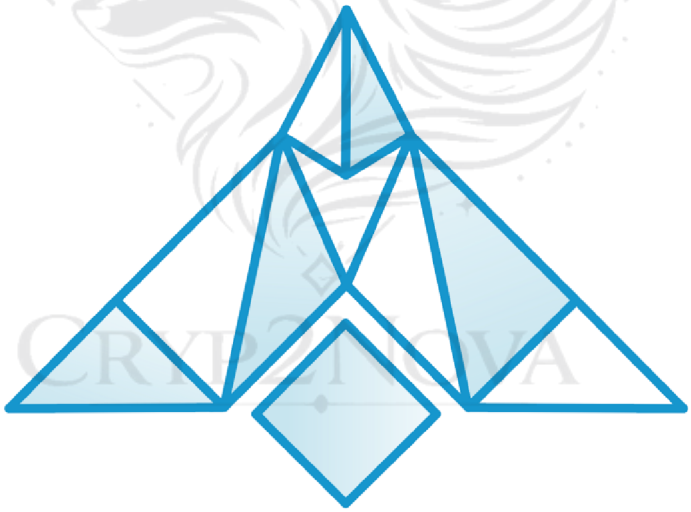
SNPad
The Real Advertising Revolution

lightpaper

We replace all the ads in the digital environment: on Television, Internet Browsers, Billboards, Online and FM Radio.



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Abstract

We live in a world with advertisements influencing our everyday life and there is absolutely nothing we can do about it. The only moment we are completely ad free is during sleep. Otherwise, we are surrounded: we see or hear adverts on the radio, in newspapers, on television, we have them present in public spaces, both offline and online.

It has been observed during the last few years that the human brain has developed a certain avoidance mechanism against these invading advertisements, making the current situation and related problems both obvious and unacceptable for marketers.

Similarly, the tech evolution has contributed to the decrease in such content exposure. The average global adblocking rate at the end of 2020 was estimated at 42.7 percent. Furthermore, new regulations such as GDPR have also significantly restricted the online data collection process in Europe.

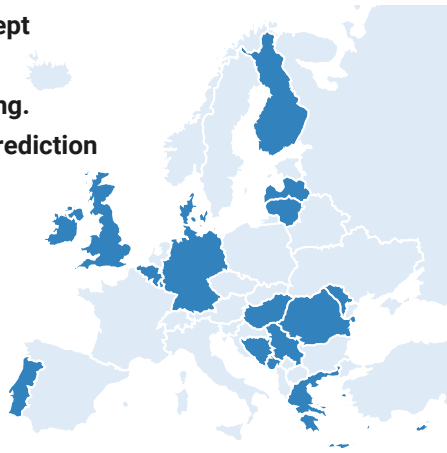
An essential step was taken by Hu-manity.co in supporting the 31st human right: "Everyone has the right to legal ownership of their inherent human data as property". Ideally, users would be able to only see the ads they wish to see, without revealing any personal data, while the advertisers could target their market segments without wasting money on ignored ads.
The solution is SNPad, a decentralized and transparent project based on blockchain where advertisers can publish ads on TV, radio, on the internet or digital panels, targeting their desired users without first having access to their data. The user is the one who gets to decide what content to view by defining clear filters; in order to stimulate the brain's decision to assimilate the information, SNPad offers the user a considerable share of the paid price allocated by the advertiser for that ad. In addition to the platform offering small advertisers the opportunity to publish their ads on users' TVs at very low prices, the users are given the possibility to interact with ads in various ways, subscribe to a particular advertiser or even block those they do not appreciate. SNPad uses the SNP token on the platform for publishing, rewarding, and much more.

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INTRODUCTION

The advertising industry dates back to ancient Egypt ancient China, and the Middle Ages in Europe, continuously evolving from newspapers, posters, and billboards to radio, television and the internet. Companies have grown dependent on the advertising industry in order to boost sales and one particular study shows that the amounts spent on advertising in 2021 reached up to 772.4 billion USD.

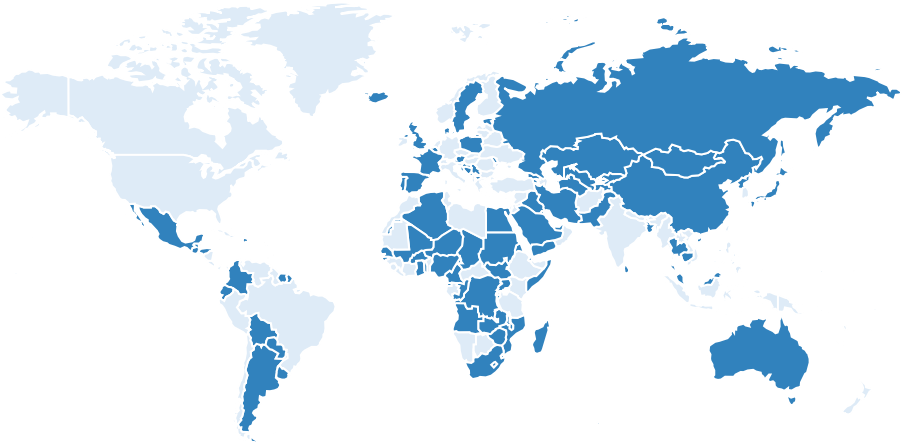
In 2016, internet advertising became the first choice in the advertising world and has kept on increasing in its market share since, leaving radio, TV, billboards and magazines far behind. Unfortunately, alongside this rapid development, problems have also been arising. The biggest one is fraud (invalid traffic); in 2018, it had reached 35 billion USD, with a prediction of 100 billion USD by 2023 [3]. Radio and TV advertising are losing considerable ground mainly because of being unaffordable for small companies. The statistics offered to advertisers for TV or radio are, in most cases, purely speculative and the fact that users cannot be targeted makes the internet their first choice in terms of advertising.



The evolution of the internet has not only led to the most reliable method of advertising but has also given birth to a new technology. It is this technology that certainly changes the perspective of digitization, as a relatively old technology was digitally transposed in 2008 by Satoshi Nakamoto. It was called “Blockchain" and only a year later it became the host of Bitcoin, the first ever cryptocurrency.

In 2015 Vitalink Buterin launched the Ethereum platform, also basing it on blockchain. This time around, it provided an asset called a "smart contract" that allows the development of source code on blockchain in a decentralized and transparent manner.

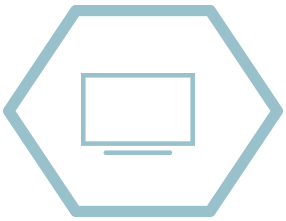
Advertising needed this missing piece, the blockchain, but the smart contract is the key to solving all problems. SNPad brings all these technologies together, in a single platform, thus taking advertising to a new level.



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PRESENT CHALLENGES ON THE ADVERTISING MARKET

TV publicity



The commercials that appear on TV last for an average of 30 seconds and are usually grouped with other commercials. This requires the advertiser to highlight the quality of their brand in a relatively short time. Because of this, it can often prove to be very difficult for the advertiser to bond with their audience. Moreover, in order to increase the adverts impact and to ensure that the brand is committed to the consumer's memory, the advertiser is forced to use campaigns over a long period of time.

Competing on a highly crowded market, companies fight for limited advertising space, causing a significant increase in advertising costs, making it only affordable for the larger companies. The cost of an advertising campaign particularly depends on when the advertiser wants to publish the advert and on the chosen media entrusted with publishing the ad. The prime time (19:00 - 23:00) costs are even higher and mostly fluctuate based on the tax levels, the rating points, or on the set time. Campaigns outside of prime time are cheaper, but also imply reaching out to a limited audience.



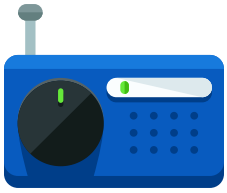


Numerous viewers perceive commercials as "white noise" while doing chores or even switch between channels when the commercials start running. Sadly for the advertisers, the public's feelings towards advertising campaigns are predominantly negative, causing TV advertising to lose ground globally during the past few years.

Consumers in general, but mostly teenagers, have shifted towards other entertainment media, thus television advertising is prone to losing even more consumers if things don't change.
Another big disadvantage present in television advertising is the lack of real-time feedback from the consumer. There is no opportunity to skip an advertisement, and nor is there one to appreciate or block an advert. TV has failed to keep up to speed with these technological updates. Advertisers have no other means of segmented targeting apart from selecting their broadcast hours and best fitting the destination of the media channel; moreover, they cannot assess the impact of the campaign in terms of reach, success, or profitability.

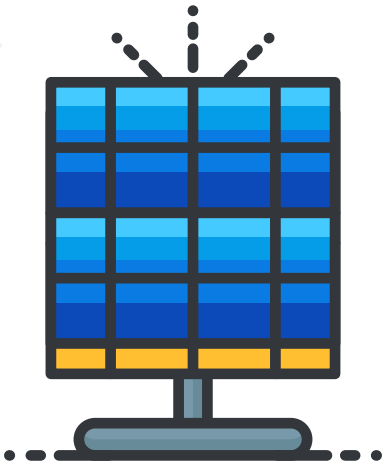
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Radio publicity



In the 1950s, it was feared that radio advertising would disappear once TV advertising became more and more popular, but it did not happen. Instead, stations adapted to the changing customer needs and managed to gradually attract an even wider audience. The car is the number-one choice for listening to the radio, followed by public places, and ultimately at home. It is unlikely for the radio to disappear in the near future, therefore remaining a lucrative advertising media. Nonetheless, it still presents a part of the disadvantages that TV does, with respect to lacking feedback from and interaction with the consumer. In addition, there is no specific user targeting. Unlike the TV, radio advertising has a price advantage as it has a lower cost for both producing and streaming the ad. The internet has strongly contributed to the expansion of radio advertising, since most radio stations began broadcasting live via the internet; regrettably, the principles behind advertising did not evolve apace

Street publicity



Street advertising demonstrates an upward trend in recent years, reaching a staggering 6.7 billion USD spent in 2019 and being estimated to amount 15.9 billion USD by 2027. The digital out-of-home media (DOOH) is constantly growing due to the fact that technology is also evolving. Billboards are more and more present, especially in malls, shops and public institutions. Unfortunately, this type of publicity follows the TV and the radio in their lack of advanced consumer targeting and the impossibility of generating statistics on the unfolded campaigns. There are examples of digital panels capable of offering consumer interaction of collecting feedback from them, but extremely few.

Online publicity

“People are right that Google and Facebook do have a lot of data and there are nuances where they can use this data to be manipulative.” - Eitan Hersh

At the beginning of 2018, the "Facebook - Cambridge Analytica Scandal" revealed that personal data of millions Facebook users had been collected without their explicit consent to then be used for political advertising. This data was basically used to support the Trump presidency campaign, having users receive personalized advertisements depending on the traits of their created Facebook profile.

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By April 2018, Facebook had decided to adopt and implement the European GDPR regulation in all their impact areas, even those outside the European Union. In July 2019, the Federal Trade Commission decided to hit Facebook with 5 billion USD fine as a result of their personal data breaches. In 2019, Netflix launches a movie called "The Great Hack" featuring the Facebook Cambridge Analytica scandal.

In the aftermath of this scandal, users have become more skeptical about the use of their personal data and the giant companies have started having problems in processing data and forming virtual profiles; however no one knows exactly how this data is being used.



When it comes to internet advertising, this method is the most advanced from the technological point of view and is still preferred by advertisers simply because they have a complete set of tools at their disposal. Advertisers can target their consumers using specific details, selecting from an array of available criteria, such as age, gender, geographic area, language and many more parameters. The statistics resulting the advertising campaigns are elaborate, accurately displaying the KPI results based on the targeted segments.

The proliferation of AdBlock applications and their increasing adoption among internet users represents the greatest drawback with online advertising, causing losses of over 30% of total users simply because of their ad blocking plug-ins. Another sizable drawback is the level of fraud behind online advertising. An example of such fraud is the clicks given to exhaust competition’s balance or the invalid traffic made by publishers in order to increase their revenue by consuming the balance of advertisers. Despite these major disadvantages, the internet is still the first choice in the category of advertising.

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ADVERTISING CALLS FOR AN UPDATE

SNPad's vision on the future of advertising



We believe that when a person sees or hears an advertisement they must actively notice and consume its content. Thus, that person becomes a consumer by investing time and their attention in that advertisement. In exchange for the received information, we believe that most of the price paid by the advertiser for that ad belongs to the consumer and, when felt appropriate, a small part to the publisher; this is the only way the effect of "banner blindness" can be stopped, an involuntarily effect learned by the consumer's neurons. The consumer must receive a reward for their attention to the advertisement, regardless of the media it came from: the TV, radio, street advertising or from the internet.

The ability for consumers to provide feedback after watching an advertisement is essential for advertisers as well as for consumers. The consumer should be offered the chance to completely ignore an advertisement that they do not want to see, the right to express their opinion on the content of an ad, and even the right to choose the appropriate intervals for seeing or hearing the advertisements. To get rid of the fear of psychological advertising, advertisers must understand that an advertisement cannot be force-fed to any consumer, nor be based on the traits resulted from their virtual profile and nor because of some carefully selected criteria. We believe that human rights and freedom of choice are far more important than any marketing strategy or analysis.

That's why SNPad has changed the rules of the game and offers reverse targeting, so that the consumer can target the advertiser and not the other way around.



Therefore, these ads become even more targeted since the consumer actively wants to watch them. With SNPad, publishers have to share their profit with the consumer if they really want them to consume an ad or disable AdBlock solutions. It is our belief that there should be a special connection between the advertiser and their consumer based on active communication and feedback, thus creating a win-win scenario.

Transparency is fundamentally needed at this point in advertising and this is exactly why SNPad solutions are blockchain integrated, in order to insure total transparency.
With SNPad all advertisers are equal, offering the same opportunities both to huge, powerful companies as well as small companies who have a significantly lower advertising budget.

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SNPad on SmartTVs

Statistics show that in 2018 more than 70% of the total of TVs sold belonged to the SMART-TV category. The connected TV penetration rate in the United States rose to an all-time high in 2022, with 87 percent of American households owning at least one internet-connected TV device. Going one step further, the internet penetration rate in people's homes in the first quarter of 2022 was 62.5% globally, with Northern Europe ranking first with a 98 percent internet penetration rate among the population.



70% +
Smart TV penetration rate

98 %
Internet penetration rate in Europe

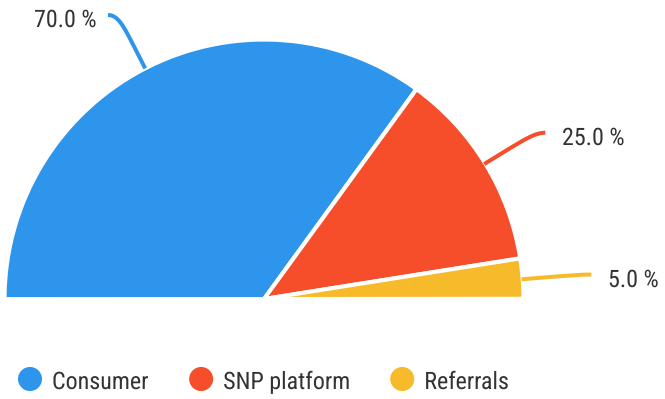
62.5 %
Global internet penetration rate

Having all the benefits of technological advances at its disposal, SNPad is reinventing TV advertising in a very simple yet efficient way with the SNPad application.

The SNPad application can be installed on smart TVs directly from the TV applications' store . After the installation itself, it is necessary to configure the SNPad application following the indicated steps. The application will generate an Ethereum blockchain address to be able to communicate within the blockchain.

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How does the SNPad reward system work on TV?



For each ad viewed via SNPad the user receives a reward of 70% of the tokens allocated by the advertiser for publishing that ad. The only exceptions to the reward system are those SNPad ads from advertisers that the user has specifically expressed that they wish to watch without receiving any reward. Only fully viewed SNPad ads are rewarded. SNPad ads with MULTI-AD interaction have a special reward for each ad and this is equal to at least the same amount for the main ad.
For more information, check the whitepaper.

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What interaction methods do SNPad offer?

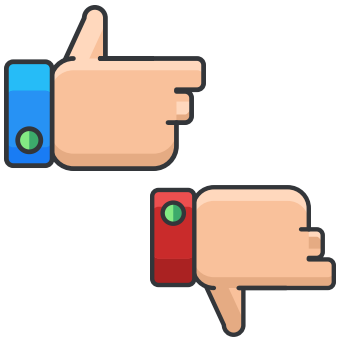
SNPad TV commercials may contain user interactions if this option is chosen by the advertiser. These involve using the TV remote control to interact with the advertisement. MULTI-ADs involve at least one or up-to four ads with additional details regarding the main ad. MULTI-ADs are intended to provide additional details if so chosen by the user.



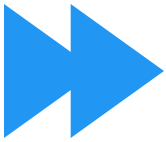
For example, a main advertisement for a mobile phone may have four other sub-ads, such as individual presentations for: Camera, Design, Performance or Display. At the beginning of the main advertisement, the user is informed through a message "This SNPad advertisement contains interaction" and during the last 10 seconds of the advertisement the four colors on the TV remote control would be displayed, RED, GREEN, YELLOW, BLUE in the lower half of the TV screen, each with details about a possible additional presentation. Should the user agree to watch an additional presentation, the selected color remains active on the TV until the end of the 10 seconds and the message with the selected destination is displayed in the corner of the TV, for example: "Next: Design". After watching the additional ad the rest of the options will appear in the last 10 seconds of the ad, except for the ones already viewed, since it can't be watched again. If the user watches all sub-ads, the cycle is considered closed and goes forward to the next general ad.



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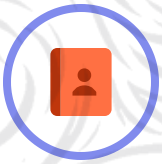
After seeing each SNPad ad, the user can add a LIKE or DISLIKE to the ad or even add that advertiser to their SUBSCRIBE list, by using the colors on the remote control, since pressing any color in the default SNPad ad sessions displays the LIKE, DISLIKE, SUBSCRIBE or BLOCK buttons. If the user wishes, they can use the BLOCK function to block that advertisement from being shown again. If they want to completely block the advertiser and all its ads, this option is available in the application settings.



The user can skip any SNPad ad if they do not like it by pressing the BACK button on the remote control, however, the reward will not be received. Ads with QR interaction involve the use of the SNPad mobile application. Similar to MULTI-AD ads, this type of ad is announced by a displayed message at the beginning of the ad. During last 10 seconds of the advertisement, a QR code will be displayed on the TV screen and it must be scanned with the smartphone for the additional reward, if so desired. Scanning the QR code guarantees at least a reward equal to that obtained from viewing the initial SNPad ad if the user meets the conditions required by the advertiser. After scanning the QR code, the user can receive three types of additional reward offer:



Additional Reward for correctly answering to three questions regarding the previously watched ad content.



Additional Reward if the user adds to their Contacts list the advertiser's phone number on their phone.



The possibility of winning a coupon. This type of interaction is announced on the TV while displaying the QR code

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SNPad on NON-SMART TVs



YES, non-smart also means the classic TV. SNPad is designed to be operable on any type of TV. Since the SNPad application cannot be installed on a NON-SMART TV, we have brought another product to the table, the SNPad STB (Set Top Box): SNPad STB is a TRI-BAND DVB-C, DVB-T and DVB-S + IPTV signal receiver; in other words, it can be used in any television system to give it the same operating capabilities as a smart TV.
SNPad STB can also be used on a SMART TV if wanted, having SCART, HDMI, VGA ports that can be used on several devices. In the SNPoS image for STB, the SNPad application is directly integrated into the menu in the network branch. From there, the SNPad setup is executed, and the on-screen wizard has to be followed. At the end of the setup, the slave account of the STB must be paired with the master address of the user.

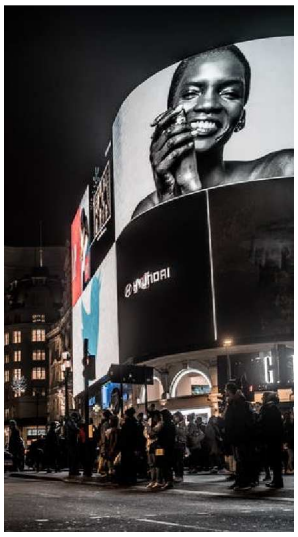
More details in whitepaper.

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SNPad on digital panels - Digital Billboards

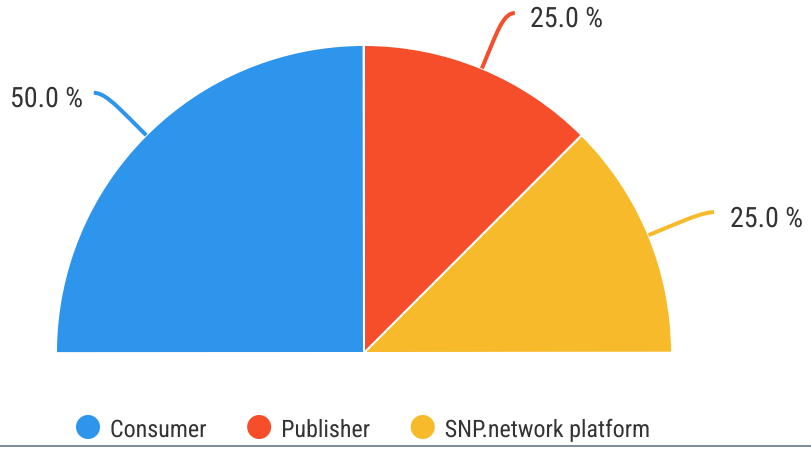
Digital outside-of-home (DOOH) media is constantly increasing in popularity, mainly due to digitalization and technological evolution. Statistics show that in 2019, the USA spent over 2.68 billion USD on DOOH ads, this figure only being expected to increase yearly. Over 6.7 billion USD has been spent on DOOH ads globally and it is estimated that by the end of 2027, the number would reach approximately 16 billion USD.

Digital billboards are a common choice for advertisers who tend to mass target, rather than limit their audience. SNPad changes the classic concept of digital billboards and provides it with the necessary upgrade. DOOH's connection to the SNPad platform brings advertising to the consumer's attention, stimulating active involvement through the reward system and its incentives for interaction.
From the very beginning, SNPad designed the platform in such a way as to be compatible for implementing on already existing billboards, so that publishers worldwide could have access to this upgrade for their digital panels. All they have to do to connect a billboard to the SNPad platform is to download the SNPoSB (B-Billboard) image and install it in their current system. If the current system is not based on Linux, they have the option of purchasing a Raspberry PI on which they can run the SNPoSB image.



The reward process through digital panels

In order to receive the reward offered by the advertiser, it is necessary to scan the QR code displayed on the panel. A QR code would be displayed throughout the ad in the lower right corner, enabling it to be scanned by any users who see the ad. To scan the QR code it is necessary to install the SNPad mobile application on the mobile device (smartphone or tablet). Users who scan the QR code would receive 50% of the reward set by the advertiser, 25% reaching the master address of the panel owner and the remaining 25% would be directed into the snp.network system and dividends pool.



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SNPad interaction modes on digital panels

The advertiser can now benefit from a new opportunity to communicate with the consumer of their commercial. Having innovative opportunities for interacting with the consumer, they can provide an additional incentive to ensure that the ad would definitely stand out in the consumer's eyes.



Additional Reward for correctly answering to three questions regarding the previously watched ad content.

The advertiser can opt for the additional “Q&A” interaction mode which, after scanning the QR code, displays a message on the mobile device, informing the consumer that accepting this interaction involves viewing the complete commercial on their mobile device. The consumer can review the ad whenever they wish before answering questions. After giving their consent, they Additional Reward for correctly will be asked three questions about the content of the answering to three questions commercial. If the consumer answers all three questions regarding the previously correctly they receives an additional reward that has a value equal to watched ad content or greater than the default one. Denying participation in the interaction implies receiving only the default reward. The same happens if the user does not answer all three questions correctly .

The "Contact" interaction mode assumes that after scanning the QR code, the user accepts the automatic storage of the contact data belonging to the advertiser on their device and thus the application automatically opens the phonebook and adds the contact details and the advertiser's name, without automatically saving the data. It waits for the user's confirmation, after giving them the chance to rename the advertiser, but their contact data must remain intact to confirm the extra reward. After the agreement is submitted the application checks to see if the contact data has been saved in the address book and allocates the bonus reward if they are valid. If the data was not found in the agenda, the additional reward is not allocated. Refusal to store the advertiser's data instigates the allocation of the standard reward, without any additional action.



Additional Reward if the user adds to their Contacts list the advertiser’s phone number on their phone.



The possibility of winning a coupon. This type of interaction is announced on the TV while displaying the QR code

The "Coupons" interaction mode is far more complex for advertisers but, at the same time, simpler for the end user. After scanning the QR code, no extra user interaction is required, as the user automatically becomes a participant in the advertiser's coupon campaign. SNPad coupon campaigns cannot be defrauded and cannot offer fictive rewards or prizes, because all coupons are deposited in blockchain, thus being visible and transparent. Any and all information regarding the coupon campaign is made public.

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Anyone can check for various insights, such as how many coupons there are and their type, what the set award rate is, how many coupons have already been awarded, how many have been claimed, and how many are still available. When the user is awarded a coupon from the last QR code scanned, they get a notification in the SNPad Mobile application and the coupon is added in the Coupons section.



Another important factor in the SNPad platform is the award itself, as any award can only be claimed by the winning address. To claim an award, the winner must click on the coupon when collecting their award and the SNPoSM application generates a QR code with a message signed by the winner's address. The advertiser scans that QR code and it is instantly saved in the blockchain. SNPad verifies if the message is signed by the winner's address and updates after the required agreement the status of the coupon from “Won” to “Claimed”. Thus, fictitious campaigns in which prizes are offered, but never accessed by the users, or even inexistent ones will be a thing of the past.

Ads on digital panels are displayed until the ad budget is exhausted, without taking into account those ads that have not been properly scanned. The ads are displayed in a series that are randomly formed from the exhaustive list present in the blockchain for display. The ads are then displayed randomly until the very last ad has been displayed. What happens next is that the cycle is recreated following the same steps. If there are no advertisement queued to be displayed on the panel, the SNP.network logo is shown or the internal advertising campaigns will be promoted on the platform.

SNPad on the radio

Since it is a very popular advertising media that benefits from large customer numbers, SNPad thrives to evolve in this advertising segment as well. Radio advertising has not changed over times, even though radio reception is now possible through the internet. SNPad offers the possibility to listen to filtered advertisements while being rewarded for their consumption, whether the user listens to the radio via the internet or through the classic FM reception solution.

The low power FM broadcast



Invented in 1933 by Edwin Armstrong, wide-band FM is used worldwide due to its ability to accurately reproduce original sound compared to other broadcasting technologies. Local low-power emission is possible without the need to obtain a license in most countries.
The law for low-power FM broadcasting in the USA specifies that “Carrier Current stations and Campus Radio stations do not require a license to set up and operate. A carrier current station consists of an AM radiofrequency signal on a frequency between 535 and 1705 kHz injected into a power line. The effective service range of a carrier current station is approximately 200 feet (61 meters) from the power line”

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Low-power emissions' law in Canada: “Other FM transmitters certified under RSS-210 and RSS-310, such as personal radio communication transmitters providing short-range transmissions to nearby FM receivers (e.g., FM transmitters integrated in MP3 players) may be used without a radio license.”



Low-power emissions law in Europe: “FM low power transmitters, also referred to as Band II LPD (low-power devices) in the EN 301 357-2, are consumer products transmitting audio signals in the FM broadcast band (87.5 - 108 MHz) with radiated power levels up to a max. of 50nW. Such low-power FM transmitters are typically used for the provision of a wireless link between a personal audio device, including mobile phone, and the in-car or home entertainment system.”

SNPad on FM radio



Because local low-power FM broadcasting is legal in most countries, SNPad has turned this asset into its competitive advantage, to 'modernise and disrupt the radio advertising world. Through an FM dongle the users connect their home or car radio to the blockchain, having the old radio advertising model replaced by SNPad FM mode. Through SNPad FM, users can filter the ads they are willing to listen to and at the same time be rewarded for their consumption.

The user has the option to activate the "near" advertising mode which, depending on the current location of the dongle, would broadcast an advertisement when the user is in an area chosen by the advertiser. For example, the owner of a cafe publishes their advertisement on SNPad FM especially for the moment when the users are in the proximity their cafe.

SNPad on internet radio stream





The background operating procedure of the commercials is essentially the same the one used on SNPad FM, the only difference here being that the dongle no longer broadcasts in the FM radio band and it is no longer necessary to detect the channel by sound match.
The SNPad Radio application comprises the list of radio stations that broadcast live via the internet and runs these radio stations until the node confirms the switch to active advertising mode. The application stops the radio channel stream and starts the advertising campaign provided on the SNPad platform by the advertisers. When the node confirms the deactivation of the advertising mode on the radio station, it resumes the initial stream.

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SNPad in the online environment



Online advertising is preferred by advertisers due to the offered sets of tools available to publishers. The paradox is that in such an advanced system the user is the one who does not want to be part of it and shuts it down with programs like AdBlock. The amounts spent on online advertising campaigns are impressively huge and the internet user who becomes an ad consumer is not rewarded in any way for their invested time.

Consumers leave under the strange impression that they are being spied on through the sensors of their devices to then be fed personalized advertisements. While Siri or Alexa explicitly react when these names are spoken, so can other applications react or run everything they "hear" in the background. However, there are minimal chances for that information to actually be listened to, though it is not impossible. The collected data is filtered and sent to third parties, for ads to be then displayed based on the data the applications have collected.



However, we stand by our users. We offer them the needed support and contribute as much as we can for the right to online privacy. That's why we believe that advertisers need to understand that it is not necessary to specifically target the user; the user can become a consumer exercising their own free choice, thus no longer requiring users' private details in order to offer them ads. Since advertisers no longer need these private details, those companies which collect the data would now lack any incentive to collect it, having no potential buyers. It is necessary to first educate the advertiser and to establish a close relationship between them and the consumer in order to be able to promote products or services through modern advertising techniques, in a transparent way.

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We are aware of the potential impact that a project such as SNPad can bring to today's major businesses, but we must embrace the evolution and gain perspective, beyond the financial elements. In order to help the owners of ad hosting websites, SNPad offers the possibility of affiliation by inserting a javascript code in the header. Through this code, the website owner would receive 25% of the reward offered by the advertiser. We strongly believe that AdBlock can be interchanged with SNPad AdReplace, thus the website owners' losses being minimized.

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SNPad AdReplace



AdReplace is a browser plugin (add-on) compatible with Google Chrome, Mozilla Firefox, Opera, Safari, Internet explorer 9+, Yandex.Browser or Firefox Mobile.

AdReplace behaves exactly like an adblocker; the only difference is that instead of blocking the ad, it replaces it with an ad filtered according to the user's set preferences. The advertisement is offered from the SNPad advertiser's platform. AdReplace also has an ad pause option, which gives it the same functionality as an adblocker.





AdReplace strives to reduce fraud and the accidental clicking on ads by implementing a simple and effective solution. When the user clicks on an advertisement, two options are displayed: "Visit the ad" and "More". If the user clicks on "Visit thee ad", they would activate the link provided by the advertiser. The "More" option displays the AdReplace add-on in the Advertisers tab and offers the user the opportunity to communicate with the advertiser; they can subscribe to the advertiser's ads, 'like' the content or even block it if they dislike it. Users can leave comments for that ad and the advertiser can reply to them.

Publishers that have the SNPad code in the website header would be automatically detected by AdReplace. Publishers would receive 25% of their visitors' reward with the AdReplace add-on.

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For more details check the whitepaper.

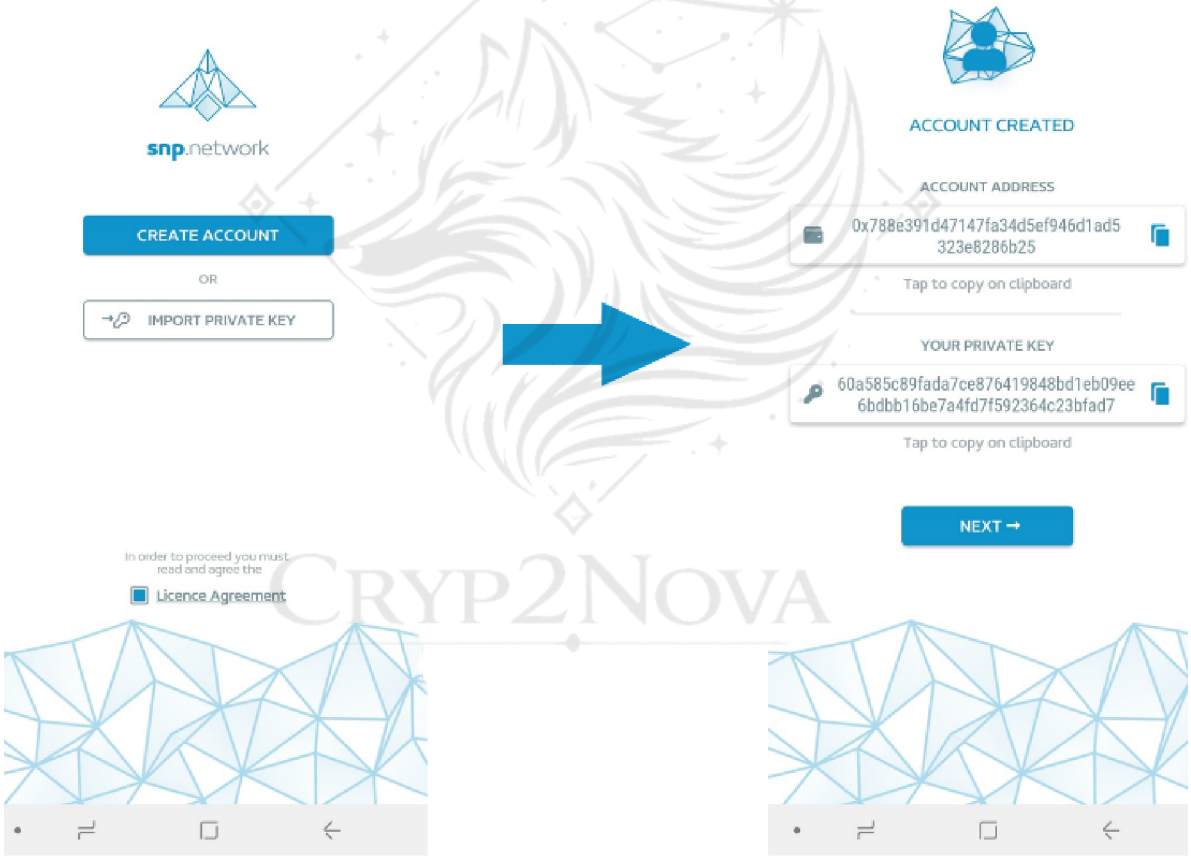


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SNPad interaction

SNPad mobile app

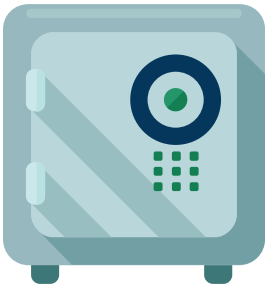
The SNPad application is an application developed natively on Android and iOS and can be downloaded from the Play Store or App Store respectively. The application is absolutely necessary if users want to interact with the viewed ads. SNPad was designed for all three platform entities , users, publishers and advertisers.



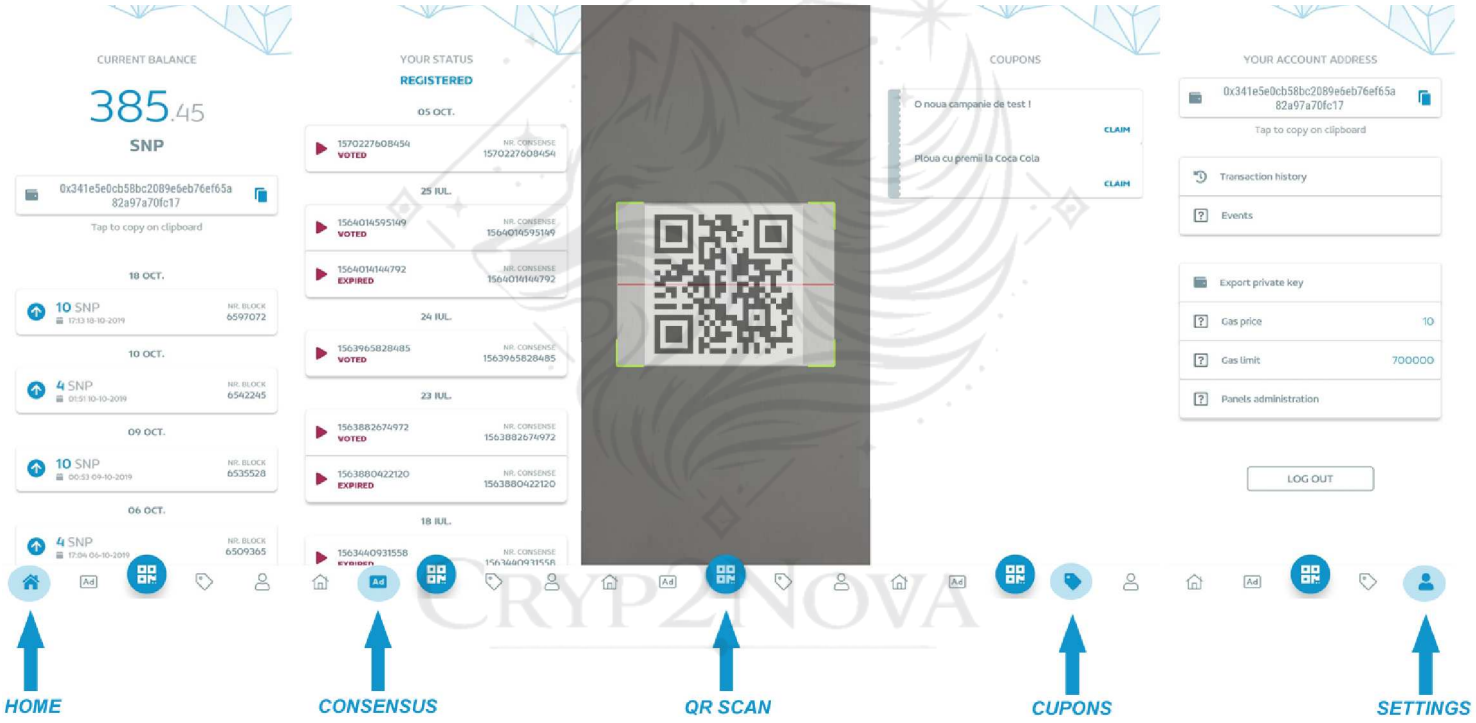
When running the application for the first time, it is necessary to create a new account or import an existing private key.
When creating a new account, in the next window the account address as well as the private key will be displayed.

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It will be recommended that you store your private key somewhere safe if you use this account to manage billboards as an advertiser or for any other activity that includes receiving rewards in SNP tokens. In case you lose or reset the application, this key will give you access to your account. After confirming the account, it is necessary to use a means of digital security connected to your phone, such as fingerprint, iris, pattern or pin code to secure access to the SNPoS application. After this SNPoS step is fully set the smartphone or tablet can be used for any required interaction.



SNPad mobile app - tabs



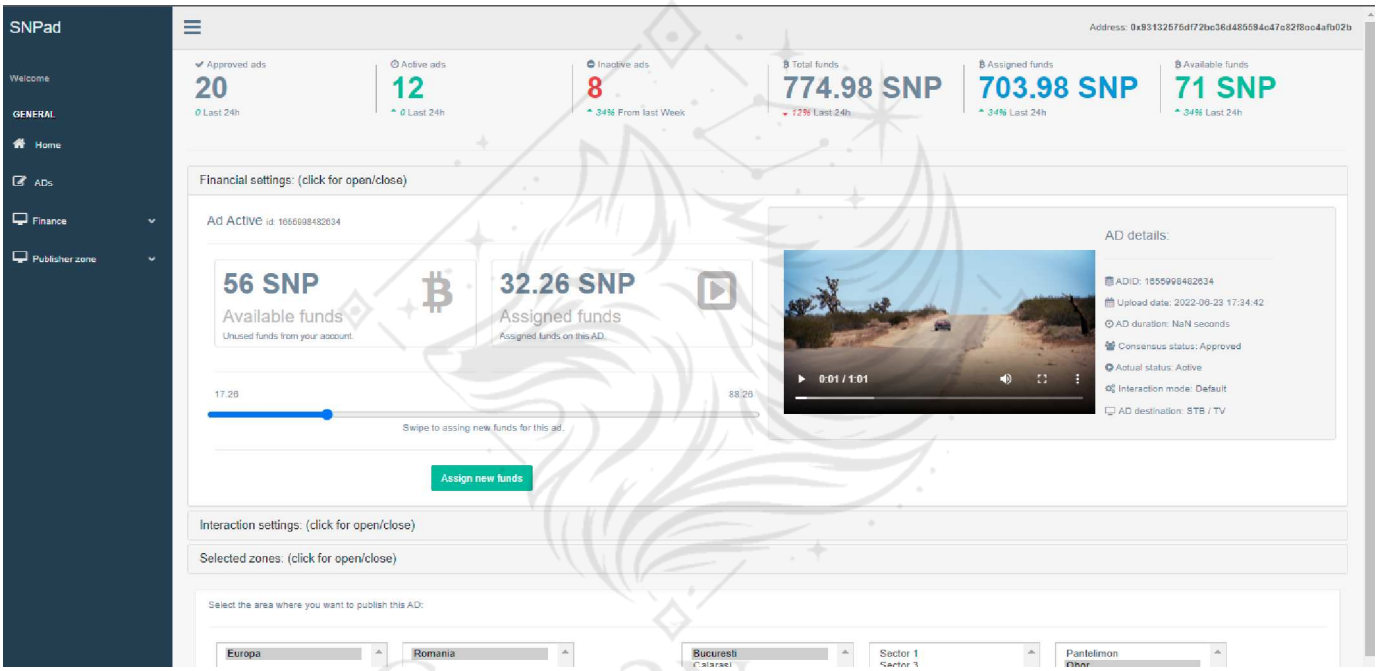
For more details check the whitepaper.



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SNPad - adplatform

The SNPad web platform is intended for all users, publishers and advertisers.
The platform automatically authenticates users by blockchain address for their account, without the need to register an account. Any interaction that requires data modification in the blockchain must be confirmed and signed.



For more details check the whitepaper.

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SNPAD TOKEN

SNPAD - Token



The Simultaneous Network Protocol Token (SNPAD) is an ERC20 token based on the Ethereum blockchain-based computing platform and is intended to be used solely as the primary utility token on the network.
SNP uses its own blockchain as a sidechain layer2 solution which implies an adapted Plasma version build on top of the Ethereum blockchain. This solution allows SNP to massively scale up to millions of transactions on a sidechain tree architecture.

In the SNPad ecosystem, advertisers will want to place advertisements on TVs or other consumer media. In order to be displayed, the ads must be paid for in SNPAD tokens, and the advertisers will have to buy them from exchanges or even through token-award methods. Users will receive SNPAD tokens for viewing and interacting with ads, and then they can trade the earned tokens to advertisers through exchanges.

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CRYPTO ECONOMICS

Token name
SNPAD
Type
ERC20

MAX SUPPLY
280.000.000
SNPAD

Hard CAP
<$1.737.000
SNPT PRICE
0.013 USDT

SEED SALE - 0.0074 USDT
60.000.000 SNPAD

PRIVATE SALE - 0.0083 USDT
120.000.000 SNPAD

PUBLIC SALE - 0.011 USDT
27.000.000 SNPAD

Network Growth
50.000.000 SNPAD

SNPT DEX LIQUIDITY
~23.000.000 SNPAD

USDT/ETH DEX LIQUIDITY
~297.000 USDT

BURN Unsold Tokens

*All unsold tokens from the **seed** and **private** sales will be **reported** to the **public**, and then all **unsold** tokens from the public sale will be **burned**.*

100% Of Public Sale Goes To DEX

*To guarantee solid liquidity for our token, **100% of the public** sale proceeds will be paired with the **SNPAD.***

SNPAD tokens will be minted with a maximum cap of 280,000,000 SNPAD, and it will not be possible to increase this number in the future.

The allocation of the tokens will be divided into seed, private, and public phases. Each phase will be announced and published according to the roadmap. For each phase, a maximum number of tokens will be allocated, and any unsold tokens will be burned at the end of these phases.

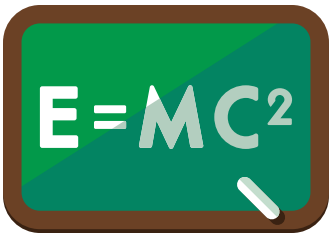
The distribution of the tokens will occur at the conclusion of these phases and will be allocated based on the token's price per phase.

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The following mathematical function will be used to allocate tokens and establish the total circulating supply:
BURN = 700.000.000 - TCS

$$TCS = ST + SE + PT + MP + (0.75 \times ST)$$

Where:
ST = Tokens sold on Public SALE
SE = Tokens sold on SEED
PT = Tokens sold on PRIVATE
MP = Marketing tokens
LP = 0.75 × ST (Liquidity)
TCS = TOTAL CIRCULATING SUPPLY



Roadmap - visit snpad.snp.network/roadmap

2020

Research the underlying technology and design of the architecture of SNP.network

2021

Design of the architecture and development of the SNPad protocol and all the software requirments.
Build smart contracts and prepare them for hardware release.

2022

Develop and test of the hardware equipment for SNPad project.
Develop Neural Network and optimize development deliverables
Beta Smart Contracts on Ethereum Testnet.

2023

First beta test of SNPad project on real-life on layer2 SNP blockchain.
Plasma and Roll-ups test to Ethereum.
Prepare SNPnet project design and make partnerships with internet exchanges.

2024

Opening of an SNP office in Bucharest.
Live demonstration of SNPad product.
Private and Public Token Sales.
Official Launch of SNPad BETA.

2025

Release Candidate for all SNPad software and technologies.
Official Launch of SNPad project.

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References and Links



https://twitter.com/SnpNetwork



https://t.me/snpad
https://t.me/snpnetwork - Romanian channel



https://snpad.com -- commercial website

https://snp.network -- main web3 website

https://snpad.snp.network -- SNPad project

https://explorer.snp.network -- SNP layer2 blockchain tx explorer

https://adplatform.snp.network -- advertisers ads platform

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