

# AIRCOINS APP

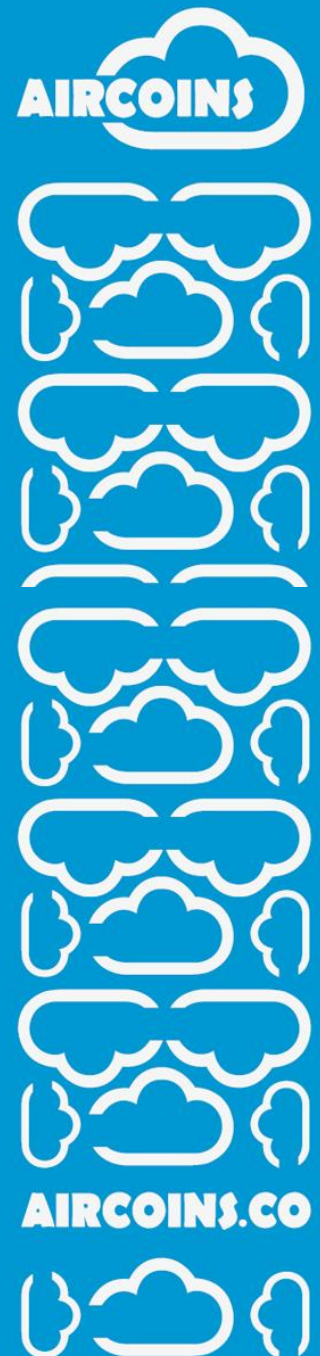
Augmented Reality, Treasure Hunt

White Paper

Version 1.4 • 15 January 2020

Aircoins Corp

Website - [www.aircoins.io](http://www.aircoins.io)





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## Abstract



Augmented Reality (AR), the technology that superimposes digital content on to the real world is growing rapidly and creating numerous opportunities across the board. With localized gaming and blockchain assets, Aircoins Application delivers an engaging experience that is real time and visually rich. Aircoins has pioneered many first in the world in the mobile apps with AR and digital based assets. Pokémon GO and other mobile games proved that 2020 and beyond will continue to be an AR and gaming world.

With people spending more and more time shopping online, the team behind Aircoins felt like things needed to change, and we wanted to encourage positive localized community driven interactions by bringing people together. Aircoins can drive foot traffic to places of interest, retail and events. We wanted to give people the opportunity to go out, socialize, discover new places while unlock digital treasure and collectibles. With the use of AR, gaming and a rewards economy, Aircoins has overcome key issues in today's digital marketing industry with greater transparency and engagement while providing an overall better consumer experience.

The Aircoins team is proud to lead the industry and hold the title for the biggest blockchain based AR App in the world. With millions of digital coins being claimed on the platform so far and tens of thousands of people playing.

[www.aircoins.io](http://www.aircoins.io)

## Industry Landscape

The modern world is a digital world. According to a report by 'We Are Social'<sup>1</sup>, there are almost 4 billion active internet users globally now. There is plenty of work for advertisers and marketers. Worldwide spending on digital ads is expected to reach \$229 billion this year and over \$335 billion by 2020<sup>1</sup>.

Aircoins is targeting the following industries: Mobile games (180 billion by 2022)<sup>2</sup>, Digital advertising (\$244 Billion by 2022)<sup>2</sup> and Augmented Reality (120 billion by 2020)<sup>2</sup>. "Digital game revenues will take 91% of the global market with \$125.3 billion. Mobile gaming will continue to be the largest segment following 10 years of double-digit growth since the first iPhone was launched in 2007. In total, mobile revenues will grow +25.5% year on year to reach \$70.3 billion"<sup>3</sup>.

## New Era of Digital Advertising

In a world full of intrusive digital ads consumers have become immune to them and retention rates are at the lowest. The Aircoins experience is changing that and we are interacting with people and places of business. Using AR technology to make digital assets and rewards available through the lens of your smartphone. Aircoins has increased customer engagement compared to traditional advertising channels.

1. <https://wearesocial.com/blog/2018/01/global-digital-report-2018>

2. <https://www.statista.com/topics/1906/mobile-gaming/>

3. <https://www.wordstream.com/blog/ws/2018/07/19/advertising-statistics>

## Problem

The traditional online media channels are oversaturated, and brands are losing their power of communication with their target audience. Advertising costs are increasing, there is poor ad conversion rates, scattered consumer data and fake marketing schemes.

### **High Cost of Advertising**

High cost of adverts is one of the main problems through the traditional digital ad channels. Expensive campaigns and poor conversion rates have marred the traditional digital online advertising space and needs an using the augmented reality experience like what Aircoins has brought forward.

### **Poor Ad Conversion Mechanisms**

Advertisers still have a hard time measuring and tracking their advertising campaigns. There has been reduction in the efficiency and conversion of digital ads because they are becoming increasingly less quantifiable due to changing user dynamics, fragmented information and layers upon layers of transparent and non-transparent code that reduces efficiency in advertising platforms.

### **Poor Data Privacy**

The current traditional digital advertising industry is experiencing serious setback in user's data privacy. This has resulted in the inconsiderate collation, collection and user's data for both business and personal benefits. User's data are mined using advanced technological procedures and used for marketing purposes like targeted ads, unsolicited phone calls, text messages, emails as well as bank credit and insurance scoring. Unfortunately, all these are done without permission or consent

of those whose data are mined. The emergence of a network of devices that connect and exchange data also referred to as the Internet of Things has led to a situation where every user's online activity could be tracked.

## **High Rate of Fraud**

Traditional digital advertising system is flawed and gives room for fraud. According to reports from the digital ad agency Adloox audit verification company, in 2017 brands suffered losses in the amount of \$16.4 billion due to ad fraud (bots, exploiting backdoors in ad serving networks, etc.). The massive rate of fraud in the conventional digital advertising industry has forced advertisers to employ the use and sophistication of different third party tools for measurement, analysis and interpretation.

## **Solution**

Aircoins augmented reality App create a new space and medium for advertising, communication and brand marketing. There is little space in the real world for new billboards, but there is plenty of virtual space in Aircoins which is based on geolocation and proximity.

Digital ads cover the majority of modern-day marketing initiatives, however traditional print ads are still far from obsolete including magazines, newspapers and billboards. There are two major types of augmented reality: marker-based and location-based.<sup>5</sup> AR ads can be built with the help of either of them. Aircoins is taking the location-based approach initially as we want to attract users to shopping outlets, events, attractions and many other places of interest.



## Crypto Digital Assets

The digital currency landscape has changed dramatically. Previously, new money entered the cryptocurrency market tended to go directly into Bitcoin, as Bitcoin's popularity slowly started to rise, and the public became more aware of it. Around the beginning of 2017 however, a new trend emerged, and investors saw coins like Ripple, Dash, Ethereum, and other altcoins quickly increase in market capitalization at a rapid pace.

Using blockchain technologies and cryptocurrency digital assets, Aircoins has created a gamified environment like that of a treasure hunt. A range of over 30 exchangeable altcoins supply the Aircoins platform with millions of coins drops that ready for gamers to collect. Coins and other collectables are only revealed in AR once you have reached proximity to the coin. Commercial clients wanting to advertise in the virtual space can purchase bulk crypto packages and place it in strategic geolocations to attract foot traffic. This advertising business model is new to the Blockchain and AR gaming realms. Later the Aircoins App development team is preparing for options that will allow in-App coin purchases and upgrades.

5. <https://www.blippar.com/blog/2018/08/14/marker-based-markerless-or-location-based-ar-different-types-of-ar>

Blockchain technology is an essential component to the Aircoins ecosystems. Most of our digital assets are crypto currencies stored on chain. Most of our 28000 User have been highly engaged with the app and have already collected millions of coins, meaning the Aircoins team have got the right mix of leading-edge technology.







## Emotional Connections with AR

The future of advertising belongs to the virtual world as the interaction of the ads are immersive, which means they help marketers create an emotional connection with the customers. Aircoins has made available millions of collectable digital assets in the augmented reality world for mobile users to discover. Interacting with digital assets specially cryptocurrencies, consumers feel like they're playing an engaging never tried 3D treasure hunt. This builds an emotional connection with customers, encouraging a greater engagement and therefore being able to recall brands better with a positive association because of AR. Retailers currently are struggling to compete with online outlets. Augmented reality can help them remain active thanks to the impressive visual experiences AR can provide.

## Hyper Targeted Augmented Reality Ads

Aircoins App has been downloaded tens of thousands of times since launch in August 2018. We have dropped over 150 million digital coins and 60 million coins have already been collected. We are using smart metrics to strategically place coins around the globe at key points of interest which helps us maximum the exposure and experience for both the user and our partners.

### **Aircoins App Performance To Date:**

- 50000+ App downloads on iOS and Android
- 19 Million of digital assets collected
- Dozen of Partnerships
- The Aircoins staff of 15 people providing full support



Unlike traditional geolocation-based ads that only tell customers about establishments near them, Aircoins hyperlocal ads are immersive as they can show 3D objects right on your smartphone's screen. This way, App users are instantly informed about digital rewards based on localized real-time data.

Product demonstrations are one of the major parts of every promotional event. "With unique AR experience, you can attract people to your booth, capture their focus and present your offering. Create engaging showcases for events, meetups, and trade show exhibitions"<sup>6</sup>. Engage your target audience with more personalized, shareable and visually enriched digital presentation using AR.

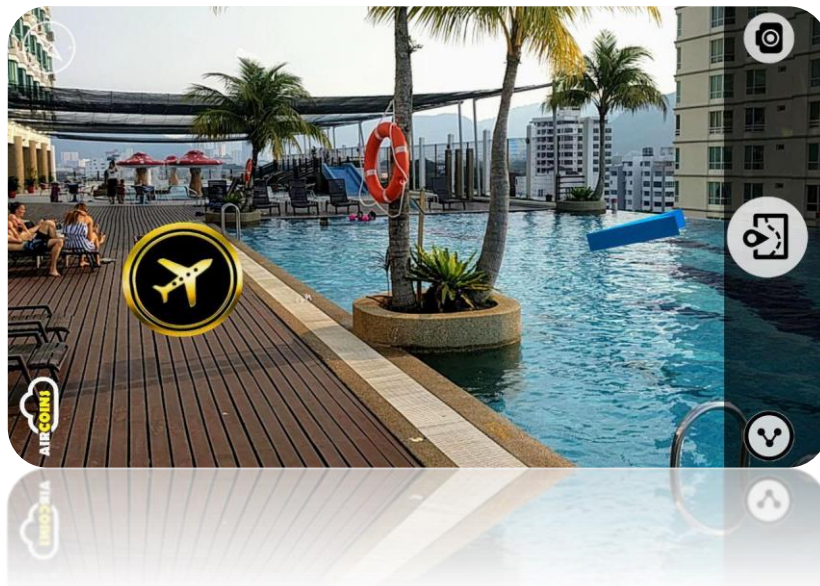
IKEA has been using augmented reality in their AR mobile app since 2013. The app allows you to overlay 3D pieces of furniture from their IKEA catalogue and make it viewable in real time in the space you want your future to eventually be<sup>6</sup>.

<sup>6</sup><https://www.dezeen.com/2013/08/05/ikea-launches-augmented-reality-catalogue/>

Storefronts still rely on traditional advertising methods, but now we can add a digital experience to them with the help of AR technology. Now with the Aircoins App, the customer can locate the loyalty rewards and other digital assets, recognize and retain the brand that is sponsoring the reward. Advertising in AR is efficient and affordable since companies can use their storefronts for advertising campaigns making deployment times are fast. Aircoins has already proven the ability to attract users to specific points of interests (POI) and venues.

Aircoins uses the power of gamification to create a unique and interactive content which lets you reach a broader audience, capture their attention and ultimately boost your sales channels. It's the right time for businesses to seriously consider AR technology especially in the advertising space and to use it to outperform rivals and make profitable advertising campaigns.

Figure: Travelcoins digital coin found In AR by the pool



“The very first banner ad on the Internet—for AT&T on Wired in 1994—had a click-through rate (CTR) of 44%. Now that the novelty has worn off, that rate is more like

0.05%”<sup>7</sup>. Blippara, a new AR company rolled out its AR ads and have seen 30% greater engagement rates.

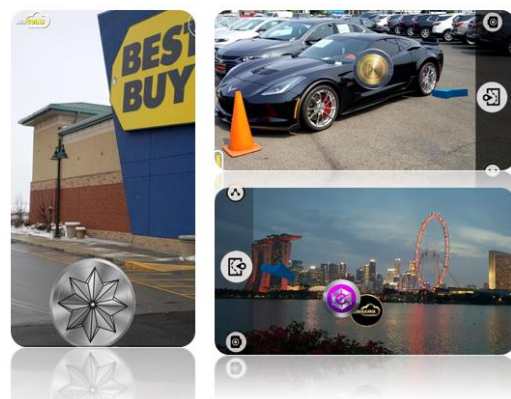
Use the power of AR technology to make your product or brand come to life by adding rich virtual content in the form of 3D animations, graphics, and video effects. We can display discounts and special offers when and where needed in AR. Outdoor advertising campaigns can incorporate AR, create a buzz around by generating impressive social media coverage.

Earlier this year, Facebook announced that it's moving augmented reality (AR) ads out of Messenger and into the News Feed. Early adopters like fashion retailer Michael Kors and beauty brands like Sephora are creating ads that allow Facebook users to virtually test products<sup>7</sup>. With Aircoins you can accurately and remotely place augmented reality 3D rewards to encourage community driven engagement. This has created a new and unique way to ensure interaction while creating brand appreciation to often unreachable markets such as youths, teens and ladies.

Traditional Advertising



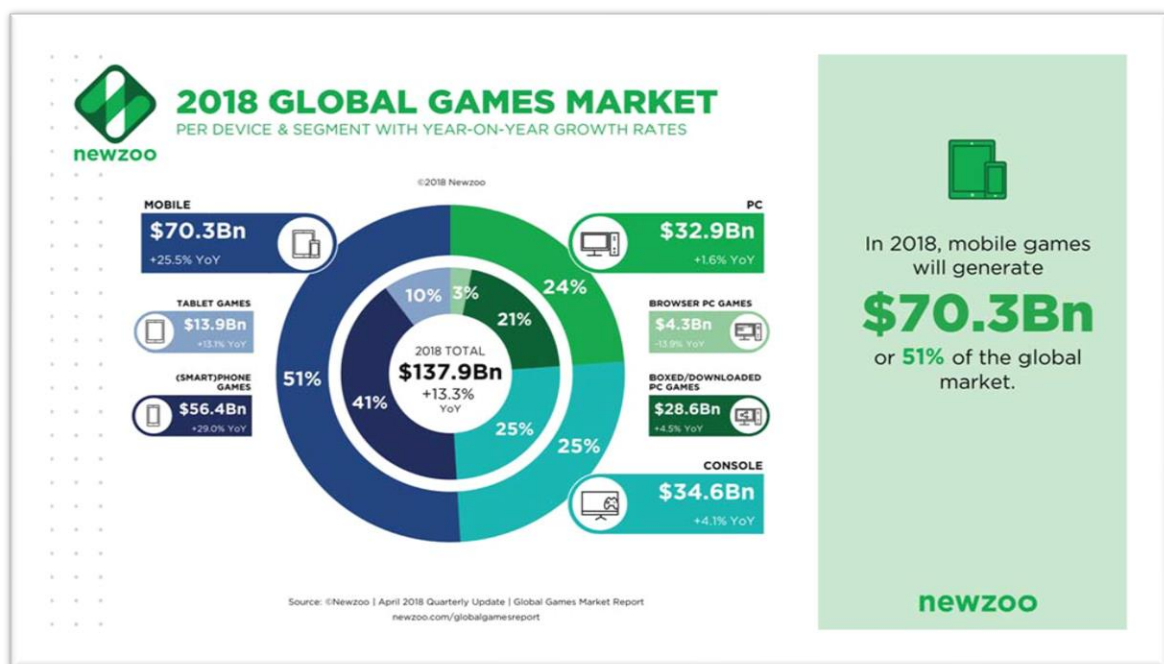
Advertising on Aircoins



7. <https://open.lib.umn.edu/principlesmarketing/chapter/11-7-sales-promotions/>

## Mobile Gaming

PokemonGo has been downloaded more than 750 million times, and its revenue is estimated to be more than 1.2 billion<sup>7</sup>. Aircoins encapsulates the mobile video games industry (70.3 billion). Digital game revenues will take 91% of the global market with \$125.3 billion<sup>8</sup>. This means that for the first time, more than half of all game revenues will come from the mobile segment.



Source: Tom Wijman, Games Market Consultant and Publisher, Newzoo's Global Games Market Report

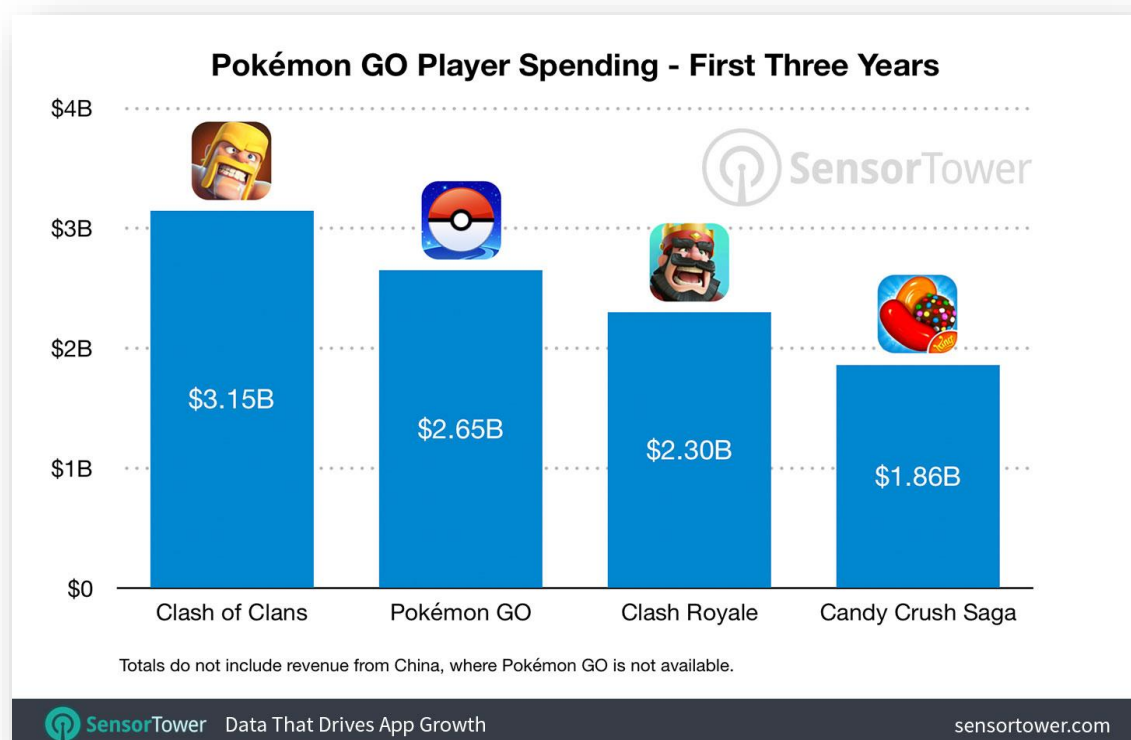
According to Infoholic Research, the “AR Gaming Market” is expected to reach \$284.93 billion by 2023, growing at a CAGR of 152.7% during the forecast period 2017–2023. The Digital Advertising only market amounts to over US\$100 million in 2018<sup>8</sup>.

7. <https://gizmodo.com/everything-you-need-to-know-about-augmented-reality-now-1809069515>

8. <https://www.adweek.com/digital/can-augmented-reality-breathe-new-life-into...>

## Gaming Top Apps – User Spend

PokemonGo which has brought Augmented Reality mainstream and Clash of Clans, Clash Royal brining top in-game revenues from live multiplayer SIM based challenges and Candy Crush played by a large female population with a Tetris type-based game challenge and in-app purchases again to drive revenues.

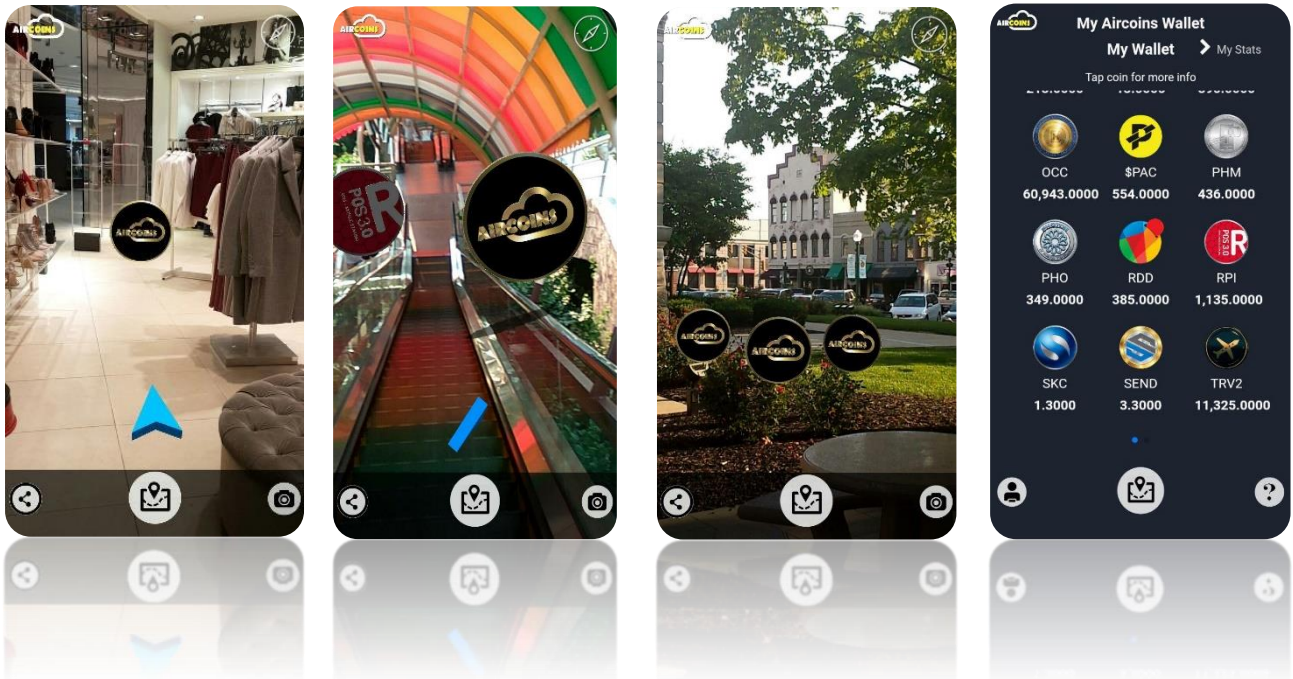


Aircoins App has proven that In-App purchases is an attractive business model and we are considering most of our revenues from in-game purchases. Aircoins has many in game tools available already and sales so far have been impressive, and we have surpassed our goals.



## Aircoins Wallet

Users collect coins in augmented reality using the Aircoins app and coins are viewable in the Aircoins wallet. Currently centralized on the cloud, a decentralized exchange integration is planned for March 2020.



## AIRCOINS FAIR DISTRIBUTION STRATEGY FOR OUR PARTNERS

Aircoins A.I. geolocation distribution is fairly and strategically distributed to benefit that of our partners. Although our drops are initially provided at no cost for some of our partners to prove the concept is viable and end user interaction is positive, in the future there may be a percentage held back to cover for operational and support costs of hosting the Augmented Reality (AR) environment. Cryptocurrency and digital assets only hold value because people believe in them and recognize their worth. The more people, who own a cryptocurrency, the more likely it is to become widely

adopted and rise in value. Aircoins is effective because it has created an environment that did not exist before and has brought together multiple crypto projects to the end users in AR. The Aircoins app users can visualize your crypto asset in AR, collect them and share them with their friends. Aircoins has created a vast network of users who are motivated to create a new environment and have shown initiative to push for mass adoption of AR and Crypto and the decentralized economies.

Figure: Crypto digital assets found around the world



**FIND.COLLECT.TRADE.**  
CRYPTOCURRENCY IN AR.

Available on the  
**App Store**



GET IT ON  
**Google Play**

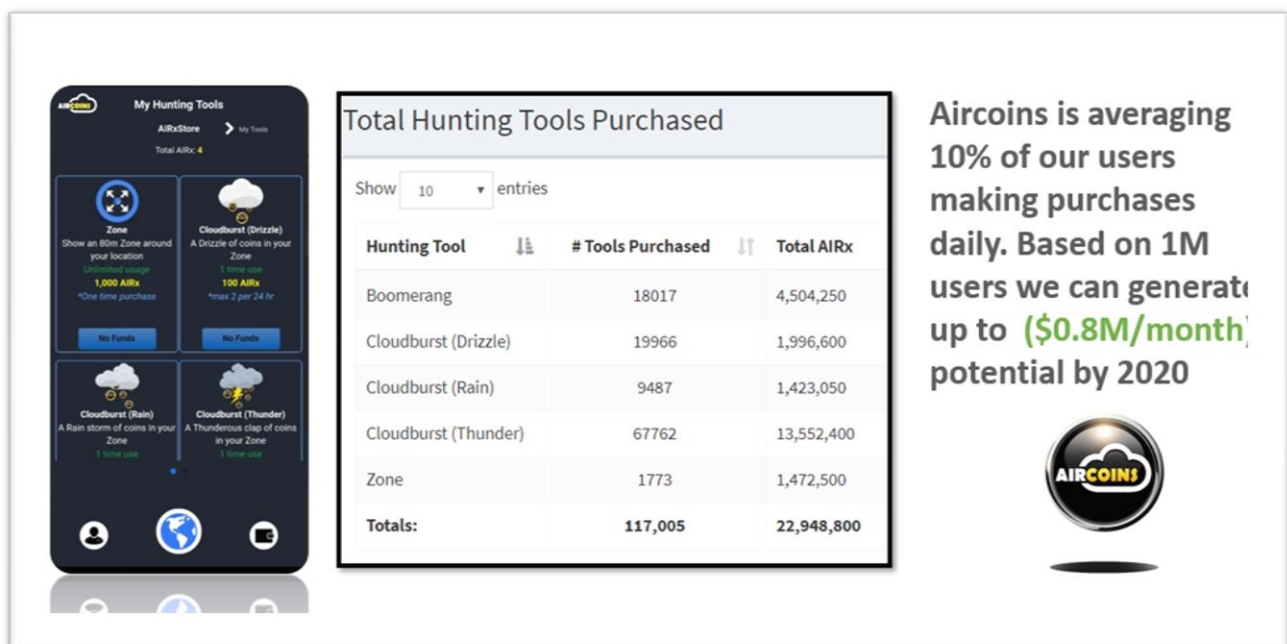


## Aircoins (AIRx) Tokenomics

There is and only ever will be 10 billion AIRx tokens in circulation. As our user base continues to grow, so will the demand for our native token. AIRx is the most readily available coin in the Aircoins App. Users will have the ability to trade AIRx peer to peer directly through the app as well as purchase it directly from the Appstore.

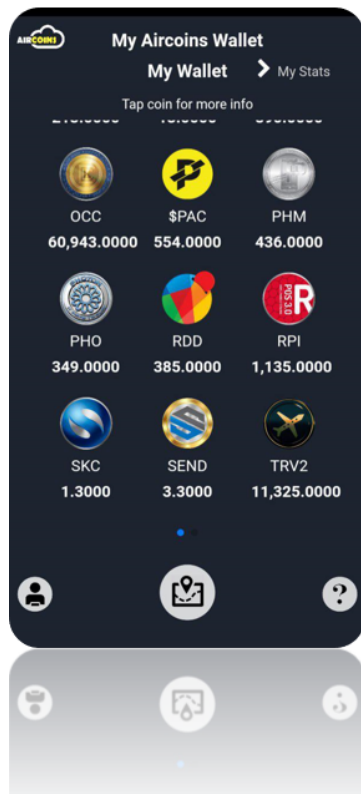
All in-game transactions & purchases will be with Aircoins (AIRx). Aircoins is free to download; however, if users want to progress faster or unlock more achievements, prizes or rewards without ever leaving the in-game transactions using AIRx. Furthermore, the advertiser can purchase AIRx and place tokens around their venues to attract foot traffic in the form of advertising.

Aircoins Use for in-game purchases to date:



## Crypto Partnerships and Available Assets

Aircoins has active partnerships with over 30+ crypto projects and we are working together for cross promotion. Some of our recent partners:



## AIRCOINS TOKEN PARTNERS

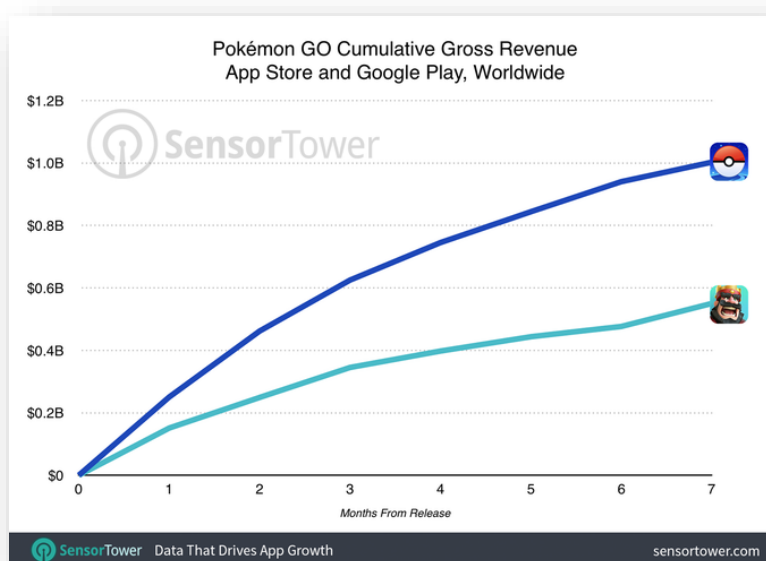
Project Name	Ticker	Websites
Original Crypto Coin	OCC	<a href="https://originalcryptocoin.com">originalcryptocoin.com</a>
Diamond	DMD	<a href="https://bit.diamonds">https://bit.diamonds</a>
Electra	ECA	<a href="https://electraproject.org">electraproject.org</a>
Action Coin	ACTN	<a href="https://actioncoin.io">actioncoin.io</a>
Travelcoins	TRV2	<a href="https://www.travelcoins.io">https://www.travelcoins.io</a>
LightYears	LYS	<a href="https://www.lightyearstoken.com">www.lightyearstoken.com</a>
Reddcoin	RDD	<a href="https://reddcoin.com">https://reddcoin.com</a>
HTML coin	HTML	<a href="https://www.htmlcoin.com">www.htmlcoin.com</a>
Linda Project	LINDA	<a href="https://lindacoin.com">lindacoin.com</a>
Apollo currency	APL	<a href="https://www.apollocurrency.com/">https://www.apollocurrency.com/</a>
PACcoin	\$PAC	<a href="https://paccoin.net">paccoin.net</a>
Phomeum	PHM	<a href="https://phoneum.io">https://phoneum.io</a>
FanFare	FAN	<a href="https://fanfare.global">fanfare.global</a>
Skeincoin	SKC	<a href="https://skeincoin.co">skeincoin.co</a>
SocialSend	SEND	<a href="https://socialsend.io">https://socialsend.io</a>
Bitcoin One	BTCONC	<a href="https://bitcoinone.io">bitcoinone.io</a>
LaMoneda	LMDA	<a href="https://lamoneda.co/en/index.html">https://lamoneda.co/en/index.html</a>
BWS token.	BWS	<a href="https://bitcoinwspectrum.com">bitcoinwspectrum.com</a>
Photon	PHO	<a href="https://www.photoncc.com/">https://www.photoncc.com/</a>
Netkoin	NTK	<a href="https://www.netkoin.com">www.netkoin.com</a>
RPI	RPI	<a href="https://www.rpicoin.com">www.rpicoin.com</a>
eBoost	EBST	<a href="https://www.eboost.fun">www.eboost.fun</a>
MNP	MNP	<a href="https://mnpcoin.pro/">https://mnpcoin.pro/</a>

Aircoins Charges 20-30% drop fees

## Aircoins Revenue Generation and ROI

Aircoins has strategically integrated technologies that are set to grow in the next five years. These technologies include: Advertising, AR, Gaming, Blockchain and AI. Aircoins' main revenue streams will be from the advertising, gaming and crypto markets while AR and AI will be used to enhance the experience for end users. Based on our current operations, revenue and market analysis, Aircoins is set to have a 3-year return on investment (ROI) or sooner. Aircoins has been fully self-funded with no debts. Since the launch of the App in July 2018, Aircoins has already managed to generate thousands of dollars in advertising revenue and aligned to grow rapidly. Gaming and trade functions will be introduced in Q4 of 2018 which will enable additional revenue streams.

As we can see from the chart below from SensorTower; Pokemon Go had generated \$1 Billion dollars within 7 Months of release. The combination of AR and mobile gaming have proven to be successful.



## Success Stories

Aircoins has had a positive impact to the community and our partners. We've had amazing reviews 4.5/5 ratings on Android and 4.7/5 ratings on iOS. Due to the success of the app, our partners have established brand recognition amongst the Aircoins App users because of AR. Users are recalling brands more easily, visiting partner sites and even converting some of the traffic to sales.

### Aircoins App reviews

#### App Store Preview

- Fixed GPS issues on the map

- Stats now displayed in your local timezone

Version History

Version 1.4

#### Ratings and Reviews

4.7

out of 5

102 Ratings

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Step Aside Pokémon Go

Aug 16, 2018

QAESAR1

★★★★★

This app is everything that Pokémon Go wishes it could've been. What a brilliant concept to airdrop coins in augmented reality for people to find and accumulate. I've been using the app for 5 days and my only regret is that I don't have more hours in a day to [more](#)

AWESOME Project!!!

Aug 6, 2018

Aloha Ohana Blue

★★★★★

If you're a crypto enthusiast like me, you would definitely LOVE AirCoins! If you're new and would like to get to know crypto currency and alt coins, this is FUN!!! If you have PokémonGo, try this and you'll certainly get hooked! Truly, AirCoins is the way to go! [more](#)

This Is Fun

Aug 11, 2018

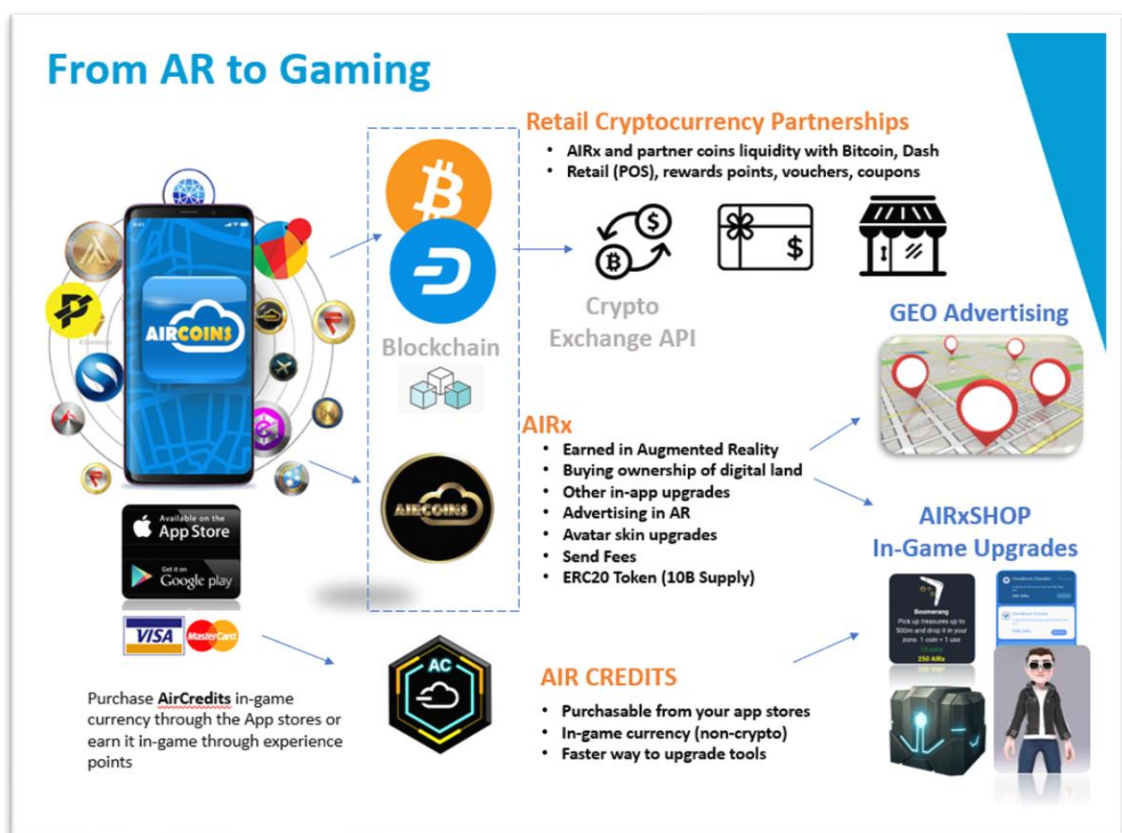
Tha Real J-Smoove

★★★★★

I didn't play Pokémon go but I always liked the idea of it. Now that I'm into Crypto I love this game! It's like playing for a purpose. The possibilities are endless. Stuff like this is what's needed for mass adoption.

## Use Cases

The Aircoins native token (AIRx) will be used in-app focused on gaming and advertising. In-game currency made available on the Ethereum platform and **20 Million Aircoins (AIRx) sold of in-app upgrades** making 10% of all active users making in-app purchases. We are expecting this trend to continue. With this trend Aircoins can expect **\$0.4M/month of in-app revenues** based on **1 Million users**.



## AR Digital Shop and Game Upgrades

- Sale of Aircoins tokens to fund purchases

## Partner Fees

- Package fees to list on the platform

- Further billable services e.g. Specific locations drops, special coin renders etc.

### Marketing fees

- Fees charged for the specific promotions including branded promotions, coin drops, football initiatives, voucher/reward schemes etc.

Based on current market trends and Aircoins current success, we are estimating and the return on a \$2Million investment to be 3 years or sooner. Aircoins charges 20-30% commission on advertising totals. Profits are set to rise more quickly in 2019 and beyond as Aircoins in-app purchases and gamification items will be introduced.

Action coin (ACTN) was one of the first Aircoins partners to onboard and use the platform to extend reach. Action used large amounts of drops to gain the most exposure and it worked. Brand recognition had increased, and Action was able to drive traffic and gain the trust of the community. Action coin is a returning customer for the third time.



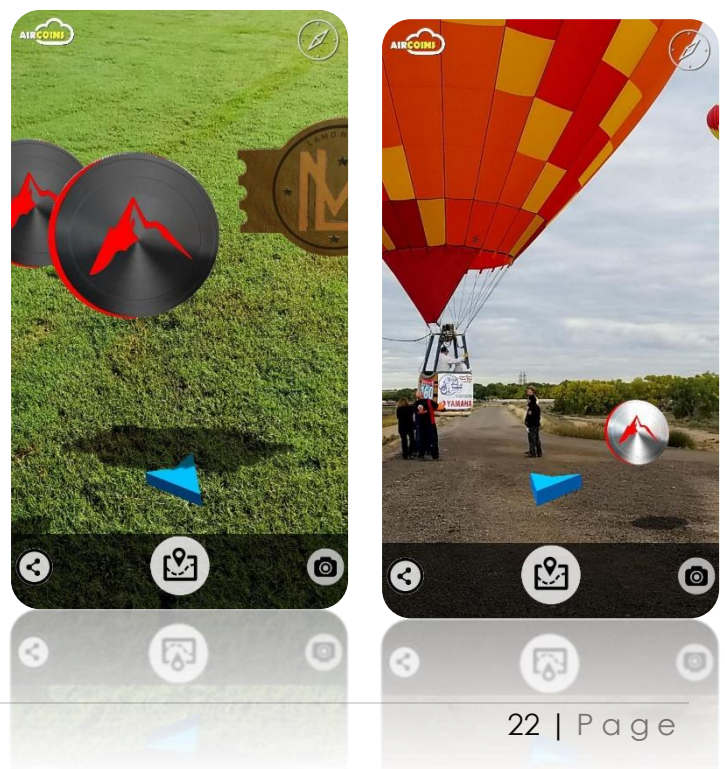
#### Million ACTN on Aircoins

First Drop – 5 Million (ACTN)

Second Drop – 10 Million (ACTN)

Third Drop – 50 Million (ACTN)

[www.actioncoin.com](http://www.actioncoin.com)







## Legalities & Disclaimers

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[www.aircoins.io](http://www.aircoins.io)

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- Project Website: <https://www.Aircoins.io/>
- Download the Android App in Google Play store: <https://goo.gl/aVvhBJ>
- Download for Apple iOS <https://goo.gl/EtYhxb>
- Twitter: [https://twitter.com/Aircoins\\_App](https://twitter.com/Aircoins_App)
- Telegram Chat: <https://t.me/aircoins>
- Facebook: <https://m.facebook.com/Aircoins/>
- Instagram: [https://www.instagram.com/aircoins\\_app](https://www.instagram.com/aircoins_app)
- Aircoins Privacy Policy: <https://aircoins.co/files/privacyPolicy.pdf>
- Aircoins Terms of Use: <https://aircoins.co/files/tos.pdf>
- Aircoins on Etherscan:  
<https://etherscan.io/token/0x8cb1d155a5a1d5d667611b7710920fd9d1cd727f>

#Aircoins #AIRx #CryptoHunter #AircoinsRich

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**FIND. COLLECT. TRADE.**  
CRYPTOCURRENCY IN AR.

