

# SENSO

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# Executive summary

Digital technologies have reshaped the way in which people communicate with each other and entertain themselves. All manners of communication and self-enjoyment are readily available online and there's seemingly no experience that can't be found through a digital platform.

With the rapid development of technology, computers and mobile devices are becoming ubiquitous. It's currently estimated that nearly sixty percent of the world's population has access to the internet. That's 4.6 billion people.

In this revolution, social networks and content distribution platforms have played a central role in helping us stay connected and perpetually surrounded by infinite streams of content and entertainment. It was expected that by diving into the digital world, our lives would become easier while ushering in new and exciting experiences.

However, a closer look reveals critical shortcomings: an increased sense of social isolation, limited opportunities for self-expression, lack of genuine interactivity and limited opportunities for the development of a personal digital legacy.

Sensorium Corporation tackles these issues head on by leveraging the world's most sophisticated technological applications to create the future of digital communication and entertainment - the Sensorium Galaxy metaverse.

This interactive and immersive space is built upon high-quality virtual experiences. Sensorium Galaxy incorporates social AI, social VR, interactive AR, generative technology and blockchain to pave the way for a new era. Here, there will no longer be a clear distinction between digital and real.

# Addressing the challenges

## Social isolation

We are surrounded by a multitude of platforms designed to keep us connected at all times. Unsurprisingly, time spent online has grown consistently over the past decade. We're currently on track to spend nearly 30% of our lives across all the different mediums engineered to ease communication and enhance our social lives. But the question remains: are we benefiting from it? The short answer is a resounding no.

Studies tracking data compiled over the last two decades have identified an emerging trend pointing to more loneliness and greater social isolation by those using social networks and communication platforms.

Looking at the structure of social platforms it's easy to identify the reason why our lives have become so compartmentalized instead of being brought together in a truly social community. Interactions conducted through two-dimensional social platforms displace essential real-life elements such as context, proximity and sensitivity.

These missing links combined with the tendency of users to heavily curate and edit their online content undermines the authenticity of digitally-based interactions and contributes to increased social isolation.

Sensorium Galaxy is using cutting-edge virtual reality technology to promote a more sustainable experience in social digital settings. Emerging technology is capable of generating highly immersive environments with enhanced motion features to allow experiences to become as life-like as possible.

Moreover, users become part of a social fabric where they're encouraged to interact with other real-life participants or, if they so prefer, to engage with AI-generated beings capable of genuine and caring interactions.

## Limited self-expression

For the past decades, governments all over the globe have accelerated their efforts to reduce exclusion and promote diversity policies across all levels of social stratification. Yet, discrimination remains a fundamental problem in today's world. A problem that can take many forms — from the clothes we wear to our skin color to our political ideas to our nationality, discrimination is a threat that can target any part of ourselves.

The advent of the digital era, mainly social media, has changed the rules of the game for self-expression. These tools give everyone with internet access the possibility to share their opinions and thoughts instantly and globally — regardless of their nature. With these platforms taking part in our day-to-day lives, our voices are liberated. We can say what we think and praise what we believe freely. But what can bodies do the same?

As an abstract concept, freedom can only exist through spaces: a classroom, an office, the street. New technologies are broadening the extent of this concept by incorporating virtual environments. Social media is the first step towards creating a digital street where people can express their opinions.

Sensorium Galaxy is taking the concept of freedom a step further.

By relying on virtual reality and artificial intelligence, our metaverse enables self-expression to happen all around.

Sensorium Galaxy is not just a space to express our opinions, but to live them — our metaverse gives us the freedom to be who we are meant to be.

Every user of the platform is free to decide how to look, behave, what to say, and what things to do. At Sensorium Galaxy, earthly limitations don't apply.

Advanced social mechanics ensure that communication and interactions with our users, NPCs, and featured artists are more realistic than ever before. You can chat, talk, or use your hands to express your ideas. We also work with the world's top 3D designers to allow everyone to choose among hundreds of unique avatars and special customization items.

AAA quality graphics greatly enhance the overall visual experience and empower you to express your true self.

## Lack of top-tier content offerings

Nowadays, users are facing a hard choice when it comes to picking metaverses: either they settle for quality of content, or the level of technological and graphical advancement. One of those must give.

The lack of well-crafted content has been perhaps the most significant factor in preventing VR technology from extending its reach and becoming more widely adopted.

Sensorium Galaxy stands at the very intersection, matching tier-one content with the most advanced innovations in the VR, AI, and blockchain space.

With our platform, there's no trade-off for users. They can dive into immersive experiences created by world-class artists while enjoying the benefits of a technology-first metaverse.

**To make this possible, Sensorium Galaxy has a two-fold approach:**

### 01

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The platform incorporates content produced in collaboration with today's best-in-class artists. This approach guarantees a consistent flow of high-demand content for audiences.

Virtual reality and gamified virtual setups also unleash endless possibilities when it comes to content creation and consumption.

### 02

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We also enable every participant of the metaverse to create, share and monetize user-content content.

Social networking platforms have already shifted the power balance in specific fields like multimedia communications, empowering people to become content creators and build their audiences. The same can be applied to virtual reality environments.

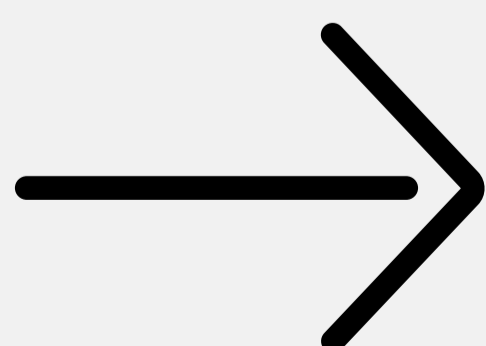
Inside the metaverse, users can express themselves through a variety of mediums. From unique avatars to digital collectibles, blockchain technology safeguards ownership rights over all user-created content.

## No shortcuts to digital immortality

Human life is now being greatly shaped and determined by digital technology. In fact, even a post-life existence is being drawn into the search for immortality. This would take the form of a digital quest to extend our lifespan, leading the way to the realization of digital immortality.

The biggest question has become whether it is even possible for a human to be digitized in the first place. Much of the experimentation so far has relied on the supposition that there will be technology in the form of external hardware to mediate the transference of human consciousness between mediums. This approach has posed a roadblock to developments in this field.

However, AI technology is making significant leaps forward to address this. Sensorium Galaxy deploys AI across all of its avatars to allow the development of distinctive virtual personalities, loosely based on user-specific preferences and traits.



Moreover, Sensorium Galaxy's avatars have a consciousness which is akin to the soul of a virtual person or an intellectual core. This can be formed based on user preferences as well as through the use of artificial neural networks that enhance the self-development and content creation of non-player characters (NPCs), fully controlled by AI.

As time goes by, avatars create greater adaptation to the surrounding environment and as they process more data, they gradually achieve autonomy. As such, they can carry their existence into an infinite future, enacting a digital legacy with which future generations can fully interact with.



## Virtual economy centralization



Plenty of AAA games are known for incorporating in-game currencies into their structures, making virtual economies one of their main draws. Users can produce goods and services, exchange them and, generally speaking, hold virtual assets. In that, virtual economies are accurately modelled after real-life economies.

However, while in-game currencies allow for the purchasing and exchange of virtual assets and property, most users will be faced with the prospect of not actually owning any of it.

More importantly, users are increasingly skeptical of centralized virtual economies where game developers retain control over product-related decisions, affecting virtual market conditions.

As users continue to invest time and money to make virtual worlds grow, those are concerns at the forefront of gaming development - and of Sensorium Galaxy.

Our platform leverages blockchain technology to run its virtual economy, allowing for a more transparent, secure and user-friendly framework. We're doing this through SENSO - the in-metaverse currency of Sensorium Galaxy. A decentralized economy such as ours opens the doors to a better and fairer virtual experience, leveling the playing field for all users.

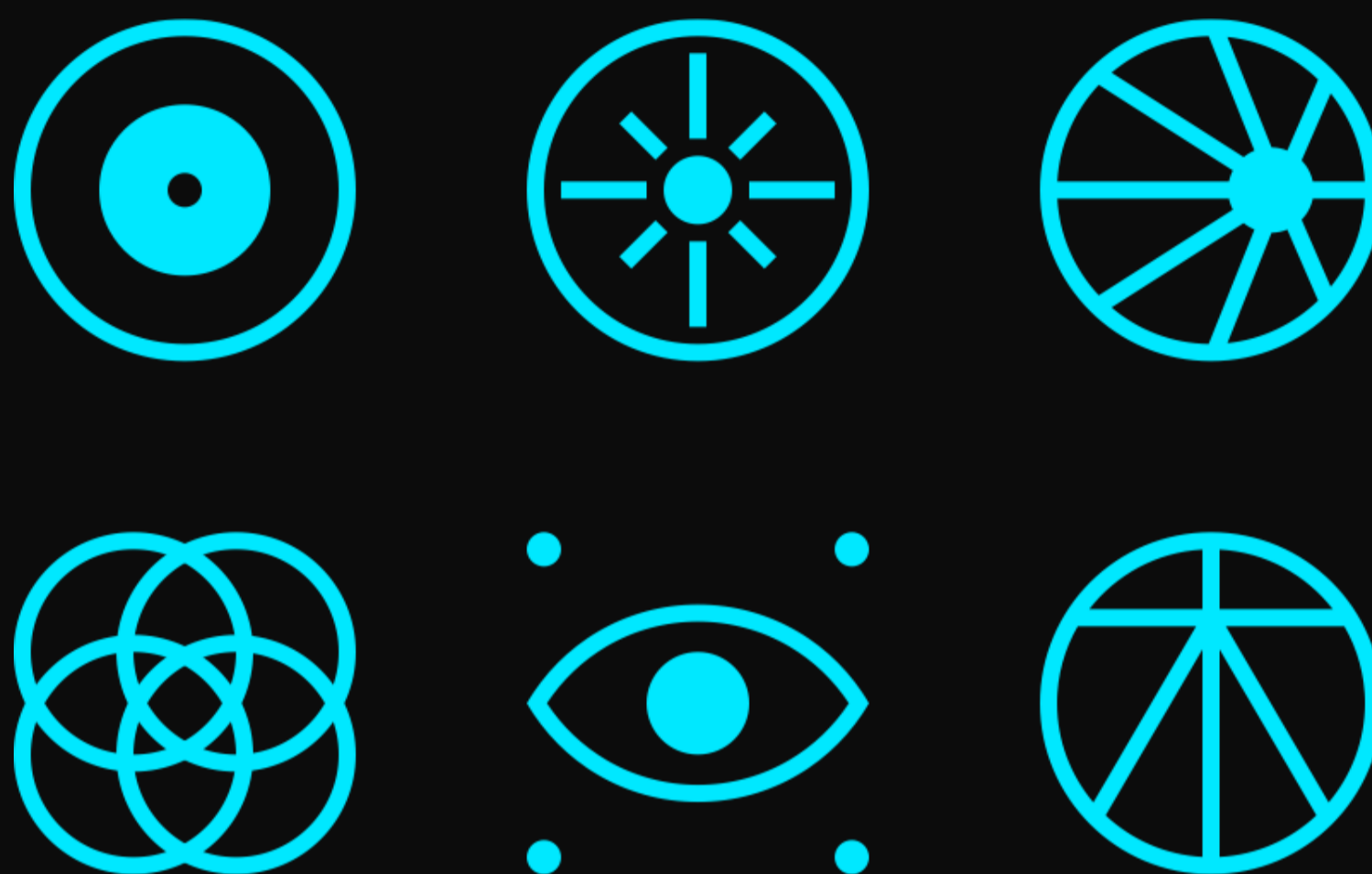




# Sensorium Galaxy



# Introduction to Sensorium Galaxy



Sensorium Galaxy is a digital metaverse where users can enjoy a hyper-visual and multisensory experience enhanced by cutting-edge virtual reality and artificial intelligence technology. This opens an infinite realm of entertainment possibilities anchored on high-quality content, dynamic neural network integration and advanced social mechanics, including groundbreaking AI-generated data.

With interactive and immersive digital dynamics at its core, Sensorium Galaxy extends across multiple worlds, each functioning as a separate content hub for music, dances, mindfulness, virtual exchanging and connectiveness.

Sensorium Galaxy's digital infrastructure allows users to access unused senses and unlock a unique content-creating experience using a vast set of tools in a metaverse that cannot ever be disconnected - there's no signing up, logging in or out and no going offline.

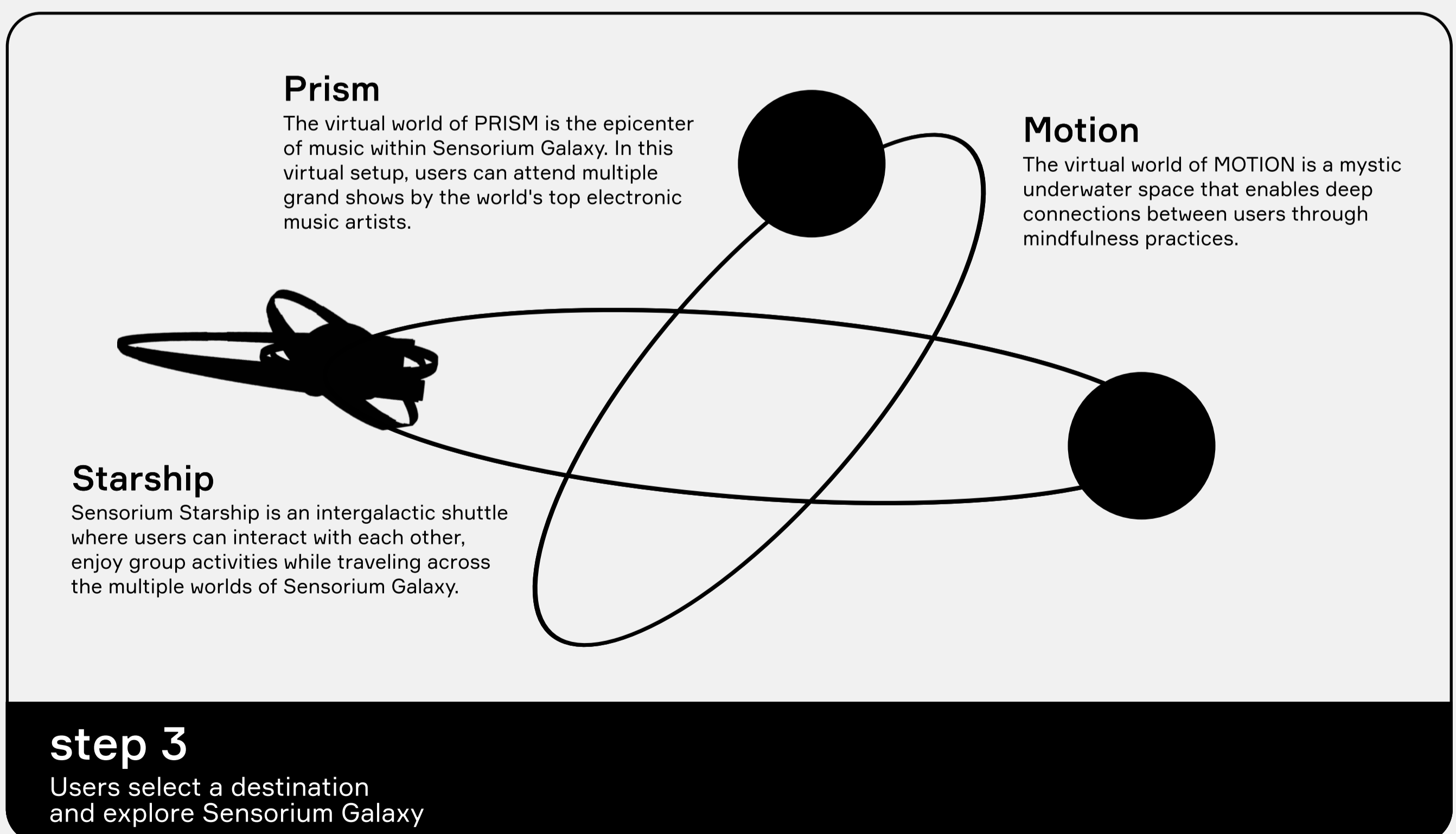
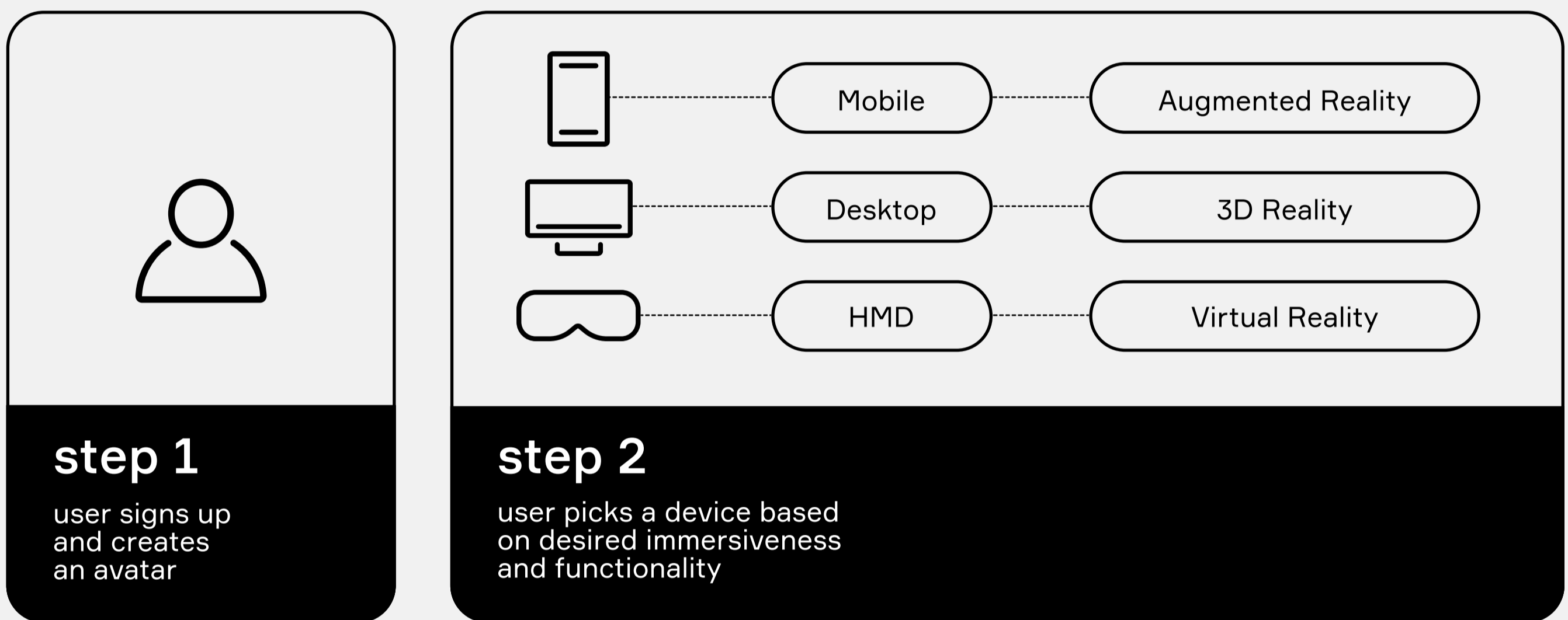
A seamless integration of real and virtual is further achieved through a digital economy and a decentralized marketplace of which SENSO, the platform's in-currency, is the backbone. This gives Sensorium Galaxy users complete ownership over their creative journey within the metaverse.

Tokens have been further integrated into Sensorium Galaxy to include the minting of non-fungible tokens (NFT), control over marketplace operations, and decentralized autonomous organization (DAO) regulation.

Sensorium Galaxy leverages the world's most advanced emerging technologies (VR/AR/AI) and the increasingly rapid adoption of mixed-reality technology to create a unique offering inside one single digital space where, through partnerships and collaborations with industry leaders, users are given the chance to enter an experience without parallel and rethink how they interact with each other and enjoy art.

# Metaverse XR landscape

Sensorium Galaxy users can interact with the metaverse regardless of their preferred platform. From mobile phones to desktops to game consoles, our mixed reality metaverse is accessible across all types of devices and delivers different degrees of immersiveness accordingly.



# Sensorium Mobile App

Traditional media or social platforms draw a line between real and digital. Sensorium Galaxy removes that distinction by enabling constant interactions with the metaverse. And that is achieved through the Sensorium App.

This mobile application brings together the latest innovations in the AI and AR spaces to unlock the creativity of Sensorium users.

With this app, Sensorium participants can generate and customize virtual characters that inhabit the vast alternate universe.

Avatars are not only customizable from a visual perspective but also an AI angle. Their personalities can be designed from scratch through Dynamic Character Formation—a proprietary feature implemented in the form of a Pyramid of Consciousness.

## AI avatars:

- Appearance – AAA skins, outfits and effects
- Intellect – mind and personality building
- Capabilities – interactive dialogue and 1000+ advanced dancing motions

## Core app features:

- Text Chat – Messenger
- Audio Call – Phone call
- Video Call – Facetime with 3D Avatars
- Augmented Reality – Real-time visualization



Streaming from virtual worlds

Single Digital Marketplace

Interactive Social Network

NFT & Blockchain Integration

& many other features!

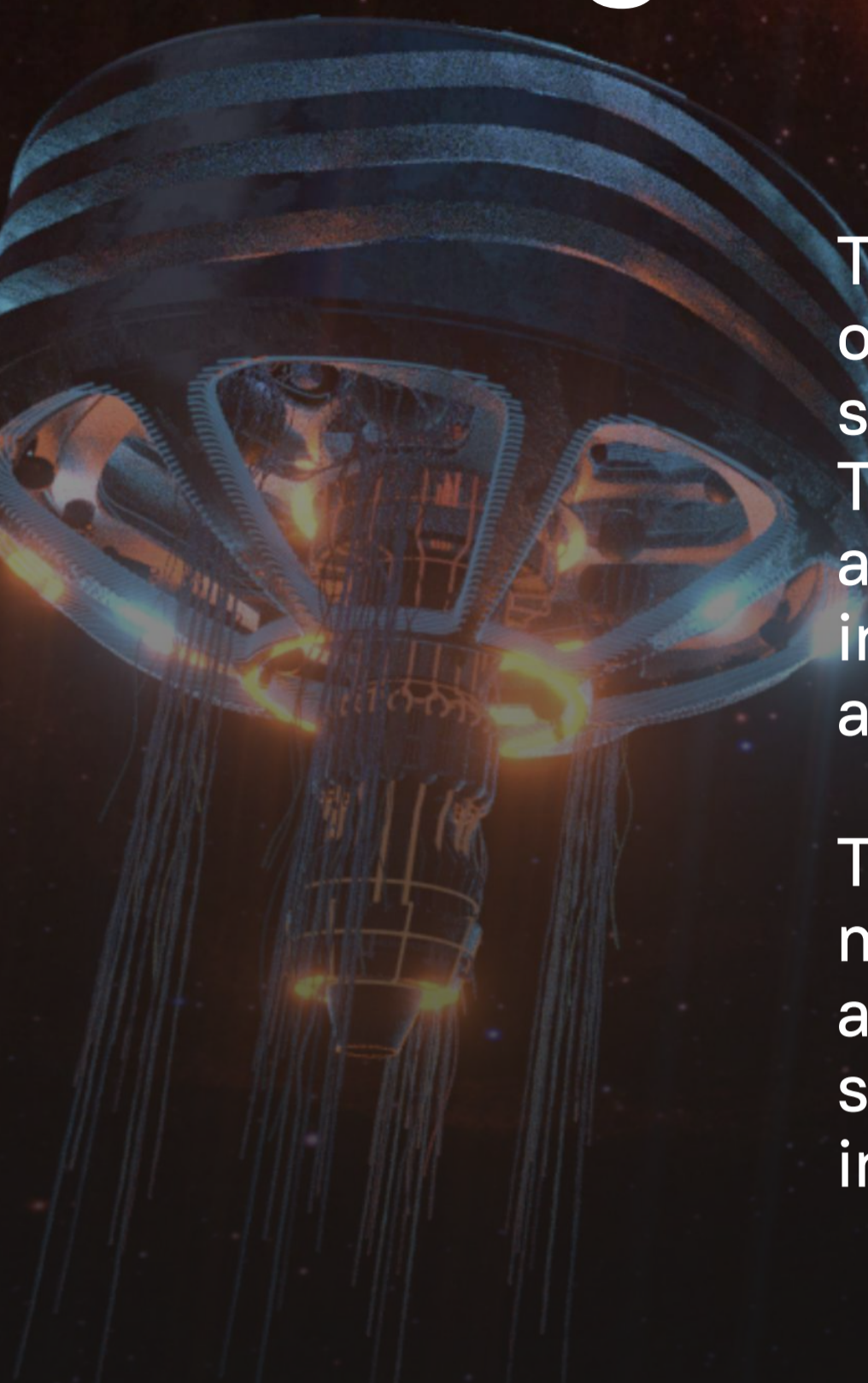
Access to Super-star Events

AI Friends & Dates

Interactive AR features

# STARSHIP

## Intergalactic Lounge



The Starship is the starting point and the central hub of Sensorium Galaxy that allows users to move seamlessly between the worlds within the metaverse. This virtual platform presupposes the existence of a starship passenger fleet as well as a structure to include a main deck, cabins and adjacent sections such as arts, exhibitions and workshop sections.

The Starship is an integral part of Sensorium Galaxy. It marks the last frontier before entering the metaverse and prepares users for this hyper sensory dive in a space permeated by earthly and space themes equally intertwined.

### First Flight

The initial stage of contact with Sensorium Galaxy sees users going through a one-time setup process, including registration and a video introduction to the metaverse, after which they choose desired settings (language, graphics, avatar, and more). VR users will also go through a calibration process to optimize overall environment settings.

### Cabinets

These quarters are meant to prepare users in their navigation inside worlds of Sensorium Galaxy. For VR and Desktop users, it's an opportunity to learn the basics of moving in a virtual space and interacting with the environment, as well as to prepare avatar customization. This uniquely personalized virtual space is connected to the Starship's main deck, which users can access upon choosing all settings.

### Main Deck

As the central location of Sensorium Galaxy, the main deck acts as the introduction to users of the social environment, imagery, and atmosphere of the metaverse. Here, the lines between the real and the unreal begin to blur. Crucially, users can contact amongst themselves for the first time in spaces that function like "social bubble", including networking events, live performances and exhibitions. In addition, this is also where users are given the opportunity to display user-created artwork (NFT art gallery).

The Starship is a gathering place where users get acquainted with the mechanics of the metaverse and start exploring the social and cultural experiences they'd like to have. Here, they can also have their first interaction with other users and synthetic companions (NPCs) as they cross the corridor to the worlds of Sensorium Galaxy.

# PRISM

## World of Music

Standing at the centre of Sensorium Galaxy is PRISM, a world dedicated to music, dance, entertainment and shared connectiveness.

Conceptualized in close collaboration with world-renowned artists and entertainment companies, PRISM elevates the concept of music shows to an experience impossible to be ever conceived in the real world. This is largely achieved through the metaverse's futuristic surroundings that present a brand new visual and immersive user experience and the use of advanced artificial intelligence technology that brings music to literal life.

As artists deliver their shows, PRISM is able to organically adapt to beats and sounds being played; users can challenge their own senses by being a part of an ever-evolving environment through the constant changing in lighting, colors and shapes of PRISM. It's a fully immersive journey where the beauty of sound and movement takes centre stage. extends across several levels of interaction:

Not only is the environment changing with music, the audience (users and NPCs) are also touched by this transformational energy which manifests itself in the form of changing appearance characteristics like, for example, the color of the avatar's clothing or their glow.

DJ performances are accompanied by dance support in the form of background dancers performing choreographies beyond the limitation of human capabilities, through zooming, telekinesis with props, levitation, and other forms of graphical output. Special visual effects are applied to choreographies to enhance motion and lighting.

More than just attending an outstanding virtual music event, inside PRISM users can also choose from which vantage point they chose to be inside this experience, including on and off stage locations, different height levels and even whether they'd like to see it through the eyes of the performing artist.

As a world of infinite possibilities, participants can take part in generating their own music, dances and overall content, all of which can be shared in real-time with other users - and eventually sold as NFTs. When attending a concert within PRISM, user experience

# PRISM

## World of Music



### World-class artists at its core

PRISM expands the horizon for real-world artists, giving them the opportunity to engage with their audiences in a fully virtual yet deeply immersive environment.

Real world are digitized through state-of-the-art motion capture technology to create photorealistic virtual representations. Stars use these avatars to perform on PRISM in pre-recorded or live shows.

Some 30 concerts are already slated for the next three years, reaching a combined audience of over 500 million fans finally free from any physical limitations to enjoy the performances of their favorite artists with maximum immersion, regardless of their location.

### AI-generated artists

With AI woven into the digital fabric of PRISM, this premier destination for world-class artists is also the launching pad for the world's first virtual avatar DJs producing only AI-generated music.

These diverse series of virtual artists base their unique identities and musical tastes on sophisticated AI technology, including genetic algorithms that allow them to absorb data from their interactions with PRISM's environment to drive knowledge and generate original music.

From hip-hop and EDM to K-pop and indie-rock, AI-powered DJs can perfectly handle over 60 genres of music as a balanced mix of human and AI-generated art.

# MOTION

## World of Mindfulness

Nurturing an existence of inward exploration and self-awareness, MOTION is the world within Sensorium Galaxy which allows the unlocking of new existential dimensions. Here, users will find the opportunity to attend deep relaxation workshops, enter guided meditation and mindfulness sessions, self-development coaching, and sign-up for trainings and conferences hosted by world-renowned spiritual figures.

Embedded in MOTION is a peaceful underwater landscape, inspiring users to engage in a path of self-actualization and help them achieve higher levels of wisdom. By choosing the direction of movements, users can find themselves in different locations, in which they are given the opportunity to enter more conscious and harmonious states through self-expression and self-discovery.

This can be achieved through a number of activities, including painting, sculpture, composing, and choreographing.

The goal is to enable the users to create content that brings purpose to themselves and others.

Inside MOTION, users are given the choice to lead their spiritual growth journey alone or together with other beings inside the metaverse; they can keep swimming inside the aquatic world or enter an underwater air current, which will lead to a Meta Bank, where they can learn spiritual teachings dedicated to diverse themes such as karma, destiny, enlightenment and awareness.

Users can attend spiritual courses and communicate directly with gurus. By attaining the highest knowledge in enlightenment, and awareness, user avatars acquire the highest value within Sensorium Galaxy due to their exceptional status, abilities and capabilities.



# Core features

## Organic Content Creation

Within the metaverse, users are given extensive tools to customize their experience every step of the way. From the visuals of their avatars to the events they want to attend and the users they wish to interact with, every aspect of the virtual existence can be directly managed. However, unlike current VR offerings where replications of existing content prevail, Sensorium Galaxy integrates AI to enable generative content creation.

User avatars, virtual settings and non-player characters are powered by AI, allowing the metaverse to understand data and organically evolve from it. Without scripts or pre-imagined scenarios limiting Sensorium Galaxy, thematic and unique personalized content can be created by both users and NPCs (including AI DJs).

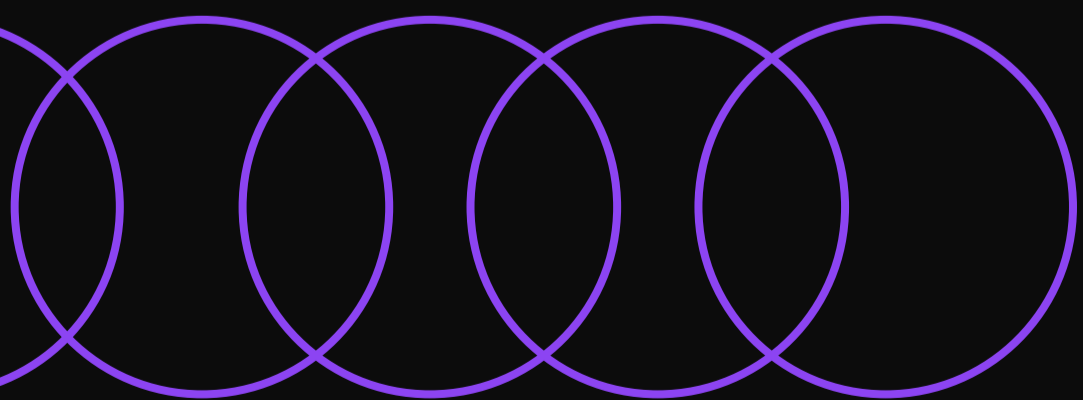
The integration of real-life and AI-driven content into virtual worlds is not a goal, but a means of the metaverse, which allows the user to be more than just a consumer but a creator, engaging in activities that open up access to a new realm of social communication, self-exploration and creativity.

## Social Immersion

'AAA' VR enables users to connect with others and share their experience at the highest level regardless of their physical location.

Virtual interactions can occur between real participants and virtual, AI-powered companions (NPCs) each fitted with personalities and preferences of their own. These traits evolve over time as further interactions take place, opening unique and dynamic avenues of communication.

Avatars can broadcast virtual world events to users inside Sensorium Galaxy with the aid of VR gear (headsets) or to others using traditional 2D displays (mobile, tablets, laptops, gaming consoles), facilitating a deep social connection at all times.



## Digital immortality

In the past decades, computers have taken the world by storm, reshaping nearly every single aspect of human life. As machines continue to increase its influence on human civilization, the idea of leveraging new technologies to extend our lives has emerged rapidly.

Digital immortality is commonly defined as the continuation of an active or passive digital presence after death. While initially conceived as a plain sci-fi concept, recent advancements in Artificial Intelligence (AI) are quickly turning this theoretical concept into reality.

Sensorium Galaxy employs AI on all avatars, taking users a step closer to digital immortality. User avatars and non-player characters (NPCs) incorporate AI technology, resulting in a virtual environment that's constantly evolving through a wide array of high-quality experiences.

Unlike standard game personas, the AI technology inside each Sensorium Galaxy avatar enables them to learn from user's preferences and actions and ultimately become an accurate digital replica.



## Layers of consciousness

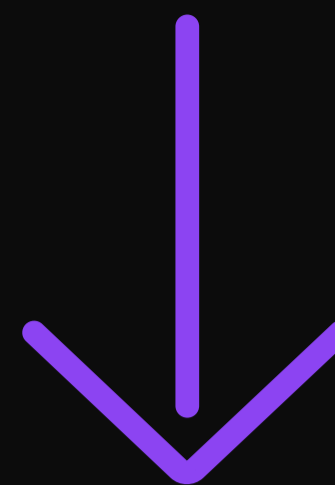
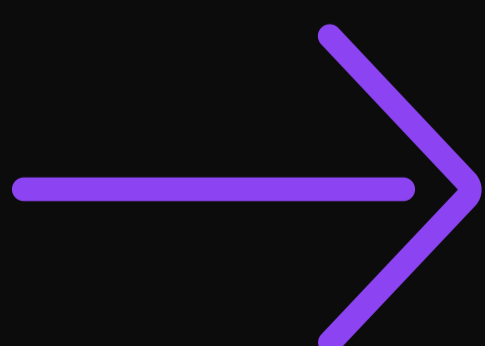
In contrast to the traditional concept of Digital Immortality, Sensorium doesn't presume a process of consciousness downloading or the existence of 'mindware', relying instead on the creation of a unique "autonomous" virtual personality powered through artificial intelligence technology, where the real-life user acts as the creator of the virtual identity.

The digital character consists of its shell, or visual representation, and the consciousness, developed based on a block of information provided by the user. As such, the character is fitted with a unique backstory, preferences and dispositions.

Users are also able to create different alternative versions of development, each represented as a Pyramid of Consciousness - a puzzle-like representation of individual layers of context. As to avoid conflicting contexts, avatars must not have more than one layer of conscience within each of the pyramid's levels.

Each version of development is presented as one Pyramid of Consciousness in a unique combination of contextual layers that have been assembled by the user into a single pyramid.

Having assembled the entire Pyramid of Consciousness, users can load the pyramid into NeuroTouch, which will weave the character's consciousness into a unique configuration. Thus, the character and the character's backstory will be based on the information that was embedded in each piece of the pyramid.



As a unique aspect of Sensorium Galaxy's game mechanics, it is assumed that context layers are digital assets that the user can get in various forms: in-store purchases, rewards for activity or user progress, attendance at unique Sensorium Galaxy events, among others.

The user is given the ability to collect contextual layers and pyramids in a personal library. However, the ability to save pyramids in a library may be limited by the user's status (achievements or user activity) and subscription level.

In order to personalize the connection between the user and an AI-driven avatar, interactions are also recorded and stored in a so-called Memory Box. In other words, avatars draw data from short-term and long-term memory designed to mimic human memory cells.

A Memory Box exists tied to a specific user and a specific version of the pyramid of consciousness. This means that every time one of the components (user or pyramid) changes, it is recorded to spur the creation of a new Memory Cell.

Ultimately, it is intended that memory cells will be able to retain basic knowledge and facts about the user based on an initial User Questionnaire. This will allow avatars to retain some form of minimal context without a prior interaction with a real-life participant and regardless of whether the pyramid or its layers have been replaced. The only scenario where a user's memory will be deleted is if the avatar becomes owned by another user.

# Content partners

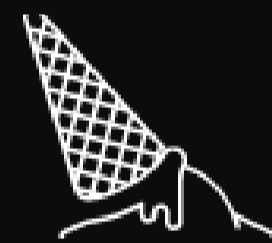
Sensorium Galaxy is being developed in cooperation with top-tier content partners. This allows the metaverse to be an extraordinary thematic experience, filled with high quality artistic value and a transcendental atmosphere, where users can interact with unique characters and thematic tools.

As part of a strategy to pursue partnerships with leading figures in music and entertainment, Sensorium Galaxy has enlisted Yann Pissenem, renowned nightlife promoter and creator of acclaimed clubs Hi Ibiza and Ushuaïa Ibiza, as a key partner in helping conceptualise the best virtual reality clubbing experience possible within the Sensorium platform. As part of this collaboration, Yann Pissenem's award-winning entertainment company The Night League has become a key partner in helping deliver out-of-this-world experiences.

Sensorium Galaxy has also further been conceptualised in partnership with acclaimed London-based creative and production studio High Scream and Dutch-based entertainment powerhouse, ID&T.

In helping bring the metaverse's avatars to life, the company also enlisted the help of H+Creative to execute the creative and futuristic visuals of the metaverse, and provide next-generation content for the platform.

**TNL**  
THE NIGHT LEAGUE



highscream



**ID&T**

# Technology partners

Sensorium Galaxy's metaverse is anchored in the world's most advanced VR and AI technology, provided through strategic partnerships with key players in the industry.

In order to surpass all other VR experiences currently available and challenge long-standing technological constraints, Sensorium Galaxy is being built in cooperation with Epic Games and making use of the developer's award-winning Unreal Engine 4 platform to deliver the most immersive, photorealistic virtual environment to date.

Game development and AI R&D agency, Temporal Games, has also been a key partner in shaping Sensorium Galaxy avatars as well as developing sophisticated game mechanics.

Moreover, the metaverse leverages the latest advancements in generative music. Mubert — an industry leader in this field — is behind each digital artist in Sensorium Galaxy. Their proprietary technology ensures these virtual characters create a constant, original, and real-time flow of high-quality music.

**EPIC  
GAMES**

**TEMPORAL**

**Mubert®**

# SENSO



# Introduction to SENSO

SENSO was born from the need to make our vast virtual worlds fair environments for participants, giving them back control over their funds and ownership rights on all their digital assets.

The token is used for all in-platform payments within the metaverse and as a tool that boosts user creativity via non-fungible tokens (NFTs).

With SENSO, every participant can create copyright-protected content, distribute, and monetize it seamlessly in an open marketplace. They can also count on their SENSO stake to engage in critical product—level decisions, thanks to a decentralized autonomous organization (DAO).

## Highlights

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SENSO is developed on top of the Ethereum blockchain using the broadly-accepted ERC-20 standard. The token is expected to migrate to a new Substrate-based network.



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The original smart contract was launched in September 2019 with a total market capitalization of 7.6B tokens. Yet, only 5.9 billion tokens have been minted so far.



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In 2021, SENSO underwent a major restructuring, expanding use cases for the token in relation with the Sensorium Galaxy metaverse. Overall, this resulted in a sizeable token burn that left the market cap at 1.7B tokens.



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As blockchain-based currency, users can get hold of SENSO through the open market on renowned cryptocurrency exchanges. SENSO is initially accepted at a rate of ~\$10 (U.S. dollars) when deposited on Sensorium Galaxy account balances.



# SENSO

## Use Cases

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### In-platform currency

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# 1

The gaming industry is one of the most prominent economic sectors today. In 2020, this industry recorded a total global of \$174.5 billion dollars. According to research firm Newzoo, more than three quarters of that total revenue proceeds from games with in-game currency models. But this isn't something entirely new.

The concept of in-game currencies has been around for ages. An early-stage example of in-game currency can be found in the good-old SuperMario Bros, in which players have to collect coins while performing certain game mechanics like fighting enemies or trying to overcome some obstacles.

While this game doesn't allow players to purchase things, the model still enables users to accumulate 'capital' that could be exchanged for extra character health or new clothing. In-game currencies are a great incentive for users to develop virtual economies, supported by game mechanics and user psychology.

Microtransactions are the leading monetization model for game developers as it lowers the entry barriers for new users through free-to-play options while promoting user engagement and enhancing experiences with paid upgrades.

From SuperMario Bros to World of Warcraft to Fortnite, the gaming industry has embraced this model for good.

But the in-game currency model isn't limited to games. Any kind of virtual environment can incorporate this scheme into their structures to generate a healthy digital economy.

The Sensorium Galaxy metaverse has its own in-platform currency — SENSO. This currency is a pillar for the vast alternate universe.

There are multiple advantages for the metaverse to host its own currency. Primarily, this currency regulates all value transactions within Sensorium Galaxy.

### Examples of those transactions include:

- Purchasing new avatars and items to customize them in unique ways.
- Buying tickets to exclusive events such as music concerts, dance shows, art exhibitions, meditation seminars, among others.
- Requesting access to on-demand content from an extensive multimedia gallery.
- Accessing virtual spaces like VIP parties, lounges and meet-and-greet sessions
- Buying virtual spaces within Sensorium Galaxy such as a cabin or a piece of land.



## Blockchain-powered currency

Sensorium Galaxy is built for freedom. The metaverse empowers users to liberate themselves from Earthly limitations at many different levels. This inspired us to take the concept of in-game currencies and enhance it with blockchain technology.

Transitioning from a centralized in-game currency model to a decentralized scheme offers various benefits for all Sensorium participants:

A decentralized purchasing mechanism opens new possibilities for users to access discounts.

## Decentralized pricing

Regular in-game currencies are typically acquired through the official site of the game. Users convert their fiat money for the in-game credits. In this scenario, only the developer has the power to set a specific conversion rate.

With SENSO, there are other options. As a cryptographic token, SENSO is featured on top digital asset exchanges worldwide. This enables users to purchase SENSO straight from the open market instead of a single provider.

Participants can also purchase SENSO straight from the Sensorium Galaxy platform using payment cards. The fixed conversion rate is ~\$10 per SENSO. This conversion rate is subjected to changes depending on multiple product and market related factors.

## Dynamic purchasing power

Instead of paying a fixed rate of ~\$10 per SENSO, users can transfer their exchange —purchased tokens straight to their Sensorium Galaxy balance. This can grant them a dynamic discount based on the fair market value of the token.

Example: John purchases 100 SENSO through a cryptocurrency exchange at a \$1 rate. If he would opt to buy the same amount of tokens using his credit card, he would have to spend \$1000 instead of \$100. John got an implicit 90% discount on his SENSO purchase.

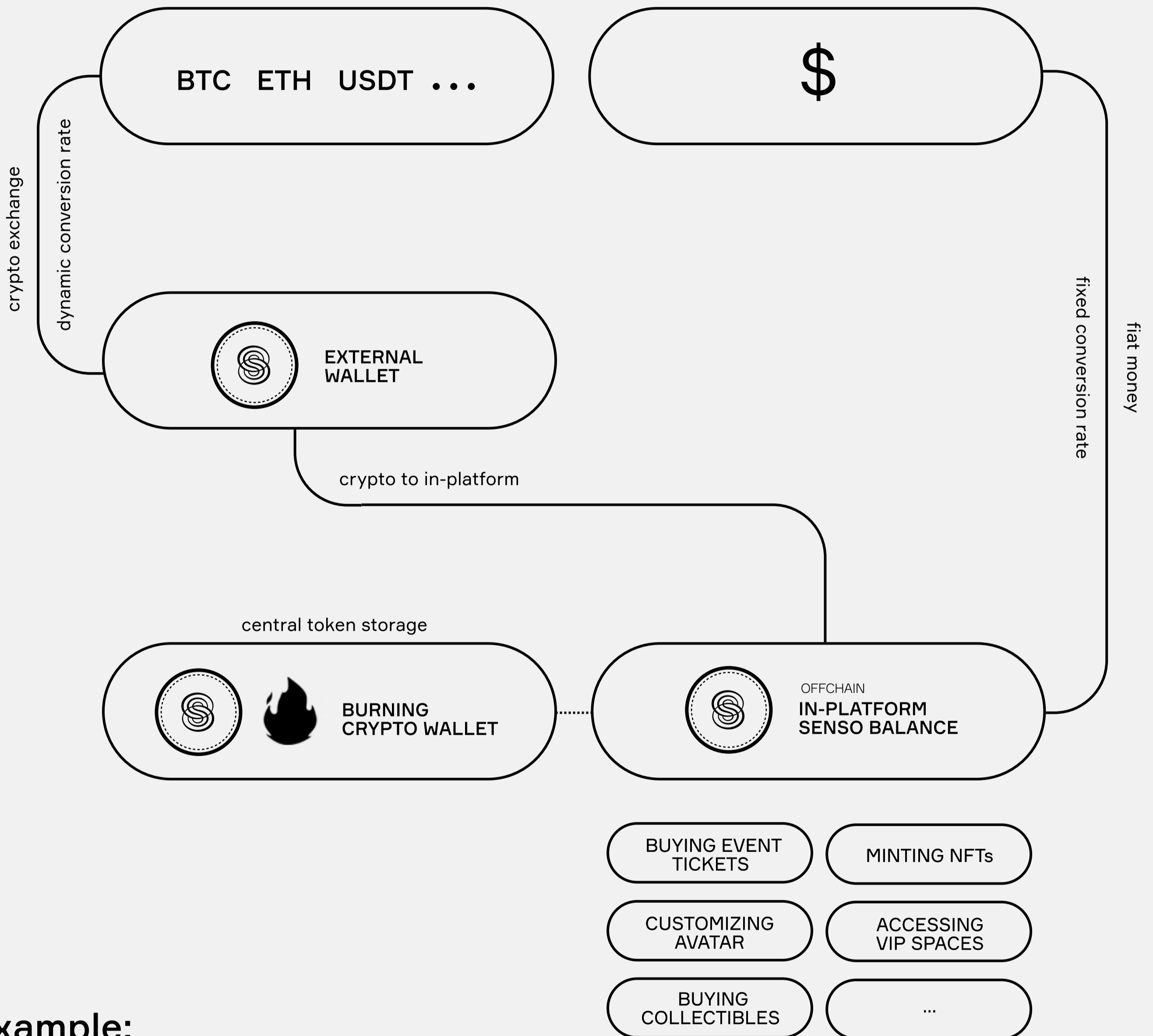
## Full transparency

One of the key downsides of centralized in-game currencies is the lack of transparency, which exposes users to all sorts of manipulation. SENSO, on the contrary, runs on Ethereum — a reliable, public network. All transactions are recorded on this blockchain. Everyone can access the public ledger at all times.

## True ownership

With traditional in-game currencies, users can purchase digital items. For instance, a hat. But... does that hat really belong to the user? Despite paying a price for it, ownership on those assets remains on the hands of the developer. With SENSO, users can mint non-fungible tokens (NFTs) that give them true, absolute ownership over certain digital items.

# SENSO user journey



## Example:

A user has bought SENS0 tokens and currently stores them on Metamask – an external blockchain wallet. To purchase an event ticket, the user tops up his Sensorium Galaxy balance with a 1:1 conversion. When executing the deposit, the cryptographic tokens are sent to a special blockchain wallet. This address sources the burning event that occurs quarterly. Every time users spend SENS0 from their in-platform balance, an equal amount of tokens from the central storage is selected for burning.

# Non-fungible token (NFT) minting

# 2

Non-fungible tokens or NFTs are one of the most prominent innovations in the blockchain space. In plain English, NFTs are digital certificates that authenticate ownership rights to a specific digital asset, and allow it to be transferred or sold. Tokens secured by blockchain.

These blockchain-based instruments are strongly aligned with the concept of a metaverse and a virtual economy. At Sensorium Galaxy, users can generate their NFTs directly using SENSO to pay for minting costs. These NFTs are available on their Sensorium Galaxy accounts and can be transferred to external wallets if desired.

## Some core features related to NFT usage within Sensorium Galaxy metaverse include:

- Wide-array of digital assets can be created within the metaverse
- An open marketplace enables the Sensorium Galaxy team, platform users, external brands and artists to fairly interact in a secure, transparent blockchain-based environment
- Users can store, create, purchase, sell and resell NFTs through the marketplace
- Minting costs for NFT creations are deduced from Sensorium Galaxy account balances
- NFTs are Ethereum-compatible and can be withdrawn to external wallets
- Sensorium Galaxy relies two different protocols for NFT operations: ERC-721 and ERC-1155. Additional protocols will be considered for additional functionalities.

### Creation of unique avatars

At Sensorium Galaxy, users can create avatars from scratch, selecting not only their visual appearances, but also customizing their personality. This gives the AI behind each avatar a base to build character with unique attributes. These avatars, as well as all the content they produce, can be safeguarded by NFTs.

### User-generated & AI-generated content

Whether is music track, a dance choreography, or some sort of painting, the ownership of all digital creations inside Sensorium Galaxy is protected by NFTs. That doesn't apply only to user-generated content. AI-powered avatars are capable of creating content on their own. If these avatars belong to a user, that content also falls under their control.

### Special edition digital collectibles

Ready-made NFTs can also be purchased directly using SENSO tokens. In this case, users could buy special-edition avatars, clothing items, songs, and other types of content prepared in collaboration with well-known artists and brands.

### Virtual spaces

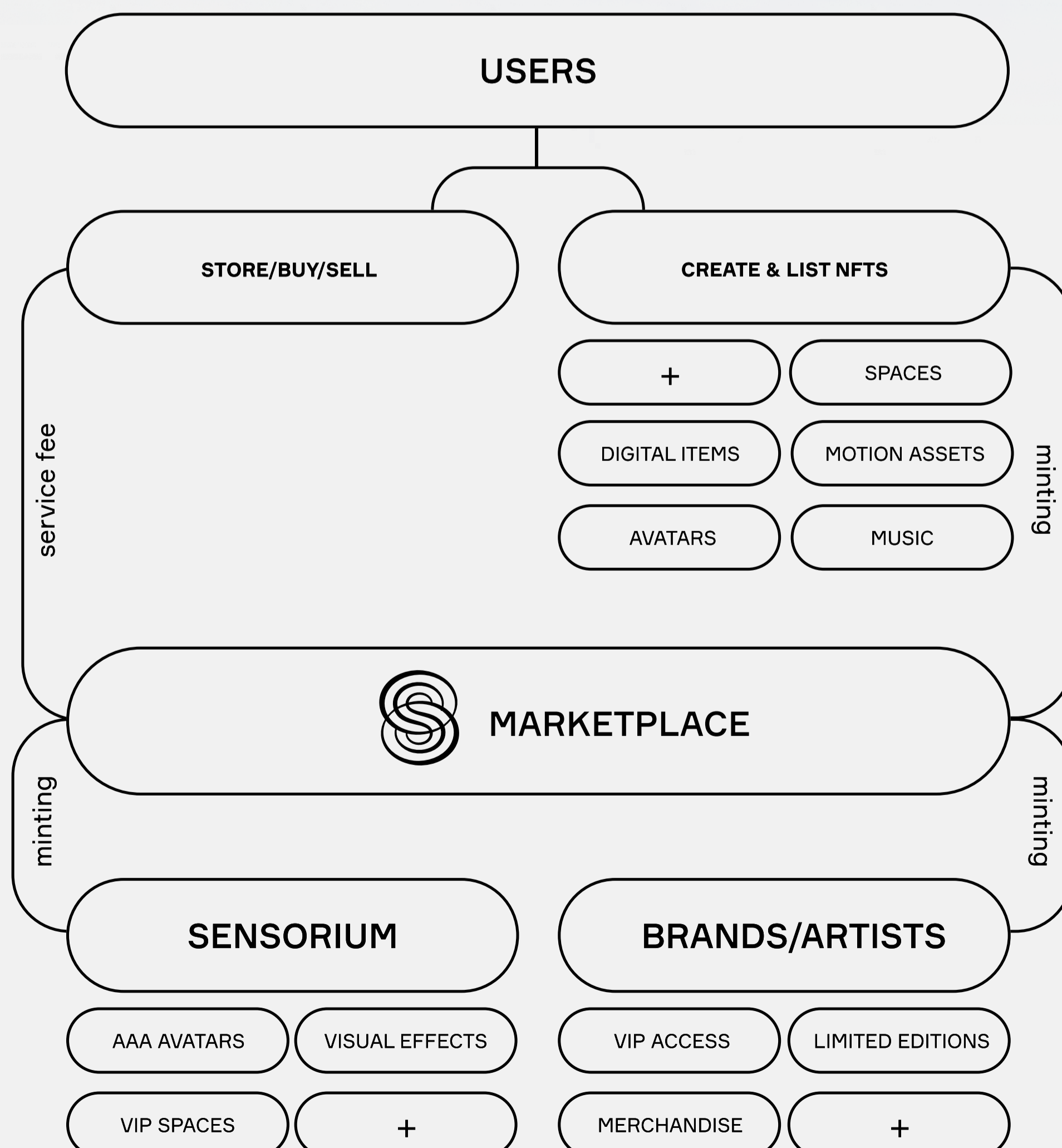
Users can own a piece of Sensorium Galaxy for eternity through NFTs. Specific space cabins and VIP locations will be regularly put for sale.

# Non-fungible token (NFT) marketplace

# 3

The Sensorium Galaxy metaverse includes an NFT-dedicated marketplace where users can seamlessly list, exchange, and sell their creations, or purchase those generated by other parties.

The marketplace runs entirely on the blockchain and consists of multiple parties: users, in-house development unit, and brands/artists.



# Game mechanics

# 4

While SENSO's primary goal is to regulate all value transactions inside the metaverse, the implementation of an in-platform currency is also justified by its positive impact in terms of user engagement.

SENSO is seamlessly integrated into the metaverse and well-aligned with game mechanics to enhance user experience in multiple ways.

For a Sensorium Galaxy user, having a SENSO balance offers a wide-array of opportunities to enjoy the vast alternate universe and engage in more exciting adventures. Simply put, SENSO plays a vital role in the gamification of the Sensorium Galaxy metaverse.

Users can not only pay with SENSO to access certain content or spaces, but also win SENSO based on their performance in specific individual and group activities.



## Unlocking content

Participants can unlock exclusive live experiences or purchase pre-recorded, on-demand content from an extensive gallery.



## Accessing spaces

Users can own a piece of Sensorium Galaxy for eternity through NFTs. Specific space cabins and VIP locations will be regularly put for sale.



## Joining activities

From private parties to meet-and-greet with chart-topping artists, SENSO gives users access to the best entertainment in the metaverse.



## Performance rewards

Participants can be awarded with SENSO tokens when visiting a combination of places, engaging in certain activities or winning quests.

## R&D Stage

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# Social tokens

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# 5

The Sensorium Galaxy metaverse thrives on content creation. This alternate universe incorporates mechanisms and tools that empower creative people and their AI avatars to produce unique digital content.

Social tokens, also known as personal tokens, creator coins or community coins, are a new type of cryptographic solution that helps content makers monetize their passions in a more efficient, transparent, and fair manner.

While social tokens are still in their infancy, the Sensorium Galaxy team is closely monitoring this promising sector that has amassed over \$1 billion in total market capitalization as of 2021.

These tokens are issued by content creators. SENSO is used to pay minting costs of social tokens, as well as to 'attach' a certain underlying value to each new token, therefore giving it a starting monetary value.

The use of social tokens can be tailored to meet their different goals.

### Potential integrations:



#### Transferring social tokens

Sensorium Galaxy creators could receive donations or tips directly from their community without intermediaries getting hold of fees.



#### Holding social tokens

Followers could opt to hold on to social tokens of their favorite creators as a way to support them. In return, they could benefit from early access to exclusive content or activities. The decentralized nature of these tokens enables creators to define a set of rules that positively impacts their interactions with the community.



#### Earning social tokens

Loyal followers can be rewarded with social tokens as part of systematic efforts to boost engagement and show appreciation.

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# Decentralized Autonomous Organization

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# 6

Using a blockchain-based, in-platform currency like SENSO does help us to create a more engaging, secure, and transparent virtual environment for all metaverse participants.

But decentralized ledger technology offers an even broader opportunity — the creation of a Decentralized Autonomous Organization (DAO). These organizations are governed by computer code (smart contracts). As such, DAOs have the ability to work autonomously, without the involvement of a central authority.

At Sensorium Galaxy, we believe that users should have a say when it comes to product development and community decision. After all, the metaverse exists thanks to them.

Our DAO is structured as a token-based membership. This means that users holding SENSO can vote on different plans and decisions, as well as submit proposals.



## Exclusive NFT collections

SENSO holders can vote on special edition NFT collections prepared in partnership with world-class brands and artists.



## Submission of proposals

Every Sensorium Galaxy users holding SENSO can submit pre-proposals to the Council. These proposals can target any aspect of the product or community management.



## Council participation

Participants with a significant stake of SENSO can join the Council. The council holds proposal rights over the DAO. This group acts as a filter for malicious proposals.

# Token supply & burning process

## Supply Evolution

By the time of its official launch in September 2019, the total market capitalization of SENSO was 7.6 billion tokens. Yet, only 5.9 billion were minted from that amount.

On April 30, 2021, a total of 4.2 billion SENSO were burned, adjusting the supply to 1.7 billion SENSO. In December, a second burn event cut an additional 1 billion tokens, resulting in an updated supply of 700 million SENSO.

As of 2022, 500 million SENSO are locked for product use (metaverse event tickets + NFT minting), leaving the active supply at 200 million.

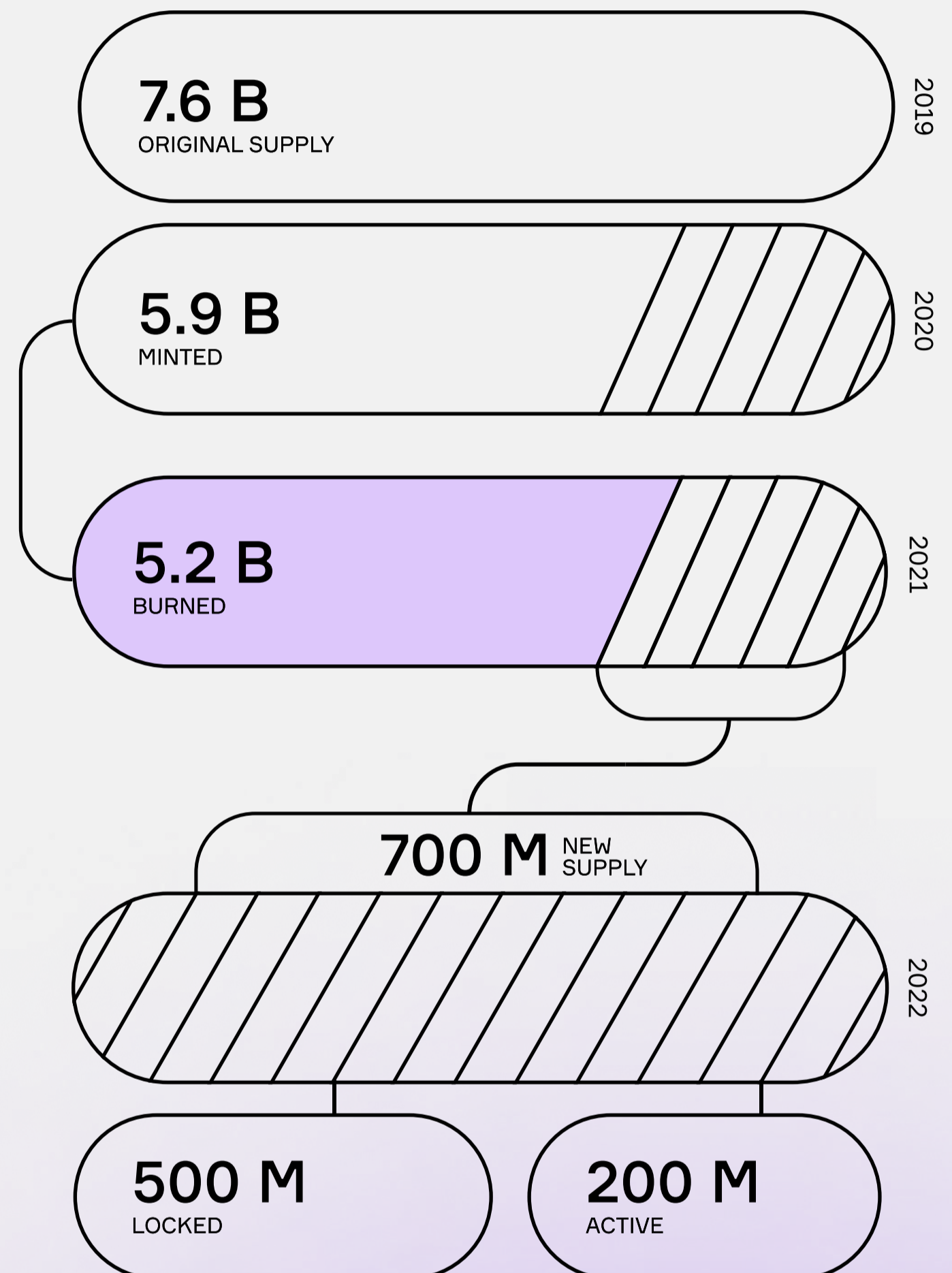
The decision to reduce the token supply came as the result of two factors. First, the cancellation of a previously planned public token sale. Second, a better integration of SENSO within the Sensorium Galaxy metaverse, which led to broader use cases for the token.

## Burning Process

Token burning is not an isolated event in the Sensorium Galaxy metaverse. To keep a healthy balance between demand and supply, SENSO tokens are burned on a quarterly basis.

We approach this powerful mechanism in a systemic manner. The amount of tokens burn equals the amount of tokens deposited on Sensorium Galaxy account balances, regardless of the purpose or origin.

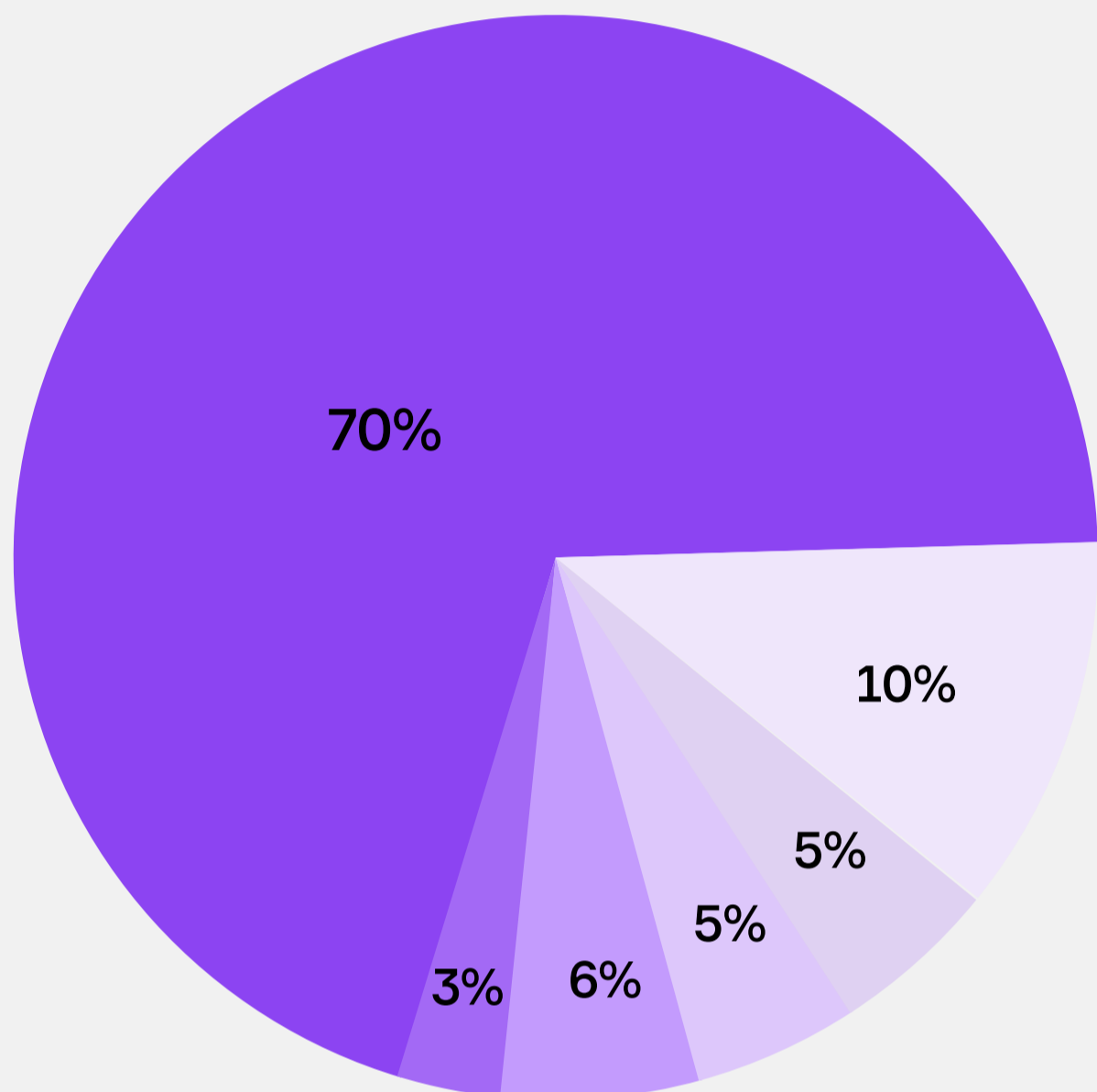
### SENSO Supply





# Token allocation

Taking into consideration all supply changes, SENSO tokens are allocated as follows:



- 70% NFT ticket sales and minting (distributed among 30 concerts for a minimum of 3 years)
- 3% Research & Development (R&D)
- 6% Attracting new artists & partners
- 5% Marketing operations
- 5% Loyalty program (bounty & referral, creators)
- 10% Human talent & motivation packages (with a pre-set lock-up/vesting period of 3 years)

## Blockchain migration

The original SENSO is developed on Ethereum. At the time of its creation, that network offered the best conditions for our in-metaverse tokens.

Yet, a recent increase in ETH prices led to unsustainable network fees, specially for relatively small size in-platform purchases.

For that reason, SENSO is expected to migrate to a new blockchain developed with Substrate — a next-generation blockchain framework.

Transitioning to a Substrate-based blockchain brings along multiple benefits, including:

### Lower fees

This new blockchain will ensure that costs associated with all onchain transactions are considerably lower than current ones.

### Higher speed

With this entertainment-focused blockchain solution, SENSO could benefit from a capacity of up to 1500 Transactions Per Second (TPS).

### Eco-friendly Proof-of-Stake

This move also leaves behind an energy-intensive Proo-of-Work scheme for an environmental friendly Proof-of-Stake model.

# Annex

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# Global presence

Sensorium has pursued a strategy of vertical integration, which allows the company to retain control and creative oversight over all aspects concerning the creation of Sensorium Galaxy and adjacent projects, as well as collaborations.

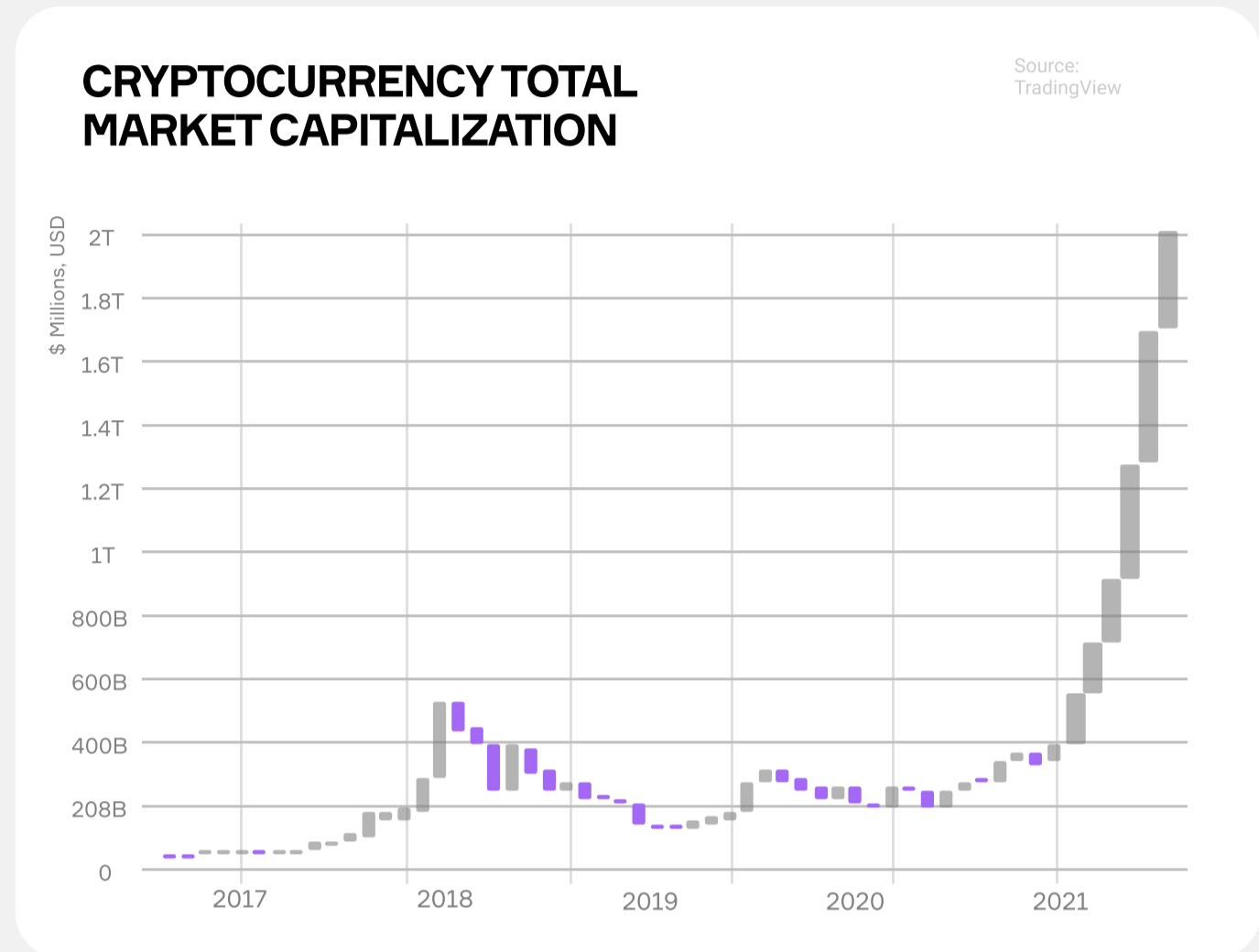
By having a presence across strategic locations spanning the globe, the company is able to remain competitive and support the deployment of technology as it continues expanding Sensorium Galaxy. Europe remains a strategic anchor for operations and content development, supported by creative and product development hubs in the U.S., Canada and Australia.



# Market trends

## Renewed crypto enthusiasm

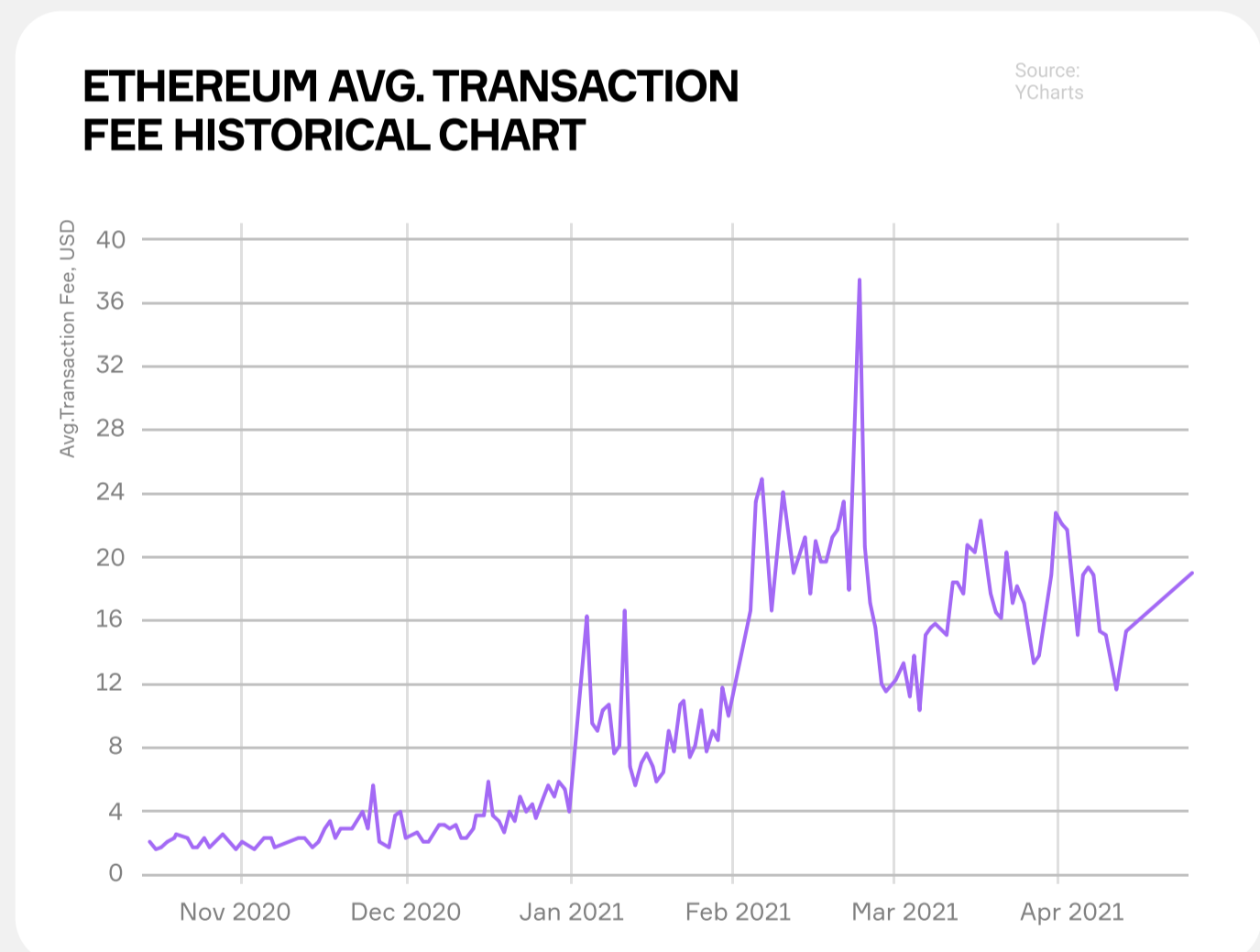
With strong support from institutional participants, 2020 displayed a stunning market-wide recovery. Big players joining the digital assets market also revitalized interest for retail investors and traders, resulting in new flows and investment patterns across categories. With Bitcoin crossing the \$1 trillion market cap in Q1 2021 for the first time in history, analysts are strongly bullish on the future of this rapidly growing market — now worth over \$2.2 trillion.



## Expensive infrastructure

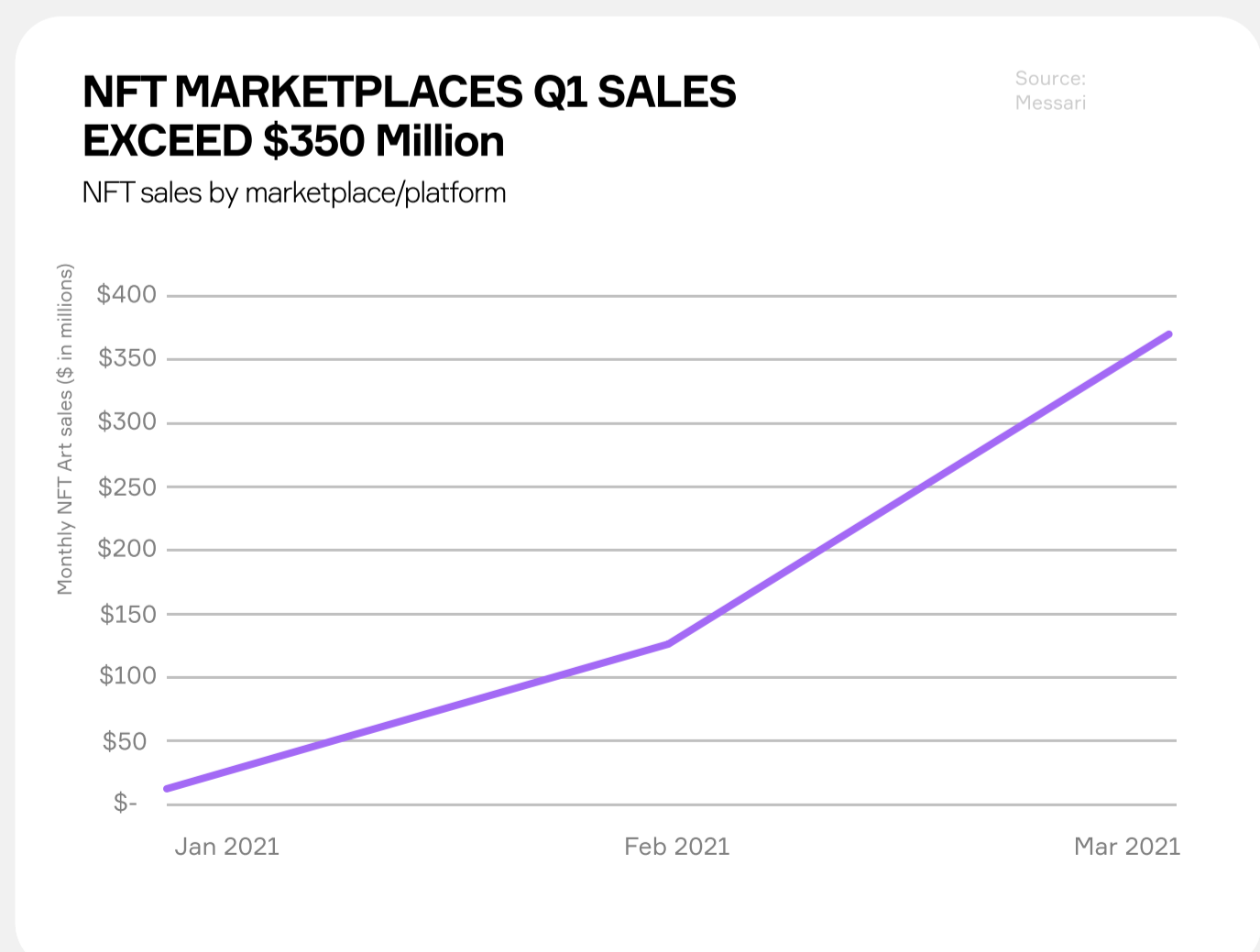
Token burning is not an isolated event in the Sensorium Galaxy metaverse. To keep a healthy balance between demand and supply, SENSO tokens are burned every quarter.

We approach this powerful mechanism in a systemic manner. The amount of tokens burn equals the amount of tokens deposited on Sensorium Galaxy account balances, regardless of the purpose or origin.



## NFTs in the spotlight

Non-Fungible Tokens (NFTs) are used to prove ownership on unique digital items (digital art, in-game objects, digital representations of real-world assets). The latest data suggests that the market cap of NFTs rose by 138.8% YoY in 2020 at a CAGR of 187.28% from 2018-2020. This \$1-billion NFT market is gaining momentum, capturing the minds of artists and blockchain enthusiasts all over the planet. From eight-bit pixelated portraits to elaborate creations, transaction volumes on marketplaces are skyrocketing at rates never seen before.

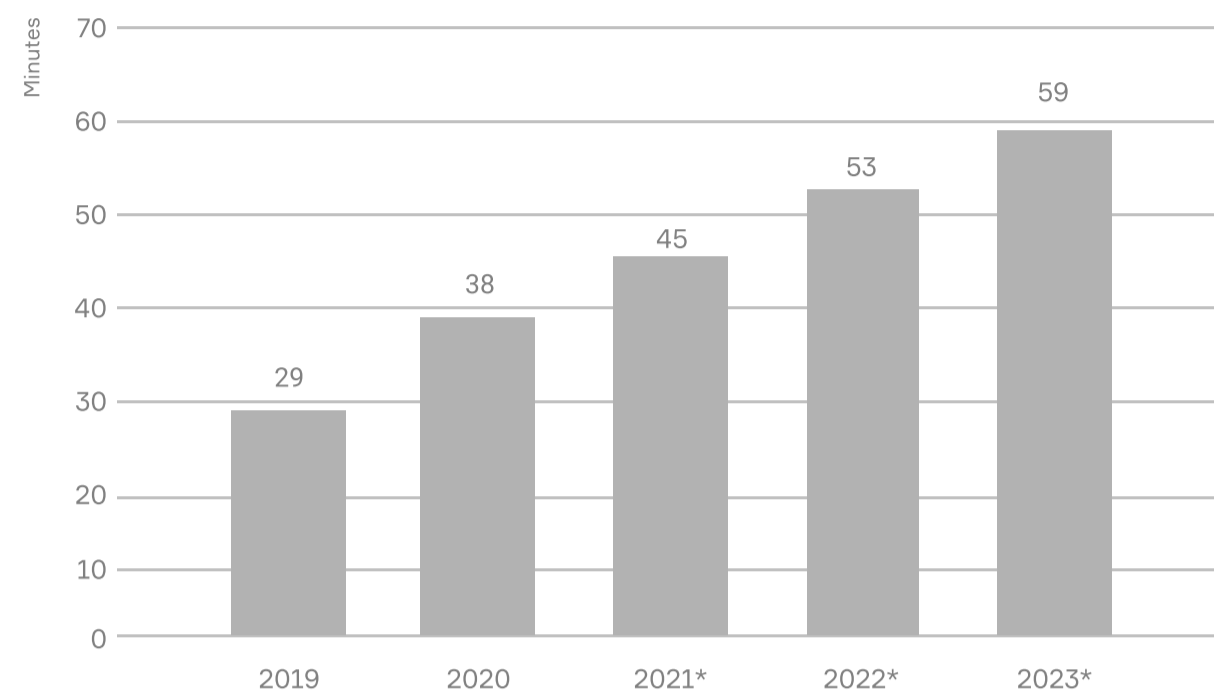


## Consumption of VR/AR content on the rise

After a decade of slow-paced development dogged by high entry barriers, lack of innovative content offerings and poor user experience, AR/VR technology has seen a significant spur associated with lower production and cost curves of VR gear. As reflected by the duration of sessions, users are spending increasing amounts of time within mixed-reality environments, with a predicted average session of 60 minutes in 2023, double the recorded average in 2019.

**AVERAGE VR SESSION DURATION**  
Worldwide users

\*Forecast data  
Source: Statista



## Lower entry barriers boost VR growth opportunity

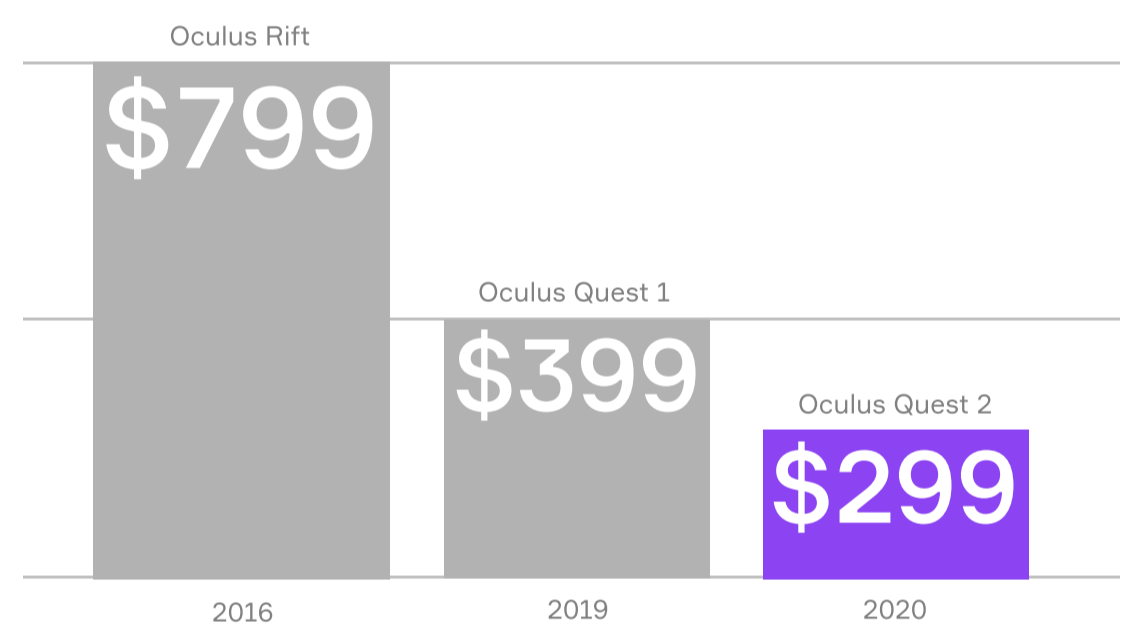
Industry sales have also followed a positive trend; consumer-grade, head-mounted devices (HMD's) and PCs have become increasingly affordable over the past few years, fueling record sales of headsets and a rapid surge in active VR users worldwide (standing at 171M in 2018). A cross-industry market outlook further forecasts that:

- The AR and VR markets will grow at a compound annual growth rate of 59%, from a market size of \$3B in 2020 to \$28B in 2025.
- The global game market will expand at a compound annual growth rate of 16%, from \$175B in 2020 to \$365B in 2025. Of that, VR/AR is expected to retain roughly 10% of market share.

These figures present a stream of growth opportunities for Sensorium Galaxy as it partners with key technological players to remove VR/ AR associated costs and leverage industry advancements to deliver an unbeatable user experience.

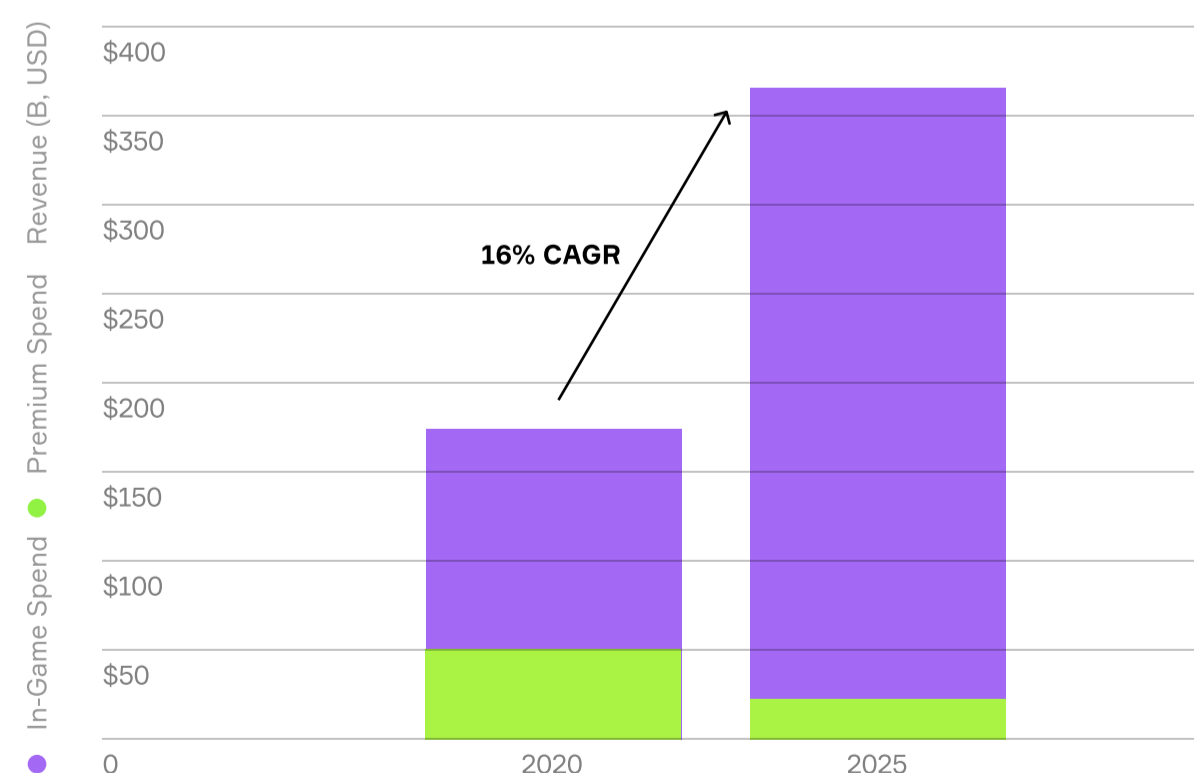
**PRICE OF HMDs**  
Most popular models

Source: Statista



**GLOBAL GAME MARKET**  
Estimated revenue growth

Source: ARK Investment Management



## Adjusting to the best monetization practices

Moreover, Sensorium Galaxy operates under a Free-to-Play model, which has proven to be the most profitable across the gaming industry. In 2020, free-to-play games carried the positive trend and generated the vast majority (78%) of global games revenue, with Asian markets accounting for 59% of free-to-play earnings. Total free-to-play market revenue increased by 9% to \$98.4B in 2020.

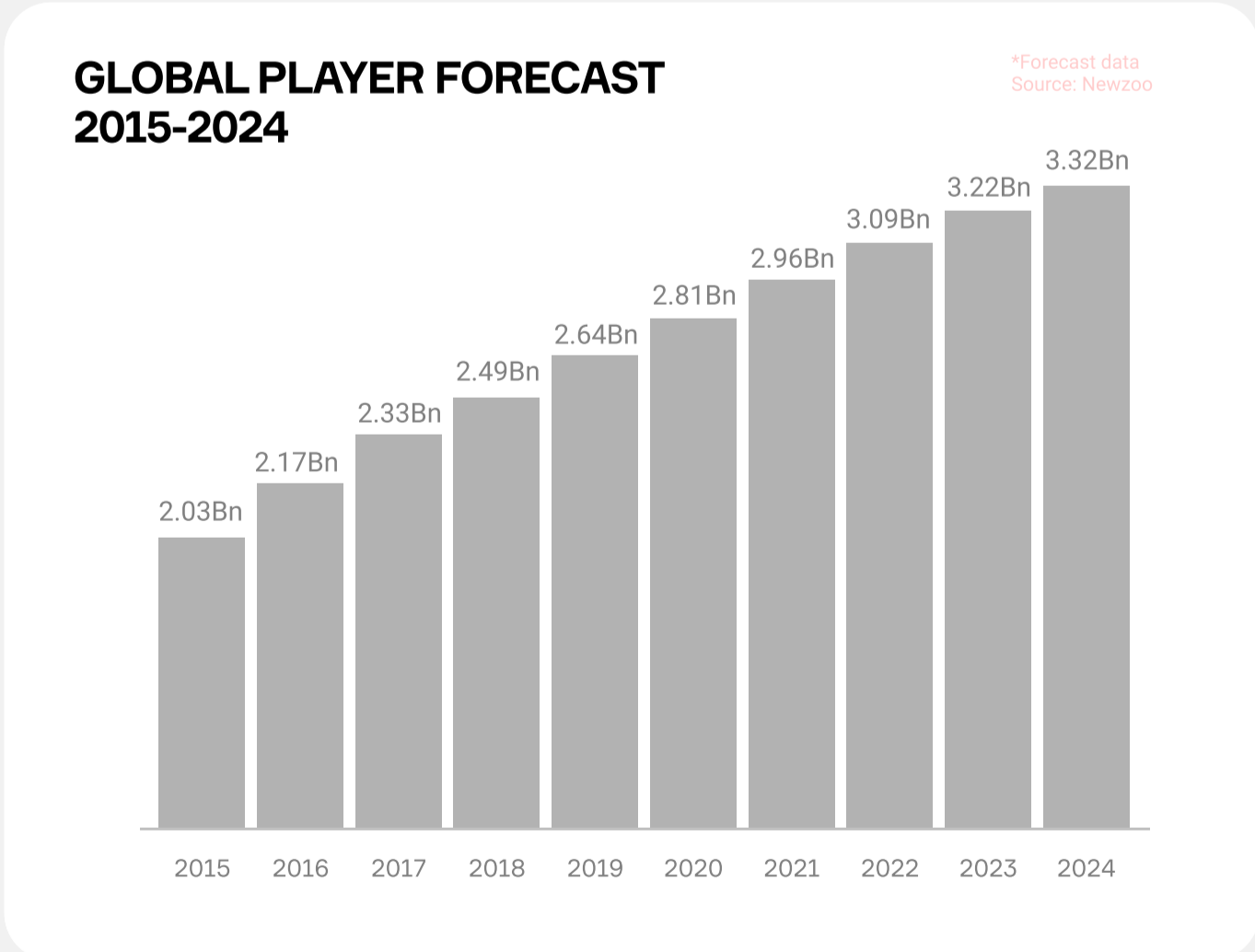
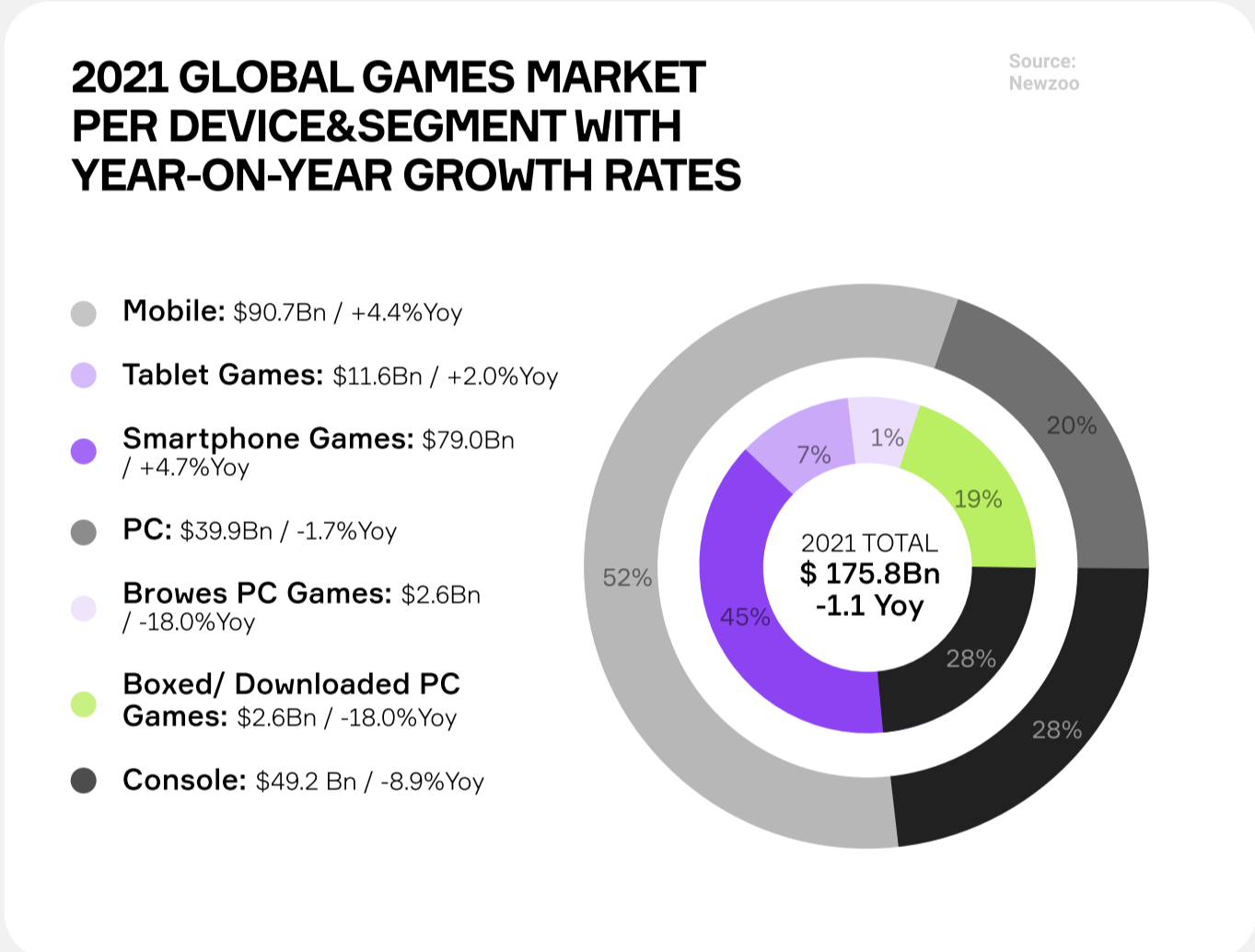
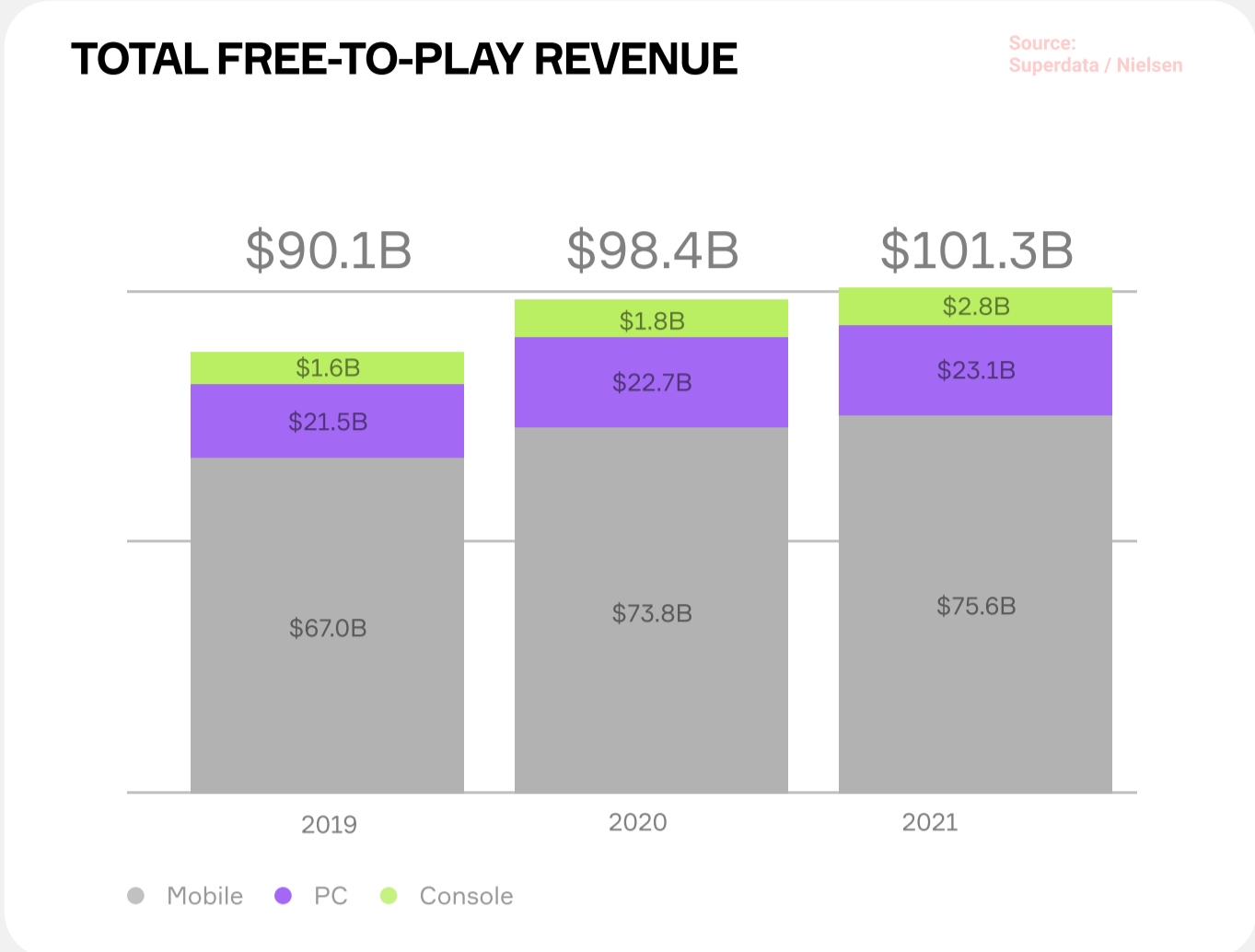
Within this model, percentage of in-game purchases has grown from 50% in 2015 to 75% in 2020, thus outpacing traditional premium platforms.

## Cross-platform access: a key to sustainable growth

Further forecasting demonstrates that the global gaming market is expected to generate approximately \$175.8 billion in 2021, representing a slight year-on-year decline of -1.1% due to the Covid-19 pandemic. The slump, coming on the back of extraordinary growth seen in the past five years, is expected to be temporary.

Out of the \$175.8 billion, \$90.7 billion will be brought in through mobile games. In fact, mobile gaming is set to generate \$90.7 billion in 2021, surging +4.4% YoY. This is more than half of the global games market, as the segment has seen less repercussions from the COVID-19 than PC and console gaming.

More player growth is imminent, and player growth rates from 2020 to 2021 are already impressive (+5.4%). Global number of players is on track to pass the 3B milestone in 2022. This number will continue to grow at a +5.6% CAGR (2015–2024) to \$3.3B by 2024.

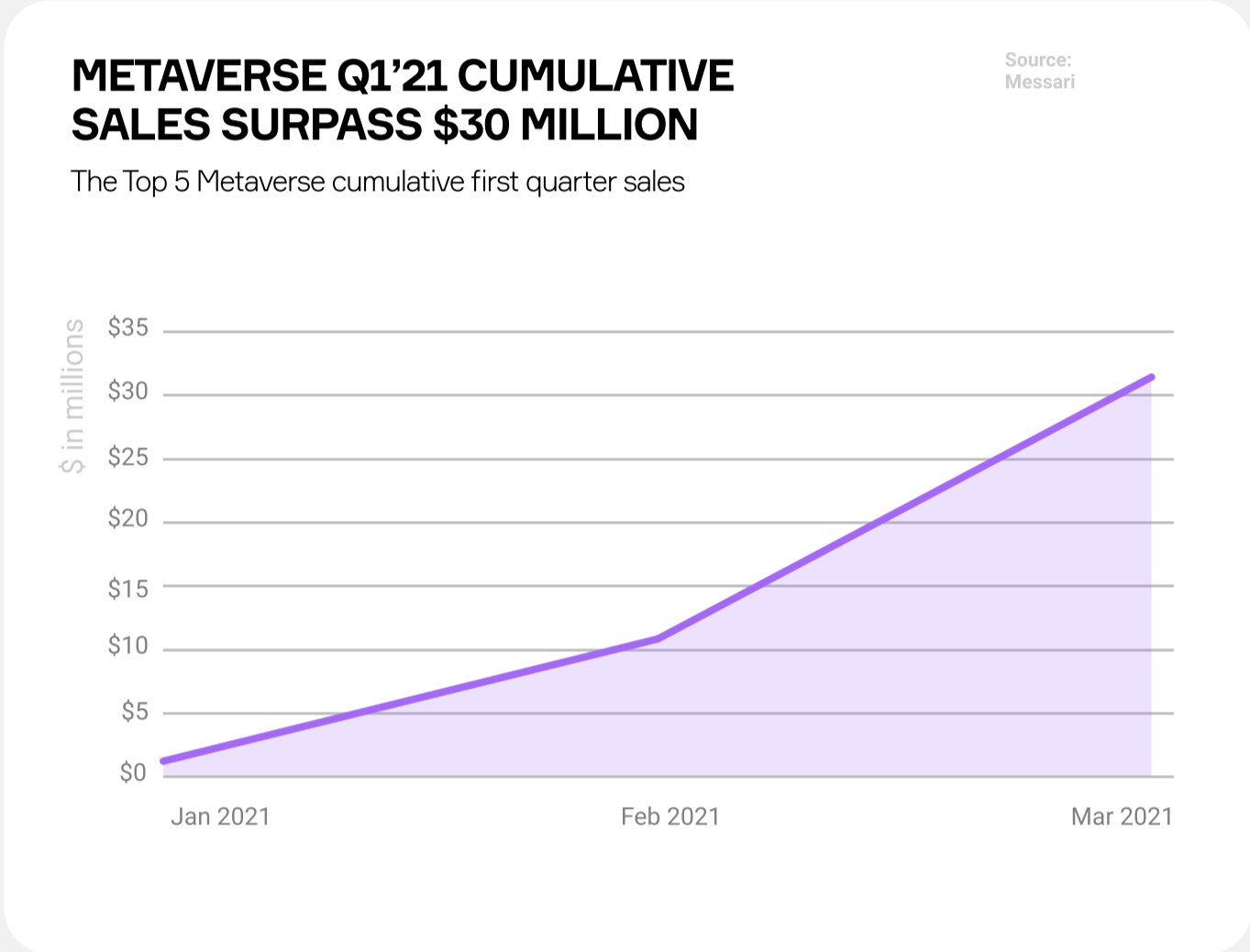


All in all, industry trends are likely to continue an upward trend through the end of 2021 and beyond, with a greater shift toward gaming video content (GVC) as seen by the 18% increase in audiences to reach 1.2B people in 2020. This has been evidenced by big brands and mainstream celebrities engaging in more collaborations with interactive entertainment, greater adoption of VR games and headsets.

## Metaverses: gaining traction globally

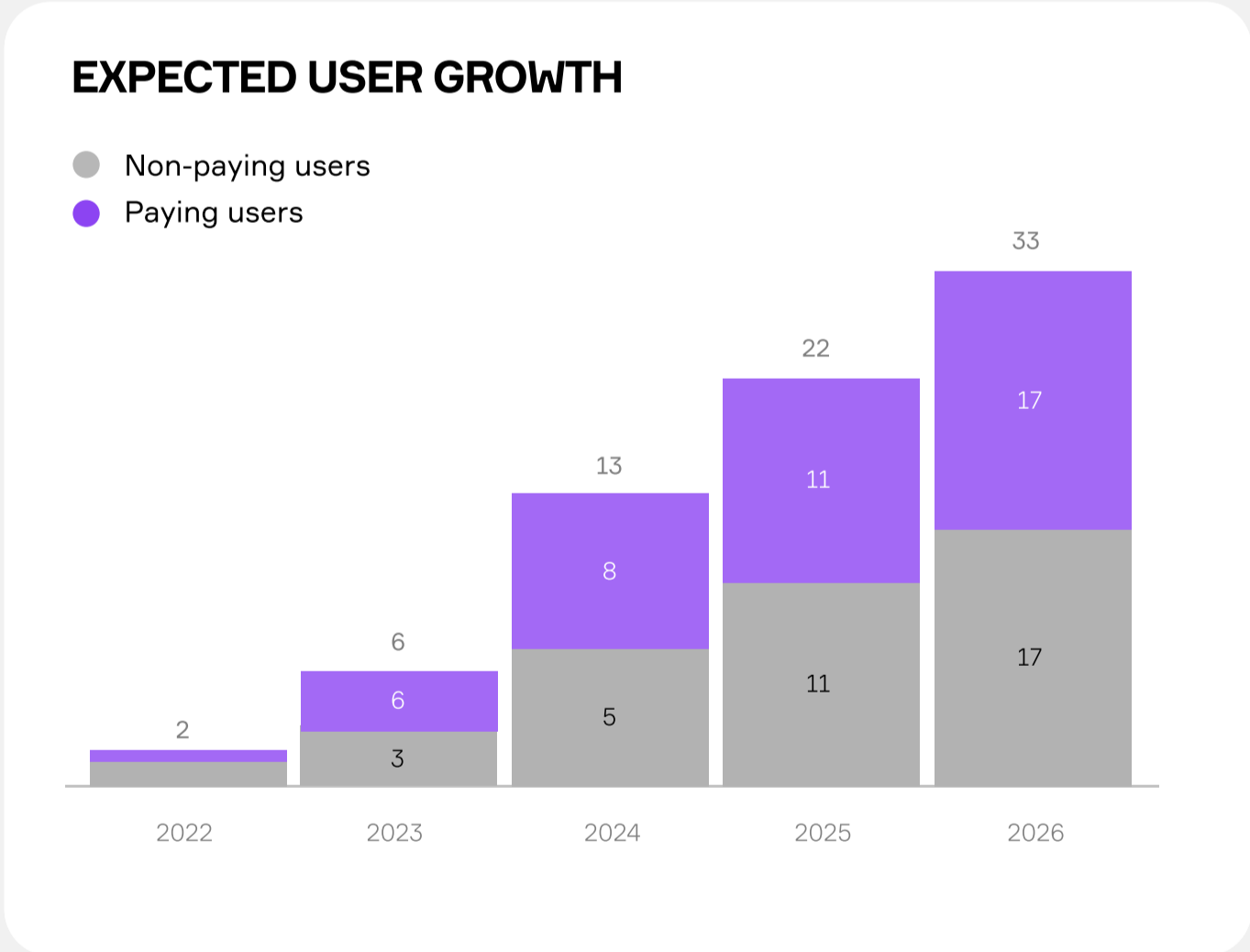
By the end of 2020, metaverse sales increased by \$20 million, reaching an all-time high of \$55 million. During the first quarter of 2021 alone, metaverse sales have already surpassed \$30 million.

As people’s digital lives continue to shift to these virtual environments, metaverses are on track to steadily evolve into diverse new worlds with bustling in-platform economies.



## Sensorium Galaxy: geared for growth

Taking into the account the current market structure and positive dynamic of core metrics such as HMD prices and content availability, we estimate that the Sensorium Galaxy metaverse will onboard over 33 million users as of 2026, with more than 51% being paying users.



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