and other media.
More details will be released on Mirai AR
Marketing efforts to be expanded.
Additional hires: Mirai team to grow to meet increased programming and marketing requirements.
Assessment of the suitability of Mirai codebase for additional feature integration.
Wallet update: Moved to December to minimize number of updates required.
Closed team meeting to discuss strategies for increasing liquidity and availability of Mirai currency, which will be necessary for successful adoption of Mirai Payments and Mirai AR.

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RoadMap

November 2018

TESTNET LAUNCHED

Mirai testnet created.

Beginning of planned upgrades to Mirai codebase implemented on Mirai testnet.
Begin process of listing on major exchanges.
Continued quest for additional hires that began in October.

December 2018

MIRAI AR CLOSED BETA

Mirai AR Closed beta release. (Android)
Mirai AR and Mirai Payments integration with Mirai testnet.
Work begins on establishing strategic partnerships.
Mirai AR Monetization and Mirai Payments business revenue models released.
Mirai closed marketplace developed for use with Mirai AR closed beta.
Mirai AR asset and content creation tools reviewed.
Mirai AR asset/content creation rewards system finalized.
Roadmap assessed and updated.

1st Quarter 2019

MIRAI AR OPEN BETA

Mirai AR open beta release on Testnet. (Android)
Mirai AR Advanced content creation tools released for public use.
Mirai AR Asset marketplace goes live on Testnet.
Integrations with Augmented Reality Wearables explored and planned.
Full audit of testnet code upgrades and Mirai AR Partnerships announced (subject to NDAs)
Mirai Web Wallet

2nd Quarter 2019

MIRAI AR RELEASE CANDIDATE

Mainnet upgraded with testnet code.
Major wallet upgrade (mandatory)
Mirai AR Release candidate (Android)
Mirai AR marketplace moved to Mainnet
First Mirai payments web apps released.
Mirai payments ecommerce plugins released
Mirai AR Private enabled: Share AR content with just one person or group

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RoadMap

3rd-4th Quarter 2019

MIRAI AR RELEASE

Assessment of monetization and revenue models.
Release of final version of Mirai AR.
Release of Mirai AR for ios.
Review of Mainstream adoption strategies.
Mass marketing push.
Listing on at least 4 to 5 top 20 exchanges.
Mirai AR SDK for 3rd party AR dApps.



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