EXECUTIVE SUMMARY

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Over is a World Scale, open-source, AR platform powered by Ethereum Blockchain.

Over makes it possible for users provided with a mobile device or smart glasses to live interactive augmented reality experiences customized in the real world.

Over can be defined as a new standard in augmented reality experiences by placing itself as the first content browser where the user does not choose the contents but the world submits the possible experiences based on its geographical position.

Over adopts the open-source philosophy, meaning that the entire Over community contributes to its growth, thus making the platform-independent of its creators.

Over uses the Ethereum and Polygon blockchain to decentralize all the token exchange dynamics between the users.

OVR token is a utility token based on Ethereum's smart contract ERC-20 standard.

OVRLands are parcels stored inside a blockchain-based ledger that make up the digital layer of subdivision of our planet into hexagons.

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OVRLand token is a non-fungible token based on the ERC-721 standard that also allows decentralized possession of digital assets such as OVRLands and Over Experiences, that are superimposed on reality through the eye of a mobile device or a smart glass, give life to augmented reality experiences.

OVRLands are freely tradable among users in a decentralized fashion through the use of the Over marketplace and OpenSea. OVRLand owners can decide what kind of experience the user will experience once entered into the OVRLand.

Therefore the community has complete control over OVRLands and Over Experiences.

AR experiences can range from static 3D content and interactive highly complex and hyper real scenes that make virtual content merge with the real world by engaging the user to a physical interaction with the surrounding world. So far, the system exploiting these experiences are mobile devices based on iOS and Android and Smart glasses such as Hololens, Magic Leap and AR low cost headset based on the holokit project.

Over, acting as a platform, supports the current hardware available on the market and with software integrations will support all-next generation hardware launched on the market. The platform, therefore, stands as a hardware-independent standard. The Over Experiences can be realized and published thanks to a Unity3D-based SDK and a Web Builder, community users can undertake buying and selling experiences inside the platform.

Unity3D, among the leading real time 3D development environments on the market, has been chosen for its versatility, diffusion, and ability to manage a cross-platform compilation of projects thus supporting mobile devices and smart glasses.

Over implements a decentralized publishing system based on publisher/advertiser principle where the Over Owner can earn OVR token by inserting the sponsored content proposed by advertisers into the augmented reality experience.

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Over is unstoppable because once implemented in the blockchain, no one will have the power to change the software rules, the OVRLand contents, and the crypto token economy.

The moderation activity will be managed by the community itself through a DAO with a reporting system with the management of blacklists maintained by the nodes.

Over is focused on the rapid growth of the mobile AR and Smart Glasses sector and introduces the following main innovations:

- Development of a decentralized and unstoppable open-source platform managed by the community with its own coin and its own ecosystem.
- Buying and selling digital assets (lands, contents, advertising) with the OVR utility token
- Development of a combined tracking system that uses GPS, computer vision algorithms, and the inertial system onboard the device to bring the user experience to a new state of the art of outdoor and indoor AR.
- The use of the IPFS* like protocol to decentralize the storage of 2D/3D assets by making the entire platform unstoppable and independent and remunerating the nodes that share their storage space and bandwhidth
- Decentralization and community-powered ecosystem

Over, as you will realize in the following paragraphs, is disruptive for different sectors in addition to augmented reality such as:

- Digital content monetization
- Digital advertising
- Digital experience monetization
- P2P jobs

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The Market

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