

Arti

ARTi-PROJECT-WHITEPAPER

English Version 1.01



project *Arti*

Based on **NFT Blockchain System.**

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Contents

I. Introduction	3
I-01. ARTi Project Overview	3
I-02. Project Background	4
I-03. ARTi Project Mission	5
II. NFT(Non Fungible Token) Concepts and Market Analysis	7
II-01. NFT Concepts	7
II-02. NFT Market Analysis	8
II-03. NFT Applied Technology	11
III. ARTi Project Service	14
III-01. Artwork History Management and Forgery Prevention Services : ARTi-Block	14
III-02. NFT Registration and Certification Services : ARTi-NFT	14
III-03. NFT Marketplace : ARTi-X	16
III-04. NFT Work Filtering Authentication System : NFT-Filter	17
III-05. ARTi NFT Wallet	18
III-06. Exhibitions and Auctions	18
III-07. Korean Wave and Celebrity Item NFT Service : ARTi-STAR	19
III-08. Donations and Cultural Volunteer Activities : ARTi - CSR	20
IV. ARTi Project Foundation and Core Ecosystem	21
IV-01. Hooranky b.'s ARTi Project	21
IV-02. RoWon Holdings Luxury Products Complex Arts Group and ARTi Project	25
IV-03. Lidya Collection's ARTi Project	28
IV-04. GMCK's ARTi Project	30
V. TEAM	32
V-01. Core Team ARTi Project	33
V-02. ARTi ADVISER Group	34
V-03. ARTi PARTNERS	35
VI. ARTi Project Token Economy	36
VI-01. ARTi Issuance	36
VI-02. ARTi Project Issued Amount and Protocol	36
VI-03. ARTi Project Distribution Policy	37
VI-04. ARTi Token - Price and Distribution Policy	37
VII. ARTi Project Road Map	38
VIII. Conclusion	39
● Appendix	40
● Risk Factors of ARTi	41
● Disclaimer	42

I. Introduction

I-01. ARTi Project Overview

project *Arti* | ARTi Project



ARTi Logo that shapes English letters in the forms of mountains, water, humans, and nature

ART-i (ART + innovation)

In the digital era, as digital technology is incorporated into traditional art, the boundaries are gradually collapsing and changing into a trend of change that integrates with each other. **The ARTi Project is a global NFT innovation project** that is being pursued by renowned artists and digital creators from each field with the aim of **digitizing artworks and decentralizing ownership, transparency of transactions, global liquidity, and popularization of NFT.**

ARTi Project Foundation

Arti

The ARTi Project is a **NFT digital innovation project of culture and arts** established jointly by a world-renowned digital media writer **“Hooranky b.”**’s Hooranky Foundation, **“Lidya Collection”**, which distributes world’s first ancient coins to South Korea and runs an ancient coin gallery and auctions, **“GMCK”** with 24-hour broadcasting channel specializing in Korean Wave contents in Southeast Asia, and **“RoWon Holdings”**, a combination of luxury brand shops and culture and arts.

Hooranky, a global digital media writer - leads the art project

ARTi project includes famous artists from various art fields, NFT-related companies, organizations, and individuals. In particular, as world-renowned digital media artist Hooranky leads the art project, the Hooranky Foundation will participate in the project, famous celebrities, K-POP singers, global pop artists, and various game companies and digital content companies will join the project.

ARTi Token

ARTi Tokens will be used as a major payment tool within the ARTi project ecosystem with global companies and organizations participating together. The ARTi token used in the ARTi project ecosystem is a utility token issued by Lydia HK Limited, founded in Hong Kong in 2015 under the motto of creative thinking and art, for global payments of NFT (Non Fungible Token) items.

The ARTi token is used as a means of co-ownership, sale, auction, donation, and payment for artworks and digital content by famous artists abroad as well as NFT-enabled game items, characters, and celebrity goods.

To this end, ARTi Project will select Lydia Co., Ltd., an IT solution company located in Korea, as its main operator, establish a global marketing promotion and NFT technical support system, expand the NFT ecosystem, and operate projects transparently. Major companies participating in the ARTi Project include a world-renowned digital media writer “Hooranky b.”’s Hooranky Foundation, “Lidya Collection”, which runs an ancient coin gallery and auctions, “GMCK” with 24-hour broadcasting channel specializing in Korean Wave contents in Southeast Asia, and “RoWon Holdings”, a combination of luxury brand shops and culture and arts, small and medium galleries, art exchanges, NFT marketplace, characters and items from game companies, digital art, and it is used as a major payment method within these ecosystems.

I-02. Project Background

The Reality of the Artwork Market in the Digital Era

Today’s industrial environment is moving beyond the 3rd Industrial Revolution, which is referred to as the information revolution in the early 21st century, to the 4th Industrial Revolution, well known for artificial intelligence and big data. Advances in the Internet and mobile technology have enabled us to use more information, richer communication and more useful services at a much lower cost. Most of the information has become accessible if you have a smartphone anywhere in the world.¹⁾

1) Best Buy. “AT&T prepaid Alcatel CAMEOX device purchase.” Bestbuy.com.(Accessed: May 15, 2019). Available: <https://www.bestbuy.com/site/at-t-prepaid-alcatel-cameox-4g-lte-with-16gb-memory-cell-phone-arctic-white/6008102.p?skuld=6008102>

However, the reality is that in the art and art sectors, it was still very closed-door, alienated from changes in the digital information revolution, such as transaction opacity and asymmetry of information.

Problems in the Traditional Artwork Trade Market

Traditional artwork and art industries are more difficult for the general public to access and expensive art is more difficult for the general public to own or trade, so artwork is considered the property of property owners and there are bad perceptions such as illegal trade and tax evasion.

Therefore, owning expensive artworks is not only a hope and a dream for the general public, but also artists themselves have problems with lack of opportunities to display and sell unknown artists or personal collections.

The Advent of Internet and Blockchain Technology

As the speed of Internet and digital change accelerates, blockchain technologies and services have emerged to enable digital markets, payments, and security that have previously been impossible due to time and space constraints. People around the world can partly own, share and trade a variety of assets together, easily tokenize like a single item, and now they can trade not only in physical transactions but also in NFT transactions with ownership, generating financial returns.

The Digitalization Revolution of Artwork Using NFT Technology - ARTi Project

To improve the existing chronic problems of the artwork market and digital content (music, webtoons, movies, and game items) market, ARTi Project uses NFT(Non-Fungible-Token) technology, which is an irreplaceable token based on blockchain to transparent distribution.

I-03. ARTi Project Mission

Decentralization, Fluidization and Co-ownership of Artworks

Through NFT technology, ARTi Project will facilitate high-priced art investment and access through co-ownership techniques through decentralization and fluidization of art ownership, and IT technology will provide opportunities for anyone to easily participate in art and digital content consumption.

Discover Creators and Support Creativity

By continuously discovering unknown artists and various digital creators, participating in the global art ecosystem group, we not only promote our works, but also promote artistic creativity by selling NFT works and generating profits, and encourage creativity through ecosystem support.

Popularization of the Possession of Artworks

In order to popularize the ownership of artworks, we will plan domestic and foreign exhibitions and cultural contents with various themes, and lead the global market for artworks through collaboration with global YouTubers to open the K-ART era.

Leading the Trend of Modern Art and Culture through the Coexistence of Art and Economic Activities

The ARTi project ecosystem will make it easier for more people to access the artwork and digital content market, and create new profits from investing in artwork, resulting in significant changes in economic activities and improved quality of life. We want to influence new trends in the modern art and culture market.

II. NFT(Non Fungible Token) Concepts and Market Analysis

ARTi Project is based on NFT(Non-Fungible Token) Blockchain technology. In other words, NFT technology clearly hashes individual ownership of various items such as artworks and stores them in blockchain, enabling digital assetization, trading, and distributed ownership. Because NFT can give virtual assets the value of scarcity and uniqueness, its influence has recently increased rapidly in the field of digital artwork, online sports, and game item trading.

II-01. NFT Concepts²⁾

NFT stands for 'Non-Fungible Token', a token representing a digital asset with scarcity. NFT utilizes blockchain technology, but unlike conventional virtual assets, it gives digital assets unique recognition values, making it impossible to interact.

01. Digital Ownership Certificates, such as Ownership and Sales History

NFT is based on blockchain, so all relevant information such as ownership and sales history is stored in blockchain. Therefore, it is not only impossible to falsify the original issuer at any time, but it has also become a powerful means to digitally tokenize existing assets such as games, artworks, and real estate by clarifying asset ownership.

02. Grant Irreplaceable Unique Recognition Value³⁾

Unlike existing cryptocurrencies that have equal conditions depending on where they are issued, NFTs contain separate unique recognition values and cannot be exchanged. For example, Bitcoin is the same price per piece, so it can be exchanged, but when NFT is applied, one coin has a separate recognition value that cannot be replaced with another coin and can be priced differently. This technology can be applied to content areas such as pictures, music, and videos where authenticity and demonstration of ownership are important.

2) [NAVER Knowledge Encyclopedia] NFT

Non-fungible token (NFT, ERC-721) is a type of cryptocurrency that is issued by Ethereum and is a specific non-replaceable cryptographic digital asset. By storing ownership of digital files on the blockchain, it makes it impossible to forge and tamper, permanently preserving them, and verifying their ownership in a decentralized form.

3) ko.wikipedia.org/wiki

The unique ID and ownership of the irreplaceable token can be verified through the blockchain ledger. Non-replaceable tokens have metadata that is processed via a cryptographic hash function, which can compute 40-digit letter and numeric sequences.[7] Non-replaceable tokens are also being used as tools to create potential asset interoperability in games, art, and so on.

03. Advantages of NFT

Non-forgery	Better ensure sparsity because cloning is difficult, and ensure that counterfeits don't compromise value.
Easy to track	Data on the blockchain is open and transparent, and anyone can view the source, time and number of issues of the NFT, owner details, and other information;
Divided ownership recognition	Accept ownership of the part, which allows tokens to be traded in the same form as 1/n.
Increased transaction cycle	For example, if an item is made into NFT, the player will gain true ownership of the item and be free to trade in the NFT auction market.

Reference by medum.com, KB Management Research Institute

II-02. NFT Market Analysis

01. NFT Origin

The beginning of NFT is a "CryptoKitties" game launched by startup Dapper Labs⁴⁾ in 2017, which collects and breeds cats with different characteristics online. Each cat is NFTed and given its own serial number, and users can buy and sell cats with cryptocurrency. In particular, the cat character "Dragon", which was traded the most expensive in late 2017, was traded at 600 Ethereum (ETH), which is now a big topic worth 1.14 million dollars(2021.04).



02. Representative NFT Digital Art Transactions

Celebrities and Athletes NFT

Since 2020, Dapper Labs has been working with the NBA to provide the NFT trading platform

4) Dapper Labs is a Canadian video game developer split from Axiom Zen to provide consumers with the benefits of decentralization in 2018. CryptoKitties, the world's first game using blockchain-based cryptocurrency, was developed and released in December 2017. Cryptokitty is an Ethereum ERC-721 token DApp.

Reference) https://www.cryptokitties.co/?utm_source=dapperlabs

"NBA Top Shot", which allows users to trade short videos of highlights of famous players. Dapper Labs creates and sells a limited number of NFTs in order to enter into license agreements with the NBA and maintain scarcity.



Reference : NBA TOP SHOT

NFT of digital artist 'Beeple'

A ten second video clip created by digital artist "Beeple" Winkelman is available online for free at anytime, but was sold for \$6.6 million on the NFT Exchange in February 2021.



Christy,/ The Beeple Works
Everydays:he First 5000 Days"

The latest work "Everydays: The First 5000 Days", a combination of NFT technology by Beeple, set an all-time high of \$69,346,250 at Christy's auction house in the U.S.

TESLA Wife Grimes NFT Works

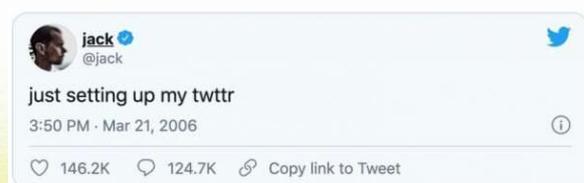
In March 2021, Tesla CEO Elon Musk's wife and singer Grimes auctioned 10 digital paintings entitled "War Nymph" with NFT technology for \$5.8 million in 20 minutes, drawing much attention.



Tesla Elon Musk wife Grimes NFT work "War Nymph"

Twitter founder Jack Dorsey tweet NFT

The NFT, which recognized ownership of Twitter founder Jack Dorsey's first tweet in history, was auctioned off for \$2.9 million.



Reference : Twitter CEO Jack Dorsey's first tweet NFT

03. NFT 시장 전망

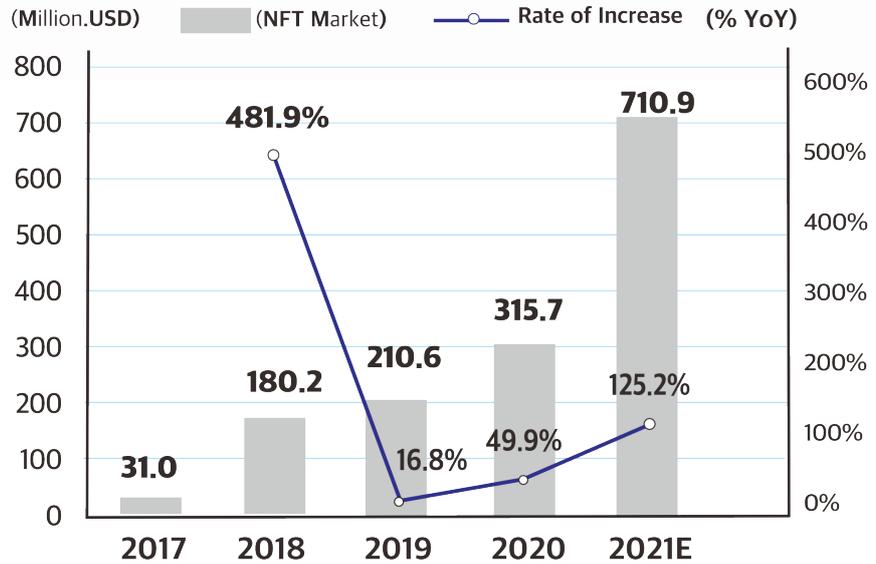
According to a report published by the NFT analysis site NonFungible.com and BNP Paris Barrattelier Laboratory, NFT transactions with U.S. dollars quadrupled from \$62.86 million in 2019 to \$250.85 million last year.

The number of digital wallets used to sell and hold

NFTs also doubled year-on-year to 222,179 as of 2020, with growth even steeper this year, compared to 71 million dollars in January 2021.

The NFT is expected to continue to grow in combination with new trends such as metaverses.

Market research firm Strategy Analytics (SA) expects the Metaverse economy, represented by VR and AR, to grow to 280 billion dollars by 2025, more than six times the current level.



Source: NonFungible.com, Meritz Securities Co., Ltd.

II-03. NFT Applied Technology

The way NFT is issued is somewhat different from Bitcoin and others. A protocol called Ethereum Request for Comment (ERC-721) published on the Ethereum blockchain is widely used for the creation and publication of NFTs. The principle is that even if ERC-721 is used equally, the value of tokens A and B will be different, while other cryptocurrency coins, such as Bitcoin, are generally issued based on different concepts of protocols such as ERC-20 and can be exchanged.

01. ERC-721

ERC-721 is a standard for NFT known as certificate. NFT stands for Non Fungible Token. All tokens issued in ERC-721 have their own irreplaceable values.

ERC-721 is primarily used to authenticate games, ownership, or unique values rather than token trading itself. A typical example is CryptoKitties, whose cats have different looks. Therefore, the cat you have becomes the only cat in the world. Cryptokitty is a token developed using the characteristics of ERC-721 called a collective token.



Cryptokitty, the first blockchain game [Source = Cryptokitty]

ERC-721 allows each token to be a collection that can be shared within D-APP and affect future NFT generation, which users find interest in collecting the only cat in the world. NFTs can be supplied indefinitely, with most D-App projects limiting the overall supply of NFTs to prevent value corruption.

ARTi Project adopted the ERC-721 described above to establish customer-centered services to provide irreplaceable value to special items generated from various digital content (music, webtoons, movies, games) as well as art launched on the art platform.

02. Difference between ERC20 and ERC-721

ERC-20

The standard for issuing most tokens that we generally trade on the exchange is the ERC-20 token. That's because the ERC-20 token supports replaceable cryptocurrency. The meaning of "replaceable" is easy to understand when you think of "money," for example, because both the 1 dollar bill you have now and the 1 dollar bill someone else has have the same value, so even if you give it to someone else, it becomes the same value. All tokens issued as ERC20 tokens have these 'replaceable' features.

ERC-721

The ERC-721 token has 'irreplaceable' features as opposed to the ERC20 token. In other words, all tokens issued in ERC-721 have their respective values, which are distinctly different from the ERC-20 tokens that have the same value in any token.

ERC-1155⁵⁾

The ERC-1155 token combines the replaceable token, ERC20, and the non-replaceable token, ERC 721 token, into a single smart contract. ERC-1155 enables a mix of replaceable items (ERC-20 token items) and non-replaceable items (ERC-721 token items).

5) ERC-1155 : ERC-1155 enables a mixture of replaceable items (ERC-20 token items) and non-replaceable items (ERC-721 token items). It was developed in June 2018 by Witek Radomski, the CTO of Enginecoin.

03. Direction of ARTi NFT Technology

The direction of NFT technology being pursued in the ARTi project is based on ERC-721 tokens, and we would like to support ERC-1155 tokens as standard and integrate various NFT technologies.

ARTi Project's ERC-1155 enables mixed trading, allowing multiple items to be traded without unnecessary intermediaries, and Atomic Swap, which exchanges different coins, is a way to exchange cryptocurrency based on different blockchain atomically rather than through trusted third-party institutions such as exchanges. Technically, various methods are being studied, and one of them is implemented using the nLockTime parameter of smart contracts.

The city will also be able to handle only two stages of transactions. The number of items per transaction can range from 100 to 200 depending on its function, and it also implements multi-transmission that can send the desired number of items to a single recipient in a single transaction. In addition, even if you are not a professional blockchain cryptocurrency developer, you can use the graphical UI to create convenient and secure game items and tokens, enabling the emergence of more creative items. The efficiency of the ERC-1155 standard also has the advantage of significantly reducing GAS and bottlenecks, which are fees incurred in Ethereum transactions.

The ERC-20 token and the ERC-721 token accumulate a large amount of duplicate data due to the blockchain's property that forgery is impossible, and unnecessary code remains. That's why it requires large storage and processing capacity and consumes a lot of power. In addition, existing ERC tokens have many problems that result in high costs and inefficiencies, such as having to develop separate smart contracts for each token type.

As an alternative to this, ARTi Project is proceeding by setting ERC-1155 in the direction of NFT technology.

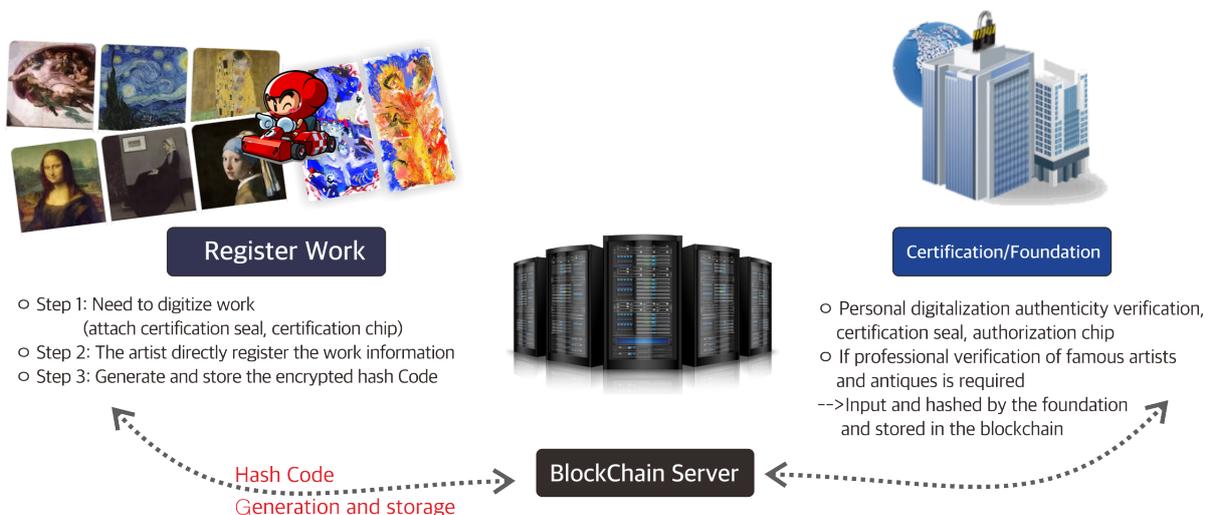
III. ARTi Project Service

III-01. Artwork History Management and Forgery Prevention Services : ARTi-Block

On ARTi Project's platform, you can use blockchain technology⁶⁾ to give unique values and store information about overall distribution as encrypted hash values on blockchain servers without forgery.

In the meantime, problems such as forgery, imitation, and reproduction have continued to occur in the art market, especially in the distribution process, which has been used as a means of tax evasion, criminal funds, and property concealment.

Blockchain-based Artwork Forgery Prevention Procedure



III-02. NFT Registration and Certification Services : ARTi-NFT

ARTi Project introduces digitalization of artworks and NFT work certification registration service

6) According to a joint report by Oxford University and the Institute of Allenturing, the introduction of digital ledgers through blockchain can increase the liquidity and value of the art market and keep pace with the financial industry.

along with "Korea NFT Certificate Authority". There has been a problem with how blockchain technology combines with artwork, and ARTi uses the "patent application for NFT artwork object management system" technology owned by the Korea NFT Certificate Authority to digitize artwork and register and certify ownership.

Each artwork has NFC(near field communication) chips that contain blockchain and RFID(radio frequency identification) functions, and is designed to invalidate authentication when forcibly removed. It is also protected by a special archive capsule called Slap, and the information on the chip cannot be edited, but it can be viewed anywhere in the world via smartphones.

The screenshot shows the website '한국NFT공인인증원 NFTKOR.ORG'. It features a 'Filters' sidebar on the left with options for 'Notable picks', 'By Price' (Buy Now active, Reserve Price active, Auction Date set), 'Autonomy' (Has Autonomy, No Autonomy), and 'Ownership' (Owned by Artist, Secondary Market). The main content area is titled 'NFT Certification' and displays three NFT thumbnails: 'High on Boba', 'Le Parkour', and 'Solitude'. Below the thumbnails is a table with the following data:

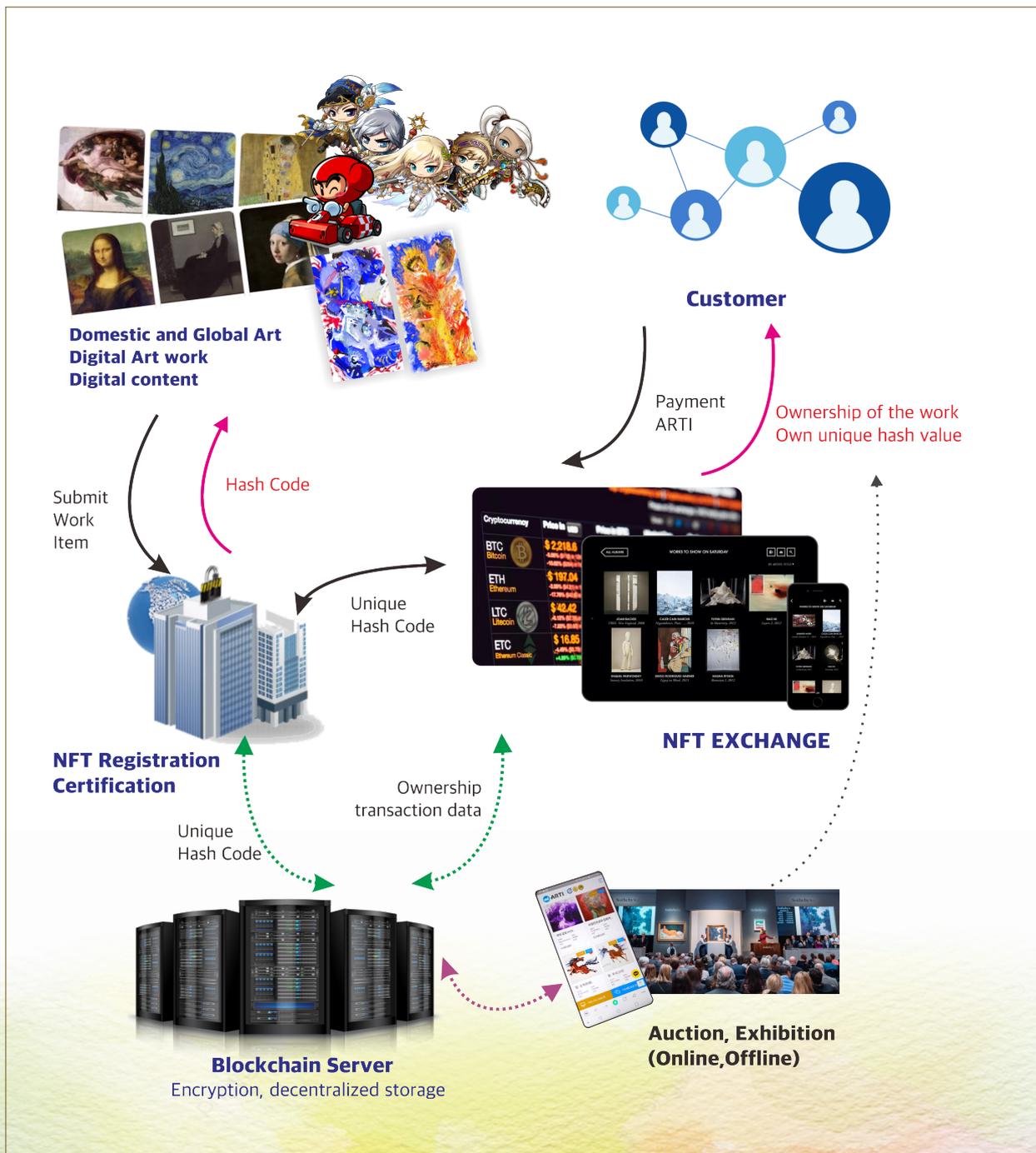
COLLECTION	7 DAY VOLUME	7 DAY CHANGE	TOTAL VOLUME	AVG PRICE	OWNERS	ASSETS
1. 1111 by Kevin Abo...	1,289.85	-13.77%	3,425.26	3.34	221	1,110
2. SuperFarm Gene...	573.31	73.48%	903.77	7.12	312	400
3. Polkamon	448.03	-74.04%	2,177	0.82	4,516	13,664
4. Saturday Night Live	171.99	---	171.99	171.99	1	1
5. ONES ART Live	151.25	-46.58%	751	1.02	727	941

Artists themselves certify the authenticity and record it permanently in the blockchain "public digital ledger," which contains all the information related to the artwork, including the name of the artwork, transaction history, winning price, and information that determines the authenticity of the artwork.

III-03. NFT Marketplace : ARTi-X

ARTi Project builds a marketplace platform where anyone can buy, sell, or co-buy artworks. It is designed and built to tokenize all digital content into NFT. Through this, any ordinary person can become an artwork owner even in small amounts and generate profits through transactions.

ARTi NFT Market Platform Structure

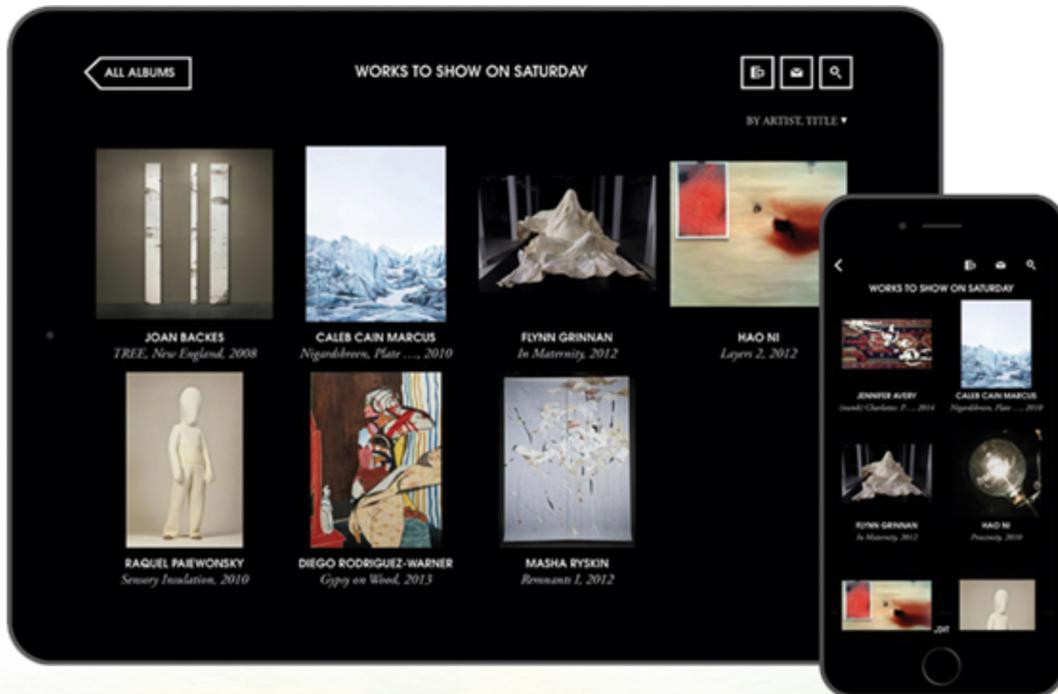


III-04. NFT Work Filtering Authentication System : NFT-Filter

In order to trade on the ARTi Market platform, security technologies that are different from ordinary e-commerce are required, and creators, artists, and collectors must go through real-name authentication and anti-money laundering procedures.

ARTi platform reviews and certifies the authenticity of works through NFT certification institution and experts. As indiscriminate items that are not currently verified in the NFT market come up, the problem of poor quality can be eliminated in advance. Certified artworks issue unique tokens with irreplaceable hash values by applying NFT technology to prevent forgery of ownership, and irreplaceable unique tokens are registered and stored in blockchain. **Within ARTi Marketplace, the payment method is centered on ARTi tokens.**

- The 1st Marketplace : A market in which anyone is free to register items through NFT (Primary Market)
- The 2nd Marketplace : A market in which verified NFT works are traded publicly (Secondary Market)



Verified NFT Trading Platform (under development)

Our goal is to create a highly fluid distributed market where users can trade NFT tokens that exist in various blockchains with the highest security and transparency.

III-05. ARTi NFT Wallet



Developed based on ERC-20, ERC-721, and ERC-1155, ARTi Wallet has two main functions: purchasing for NFT purchases and wallet for NFT asset management. The NFT Crosschain Wallet, which allows you to manage all the blockchain-based NFTs in one place, will be released.

To achieve this, ARTi Wallet is integrated with several decentralized exchanges to promote high liquidity of NFT tokens. ARTi Token will complement the ARTi ecosystem by creating a sustainable token economy, achieving the finality of transactions in the safest and most transparent way.

III-06. Exhibitions and Auctions

ARTi Projects do not simply target the distribution of tokens. It encompasses the ecosystem from the first stage of verifying and generating analog or digital artworks, to trading NFT artworks on the market, to displaying traded NFT artworks in offline galleries, and auctioning them.



To this end, the ARTi Project invites domestic and international famous artists and digital creators to hold regular and irregular exhibitions and auction events for famous artworks.

In particular, not only offline exhibitions through the domestic art gallery network, which has international-level know-how in holding and operating exhibitions, but also online exhibitions through global broadcasting, YouTube, and social influences through GMCK's Korean Wave channel.

In addition to artworks, various digital contents, digital art, game items, and characters, as well as NFT artworks that have recently been rapidly growing around the world, will be exhibited or auctioned. Unknown artists who have not been released to the public can have opportunities to participate in the exhibition, giving unknown artists opportunities to debut and promote.

You can pay for both the admission fee for the exhibition and the sale of goods with ARTi Tokens.

III-07. Korean Wave and Celebrity Item NFT Service : ARTi-STAR

It is a Korean Wave NFT celebrity item service that continuously promotes and sells Southeast Asian Korean Wave NFT items centered on Thailand through GMCK, which operates the Korean Wave broadcasting channel of the ARTi Project Foundation, and expands the platform globally through the ARTi Token payment system.

As a major service, ARTi Token can be used to support the celebrity or to provide rewards for fan activities within the fan club application so that they can experience fan activities through tokens.



In particular, by NFTing limited items such as limited-edition celebrity goods(special offer products released by certain brands and celebrities), digital photo book purchases, and auctioning of collections, foreign fans can reduce barriers to Korean Wave access and expand their activities.

III-08. Donations and Cultural Volunteer Activities : ARTi - CSR

The ARTi Project aims to popularize art and improve the quality of life through artwork for sustainable growth through realizing social values, and will promote various donation and cultural volunteer activities to realize it.

In particular, 10% of the profits from the sale or auction of artworks generated through the ARTi Project are used as donations to support artists, culture, art, and digital content development. Furthermore, a certain portion of the ARTi Tokens issued are used as donations and support for creative activities.



KYUNG JA CHUN 천경자

마음만큼 행동하는 그는 들쭉날쭉
 매끄러운 사람들 속에서
 세월의 한 바람을 더욱 배웠을 것이다.
 꿈은 화폭에 있고 시름은 담배에 있고
 흥기있는 자유주의자 정직한 생애 그러나
 그는 좀 고약한 예술가다.'

- 박경리, 《천경자를 노래함》 중

Onggi

IV. ARTi Project Foundation and Core Ecosystem

The ARTi Project Foundation is a digital innovation project of culture and arts established jointly by a world-renowned digital media writer “**Hooranky b.**”’s Hooranky Foundation, “**Lidya Collection**”, which distributes world’s first ancient coins to South Korea and runs an ancient coin gallery and auctions, “**GMCK**” with 24-hour broadcasting channel specializing in Korean Wave contents in Southeast Asia, and “**RoWon Holdings**”, a combination of luxury brand shops and culture and arts. ARTi Token will be used as a major payment method for small and medium-sized galleries, NFT marketplace, luxury brand shops, game characters and items, and various digital contents, focusing on these core ecosystems.

IV-01. Hooranky b.’s ARTi Project



Hooranky Bae

Hooranky(Han-sung, Bae) is a world-class digital media artist.

Hooranky is an abstract expressionist writer with digital media.

“

In August 2019, five digital image series were contracted for \$50 million.

In December 2019, Korea's Global Lotte Department Store held a spot auction under the name of "Art Gallery in the Department Store" as a marketing strategy, and in 30 minutes, Hooranky's work was sold for \$1.8 million.

This Hooranky effect has led to other department stores in Korea benchmarking art handling.

Currently, Hooranky is leading the ARTi project as CEO of this ARTi project.

ARTi Tokens are used as a major payment method for purchases of Hooranky works and various exhibitions and events.

He worked as an assistant at the site of the production of the works of his father, “Bae Dong-shin”, a Korean watercolor artist, and later traveled from Seoul to Rome, Eastern European cities, New York, Iwaki, Tokyo, Beijing, Shanghai, Bangkok, and Chiang Mai. From 2009 to 2013, Korea opened the way to access customers all over the world by exhibiting artworks in world-class online marketplaces and introducing Korea's high-quality artistry.

Hooranky is a digital media artist who encounters a lot of media and expresses the free harmony of mutual cooperation between them in painting. Based on the online global art marketing mix, he has set the scope of his artwork to the time when his works are sold, introducing his works to the global market through online marketplaces, and making him a world-class digital media artist.

ARTi Project CEO Hooranky's main projects are as follows.

01. Hooranky, five pieces of collection sold for \$50 million in total.⁷⁾



It was held on the 3rd floor of Jamsil Lotte Avenuel (Bellamuse) from September 2019 to February 2020 (6 months). (Source: Chosun Biz 2019.09.23). The art department store.. sold 5 pieces of Frankie for 50 million dollars

02. Painter Hooranky won 1.8 million dollars at Lotte Department Store's Premium Spot Auction⁸⁾

7) Hooranky, five pieces of collection sold for \$50 million in total
https://biz.chosun.com/site/data/html_dir/2019/09/23/2019092300797.html

8) Painter Hooranky won 1.8 million dollars at Lotte Department Store's Premium Spot Auction
(Chosun Biz) https://biz.chosun.com/site/data/html_dir/2019/12/15/2019121500205.html



On November 29, 2019, Lotte Department Store Avenuel World Tower branch in Jamsil held 'Premium Spot Auction'. Within 30 minutes of the auction, artist Hooranky's "Hoo20191117" was auctioned off for 1.8 million dollars. (Source: Chosun Biz (2019.12.15.))



03. Hooranky's tribute, "The 50th Anniversary of Tae-il, Jeon." NFT sales worth 150 million dollars

To commemorate the 50th anniversary of Jeon Tae-il's death on October 14, 2020, world-renowned digital media artist Hooranky unveiled a digital art work motivated by Jeon Tae-il with the Jeon Tae-il 50th Anniversary Event Committee.

The June Uprising Succession Business Association decided to issue a "50th Anniversary Painting of Jeon Tae-il" dedicated by world-renowned digital media writer Hooranky as a Non-Fungible Token (NFT) worth 150 billion won. It is said to be a financial resource to convert the ownership of real works into digital distributed ownership and to open the door to the digital art industry that applies the copyright of the artist.

Reference) Yonhap News Agency 2021.04.03.

<https://www.yna.co.kr/view/AKR20210403043600004?input=1195m>

04. Hooranky, SUPER KPA's work to be released, "K-POP and K-ART" and SM collaborate to promote Korean Wave art.



Hooranky's work was unveiled at "Beyond LIVE - 2020 KPOP X KART CONCERT SUPER KPA" held on November 27, 2020, and a successful collaboration with SM Entertainment⁹⁾ singers Super Junior and NCT DREAM was held.

9) SM Entertainment

Kangta, BoA, TVXQ, Rina, Super Junior, SHINee, EXO, Red Velvet, NCT, SuperM, Aespa, Jomi, Bray, Giant Pink, Solhee



The meeting between SM's super entertainment singers and superartist Hooranky will continue as a collaboration stage of K-ART & K-POP with SM.

(Reference : <http://www.job-post.co.kr/news/articleView.html?idxno=11026>)

05. Hooranky's Luxury Collabo

- Deok-soo, Kim Samulnori ○ Samsung JBL
- Collaboration with Ban Ki-moon Foundation



- ① **Working on Kim Deok-soo's Samulnori plaque and digital media art on Screen X.**
World-class percussionist Kim Deok-soo's Samulnori and world-class luxury painter Hooranky.
- ② **Hooranky's global reputation and Samsung Harman's luxury collaboration**
Starring Kwon Hyuk-soo, Sleepy, Aki, etc. for overseas promotion of Samsung Harman (JBL)
- ③ **Ban Ki-moon Foundation and Child Support Donations in Underdeveloped Countries around the world**
Philharmonic Orchestra's Sponsored Night Event

IV-02. Rowon Holdings Luxury Products Complex Culture and Arts Group and ARTi Project



LUXURY
PANDA

Based on global luxury brand shops, Rowon Holdings Group operates "LUXURY PANDA" luxury stores across the country, combines luxury goods with cultural arts, and differentiates itself through luxury NFT.

In particular, it has a large-scale playground where artworks by famous celebrities such as Ki-woong, Park can be displayed together with luxury brands and serves as a hub for art and culture for creators and artists. Currently, there is also a luxury museum and art gallery in Ramada Seoul Hotel located in GangNam, Seoul.

Major businesses are luxury brand, gallery operation, artwork auction, digital content development, entertainment, performance business, cultural business, and online live commerce.

Rowon Holdings Group is the main ecosystem of the ARTi Project, providing luxury brand NFTification, online and offline complex cultural space infrastructure, and applying ARTi Tokens in real life.

01. ARTi Luxury Hall

The Ramada Hotel in Seoul operates the "LUXURY PANDA Luxury Hal", and participated in the ARTi Project to solve the forgery problem of the luxury market and to track the history of luxury goods and strengthen the value of ownership. **We use ARTi Tokens to support the purchase of luxury goods at home and abroad, and are expanding into a global network in a variety of ways including overseas luxury direct purchase markets.**



LUXURY PANDA ARTi Luxury Hall in Ramada Seoul Hotel (in GangNam-gu, Seoul)

02. ARTi Museum, Gallery

There are 2000m² art museums and art galleries in GangNam, Seoul, and GiHeung, GyeongGi-do, and a new art technology process that lowers entry barriers to art by allowing artists to directly view artworks purchased through ARTi projects. **All entrance fees, admission fees, and art purchases can be made using the ARTi token.**



Art Museum and Gallery (GangNam, Seoul / GiHeung, GyeongGi-do)

03. ARTi Global Live Commerce Broadcasting Station

It has a global broadcasting system such as stage, hall, and broadcasting facilities for live commerce, where creators make up for the shortcomings of unilateral shopping such as home shopping and Internet shopping.

In conjunction with China's largest YouTube channel, Watermelon Media (900 million subscribers), which is affiliated with China's Taobao Shopping Mall, live commerce can be carried out through ARTi broadcasting station, and all payments will be made using ARTi tokens.



[ARTi Live Broadcasting System and Stage Setting]

04. Major Exhibitions

It is a major exhibition held by RoWon Holdings Group and Onggi Art in collaboration.

Cheon Kyung-ja Painter Edition Engraving Exhibition *

KYUNG JA CHUN 천경자

- Title: 'The Heavenly Hallows Travel the World' (12 Edition 240).
- Venue: Ramada Seoul Hotel Annex Art Hall Gallery
- Date and time: October 05 to November 30, 2020



Edition Print Artist 천경자 판화展
 옹기아트홀 2020.10.05-11.30
 평일 오전 7시부터 오후 6시까지, 주말/휴일/공휴일 방문 중계아트홀 02-552-7977



"The Power of Artists" exhibition in Korea

- Exhibition title: 'Ah! "The Power of Artists" exhibition, South Korea
- Venue: Giheung Art Center/Art Museum
- Date and time: May 28, 2020 to June 27, 2020



IV-03. Lidya Collection's ARTi Project

01. Leader of the Ancient Coin Collection Market

Lidya Numismatic Collection (LNC) is a leading company in the ancient coin collection market that has launched the ancient coin collection for the first time in Korea since 2015 and has held exhibitions not only in Korea but also in overseas markets such as Hong Kong, China, and Japan.



Lidya Collection plays an important role as the operator of the ARTi project for the NFT of ancient coins and artworks.



[Lydia Collection COEX Gallery]

Currently, Korea has historically valuable ancient coin galleries such as KBS Art Vision "Ilsan 16 Studio Gallery" and DaeGu Gallery, along with Hong Kong, Austria, Switzerland, and Japan's Lydia Collection affiliates.



02. Operating an ancient coin gallery and holding domestic and foreign exhibitions

The Numismatic Collection refers to coins that were circulated in currencies around the world, including old gold and silver, and their value is increasing every year due to the rarity that can no longer be produced.

According to the UK Coin 200 Index, it is considered a safe asset by showing 248% price growth¹⁰⁾ over the past 10 years and stable growth during the 2008 global financial crisis. Recently, it has been spotlighted as a new investment product that will go into the pocket of world-class art technology and NFT enthusiasts.

ARTi tokens are used as the main means of payment in the Lydia collection for purchasing ancient coins, participating in exhibitions, and participating in auctions through art projects.

03. Lidya Collection Gallery



Lydia Collection - Gallery COEX



Lydia Collection - Gallery DaeGu



Lydia KBS Art Vision - IISan Studio 16



Lydia Collection - Gallery HongKong



Lydia Collection - Gallery Japan



Lydia Collection - Taiwan



Lydia Collection - Zurich(Swiss)



Lydia Collection - Vienna(Austria)

10) THE KNIGHT FRANK LUXURY INVESTMENT INDEX (KFLII) 2012, Performance of Stanley Gibbons GB250 Rarities Index and English Coin200 Index vs. Stock Markets, UK Property and Gold

04. GMCK's ARTi Project



GMCK (Global Marketing Chain Korea) is the largest content overseas marketing company in Korea that exports and distributes contents of Korean Wave stars, celebrities, creators, and influencers overseas.

In addition to the supply of contents, we are planning and producing various overseas marketing projects such as overseas live commerce and PB product launch, and opening the overseas market for Korean products. In particular, it is a Korean Wave content company that has signed an exclusive contract with STARK, the only Korean content channel among Thai broadcasts, and provides various Korean contents such as Korean dramas, web dramas, lifestyle contents, real-time entertainment news, and music shows.

Through the ARTi project, GMCK uses ARTi tokens in the Southeast Asian Korean Wave market, including Thailand, Indonesia, China, Taiwan, Hong Kong, and Malaysia for Korean Wave contents, goods products, and fandom points.

01. STARK

STARK is an entertainment channel specializing in Korean culture that is broadcast 24 hours a day through major satellite platforms, cable, IPTV, and OTT platforms in Thailand (90% of the total number of households in Thailand).

02. Artists with GMCK

STARK and GMCK are not only domestic celebrities but also global stars including world pop artist Janet Jackson. We are selling Korean Wave cultural contents and Korean Wave products in collaboration with local influencers in Thailand, and we are planning to expand various contents for Korean Wave fans through ARTi projects.



HOT ISSUE | BTS โชว์พลังความฮอต...
 200113 | BLACKPINK เดินทางจากสนามบินอินชอน ไปประเทศ...
 NCT DREAM เดินทางพร้อมแดนงานประกาศรางวัล GAONCHART...
 191121 | นายอน - ดาฮยอน (TWICE) เดินทางจากสนามบิน...
 X1 | Ep.3 แข่งทีม & เล่นเกมไม่คำ (จีนไทย) [STARK...



กิ่งฮานึล...
 จัฆางอก - คิมจ็องน...
 จองจ็องฮอน - อูจ็อง...
 ยุนอา - ฮยอนมิน...
 จุงกึ - ฮยอนมิน - แทกฮยอน...
 กงยู - จองจ็องฮอน...

03. Local Influencer Activities

With marketing techniques using influencer, influencers with at least tens of thousands of followers on SNS promote their products to their followers. GMCK plans to use ARTi as a means of payment such as local advertising, marketing, and commerce by utilizing ARTi Project. In the case of video content, art can be provided to users during intermediate ad viewing.

 <p>Zom Life Style YT 구독료 2,280,000 FB 팔미스북 3,072,916 IG 인스타그램 697,000 Total 6,049,916</p>	 <p>Mei Life Style YT 구독료 2,530,000 FB 팔미스북 374,759 IG 인스타그램 1,300,000 Total 4,204,759</p>	 <p>PimTha Korea YT - FB - IG 인스타그램 4,200,000 Total 4,200,000</p>	 <p>Soft Life Style YT 구독료 2,760,000 FB 팔미스북 602,289 IG 인스타그램 547,000 Total 3,909,289</p>	 <p>May Korea YT 구독료 1,580,000 FB 팔미스북 674,495 IG 인스타그램 1,300,000 Total 3,754,495</p>	 <p>Mo Food YT 구독료 2,290,000 FB 팔미스북 565,350 IG 인스타그램 496,000 Total 3,351,350</p>	 <p>Icezy Food YT 구독료 1,380,000 FB 팔미스북 590,312 IG 인스타그램 136,000 Total 2,106,312</p>
 <p>Namsung Korea YT 구독료 1,240,000 FB 팔미스북 143,004 IG 인스타그램 572,000 Total 1,955,004</p>	 <p>GUN Life Style YT 구독료 1,010,000 FB 팔미스북 26,314 IG 인스타그램 44,100 Total 1,080,414</p>	 <p>Pim Korea YT 구독료 776,000 FB 팔미스북 14,229 IG 인스타그램 76,300 Total 866,529</p>	 <p>Bew Life Style YT 구독료 478,000 FB 팔미스북 43,347 IG 인스타그램 332,000 Total 853,347</p>	 <p>Brink Life Style YT 구독료 349,000 FB 팔미스북 79,902 IG 인스타그램 302,000 Total 730,902</p>	 <p>Bank Food YT 구독료 514,000 FB 팔미스북 181,445 IG 인스타그램 894 Total 696,339</p>	 <p>Lukwhy Food YT 구독료 638,000 FB 팔미스북 71,791 IG 인스타그램 13,600 Total 693,381</p>

04. Collaboration activities with celebrities, famous creators, etc.

成洛圭 Chris K 华语偶像的首位韩国制作人

Music Producer and Management

专业经验

- 2003 作为作曲家出道
- 2013 ~ 2017 Red elements (台湾) CEO 创始人
- 2017 ~ present Association (USA) 亚太地区总经理



成洛圭 珍妮·杰克逊 Janet Jackson
迈克尔·杰克逊的妹妹

- 2018 湖南卫视 - 我是歌手
- 2018 世界巡演-中国站





TWINKO



SPECIAL



欧汉声



中国丁丁



李斯阿Andy



李李利

Dd Shabet

ARTi Project CMO, Chris.K Homepage/ Global pop artist Janet Jackson Asia manager

V. TEAM

Culture and Arts CEO | ARTi Project

Hooranky bae.



- **ARTi PROJECT Foundation/ Co-CEO**
- Painter, digital media writer
- Chairman of the Hooranky Foundation
- Chairman of the Korea Institute of Arts and Culture Evaluation
- Director of the Arts and Culture Center Bae, Dong-shin
- Lydia Collection Standing Committee member
- Real name: Bae, Han-seong - Son of Bae, Dong-shin
- 2020 Collection Works for \$5 million (Lotte Department Store)
- K-ART collaboration with K-Pop singers such as Super Junior and NCT-Dream
- Collaborate digital media art with Kim Deok-soo's Samulnori troupe on ScreenX
- Product collaboration with Samsung Harman (JBL) etc.
- Production of NFT to commemorate the 50th anniversary of Jeon Tae-il's martyrdom

Global CEO | ARTi Project

Hyeon Woo. Jang (张贤宇)



- **ARTi PROJECT Foundation / Co-CEO**
- CEO of Lydia (ARTi Project Organizer)
- CEO of TIMING/Shanghai TIMING Limited
- Architecture Designer (Luxury Project Furniture Designer)
- Architecture of Hongik Univ., promotion of important advertisements
- FENDI CASA, BENTLY HOME, VERSACE HOME,
- Samsung Trapellis Series, Lotte Castle Yeouido Ampire Common Sector
- Overseas luxury brand project furniture DESIGNER
- GUCCI SHOWROOM ALL-ASIA
- JERVOUS HONGKONG, SHANGRILA-PARIS ,
- SAINT REGIS OSAKA, PARK HYATT SYDNEY,
- QT HOTEL SYDNEY , XEX TOKYO
- HYATT ANDAZ SHANGHAI , BALTHAZAR U.K
- SWATCH ART PEACE HOTEL SHANGHAI
- RITZ CARLTON SHANGHAI , NOMA DENMARK

CMO | ARTi Project

Chris K



- **ARTi PROJECT. CMO**
- Composer, record producer,
- CEO of GMCK, a Korean Wave channel
- Produced more than 100 products, including Album, Drama & Movie
- CEO in Chris K limited Hong Kong (Management and business development)
- CEO IN KBOX entertainment
- Janet Jackson Asia Pacific General Manager
- My Credit Chain Block chain Asia Pacific General Manager

CTO | ARTi Project



Croe. Kim

- **ARTi PROJECT, CTO**
- Full Stack Developer
- Chairman in Lidya Group
- CEO in YCONS Co.,Ltd
- CEO of KNCA
- SamSung SDS, YonSei University MBA Masters' Degree
- Technical Advisory Committee on the Development Research of the Blockchain Industry('19) of Ministry of Science and Technology
- Technical advisor of Yonsei University Blockchain Society

DEV. TEAM | ARTi Project



RAJESH KHADKA
Project Dev.Manager

NFT, BLOCKCHAIN, ERC-20
ERC-721 ERC-1155
FULL STACK, ANDROID, REACT, DB



SABINA PRAJAPATI
S. Developer

NFT,BLOCKCHAIN, ERC-20
ERC-721 ERC-1155
SOLIDITY/ FULL STACK/ NODEJS/ DB



SUDIP ADHIKARI
T.Developer

NFT,BLOCKCHAIN, ERC-20
ERC-721 ERC-1155
FULL STACK/SOLIDITY/JAVA

ADVISER GROUP



James X Hippo

Global Blockchain Organizer (japan)
Liberta FNCL Limited CEO
San Diego State University



Martin

Kips Gallery(Newyork)
Associate Director

United Kingdom New Artists-UKNA

UKNA (United Kingdom New Artists) Advisors Group

British Representative Artists Association. Holding a license for ARTi Project Onggi Art and Korea Marketing.
ARTi project artistic collaboration and participation as an international expansion advisor



PARTNERS NETWORK

Hoorangky Bae



ROWON
HOLDINGS

GMCK
Global Marketing Chain Korea

LUXURY
PANDA



YCONS

KNCA
KOREA NFT CERTIFICATE AUTHORITY
한국 NFT 공인인증원



 Lidya HK

Hexlant.

배동진 예술문화원



LIBERTA



선행 예술문화평가원



CLUB SOFTWARE
DEVELOPEMENT
PVT.LTD



BLOCKCHAIN
ASSOCIATION
NEPAL

INTERIORS

ARA ART
CENTER

STARK^{AD}

VI. ARTi Project Token Economy

01. ARTi Issuance

ARTi token serves as a platform currency for all organizations, businesses, writers, and creators participating in the ARTi Project ecosystem to use various services in ARTi platforms such as online offline marketplaces, luxury halls, and galleries.

- History management service for artworks and digital contents
- Artwork forgery prevention service
- NFT registration and certification service
- NFT Marketplace
- Purchase of artworks, joint purchase
- Art auction
- Sell celebrity items, goods
- Online content payment
- Overseas payment method
- Exhibition
- Donation activities
- Cultural activities
- Volunteer activities

02. ARTi Project Issued Amount and Protocol

- Total Issuance : 1,000,000,000 ARTi
- Wallet and Algorithm Protocol : Compliance with ERC-20 Standards

03. ARTi Project Distribution Policy

Allocation Pie Chart



04. ARTi Token - Price and Distribution Policy

■ Voucher :

For online and offline events, exhibitions, auctions, luxury purchases, discounts, etc. hosted by the ARTi Project Foundation and various ecosystems, differentiated benefits can be provided only to those who have a certain amount of ARTi Token at all the time.

■ Burn Policy :

The ARTi Project Foundation can stabilize prices by reducing distribution by purchasing and incinerating ARTis in the market regularly or irregularly if necessary, or by incinerating a certain amount of tokens held by the Foundation.

※ ARTi token distribution policies can vary depending on the ARTi project business and progress, and therefore cannot be used as a judging element for investment.

VII. ARTi Project Road Map

The ARTi Project aims to digitize and decentralize ownership, transparency, fluidization, and popularization of artworks, and will continue to work together to achieve the goals of famous artists and digital creators in each field. We have a systematic ARTi roadmap and activation strategy for this.

ARTi Roadmap Schedule

	<p>ARTi Project Schedule</p> <ul style="list-style-type: none"> ● Hooranky Digital Media Writers Participate ● Participate in Lydia Collection
2019	<ul style="list-style-type: none"> ● 5 pieces sold at Lotte Department Store in September 2019 for \$50 million ● In December 2019, Bellamuseo's "Hooranky" work (Hoo20191117) was sold for \$1.8 million ● Lydia Collection-Gallery Opening (COEX Branch, Ilsan KBS Art Vision Branch) ● RoWon Holdings Luxury-Composite Culture and Arts Group Participation ● Participate in GMCK Korean Wave Channel
2020	<p>ARTi Project Launching</p> <ul style="list-style-type: none"> ● Preparation of the ARTi Project business plan ● Hooranky exhibited his work with SuperJunior and NCT DREAM at SUPER KPA in November 2020 ● Luxury Hall Open-Seoul Ramada Hotel (with Luxury Panda & GF-Retail) ● Lydia Collection - DaeGu Gallery Open ● Exclusive contract with STARK, the only Korean Wave content channel in Thailand, GMC K
2021	<p>ARTi Project "ARTi" Token Listing</p> <ul style="list-style-type: none"> ● ARTi Project white paper production, site construction, social opening ● 50th anniversary work of Tae-il, Jeon, produced with NFT worth \$130 million ● Duk-soo, Kim X Hooranky Cross Over Performance 'THE BIT' ● Artistic NFT work auction event ● Establishment of NFT Registration Certification System ● Thailand-centric online and offline, influencer marketing begins ● Live broadcasting station : Using global Korean Wave channel
2022	<p>NFT Global Marketplace Launching</p> <p>ARTi Project writers and famous foreign artists hold a large-scale exhibition of collaboration</p>
2023	<p>ARTi Complex Arts and Culture Space Art Museum Open - International level facilities and scale</p> <p>World Art & Digital Media Art Exhibition - International Events</p>

VIII. Conclusion

The ARTi Project aims to improve the chronic problems of the existing art market and the digital content market (music, webtoons, movies, and game items), and provide transparency and convenience in transactions through blockchain-based NFT (Non-Fungible-Token) technology, opening a new paradigm of art digitalization beyond time and space.

ARTi Projects differ from other token projects that simply focus on the distribution of tokens. In other words, from digitizing various analog-state artworks to trading with systems that generate and authenticate NFTs through marketplace, viewing, exhibiting, and promoting NFT works through offline galleries, and payment systems within the ecosystem.

The ARTi Project aims to make it easier for anyone to access, co-own, and make it easier for unknown artists and creators to participate in the platform with the aim of digitizing art and decentralizing ownership, transparency of transactions, fluidization of ownership, and popularization of art. We will also support the popularization of art through various domestic and foreign exhibitions and cultural contents, and open the era of K-ART by leading the entry into the global art market as well as domestic.

The ARTi Project ecosystem will make it easier for more people to access the art and digital content market, and create new profits through art investment, resulting in significant changes in economic activities and improved quality of life. ARTi Project wants to be a leader in opening a new paradigm in the modern art and culture market.

ARTi Project

***LIDYA Collection** : 3407, Trade Tower, 511, Yongdong-Daero, Gangnam-gu, Seoul, Korea

***Rowon Holdings Group** : Annex 1F, Ramada Seoul Hotel, 112-5 Samseong-dong, Gangnam-gu, Seoul

***GMCK** : B-405, 401, Yangcheon-ro, Gangseo-gu, Seoul, Republic of Korea

***TIMING Co.,Ltd** : No.9, AiliuIndustry Park, No.3688 TingweiRd, CaojingTown, JinshanDestrict, Shanghai, China

support@artiproject.com

Web : ArtiProject.com

Appendix

NFT(Non-Fungible Token)

Non-fungible token (NFT, ERC-721) is a type of cryptocurrency that is issued by Ethereum and is a specific non-replaceable cryptographic digital asset. By storing ownership of digital files on the blockchain, it makes it impossible to forge and tamper, permanently preserving them, and verifying their ownership in a decentralized form. While existing cryptocurrencies were able to exchange 1:1 with other cryptocurrencies, non-replaceable tokens are non-transchangeable cryptocurrencies, and 1:1 transactions are not established. This allows each irreplaceable token to have scarcity and irreversible transaction proof. Irreplaceable tokens are already being used for transactions in games, music, art and virtual space through the advantage of being able to tokenize almost everything.

Block

It is a set of letters, words, and records as a unit of memory.

Smart Contract

Smart contracts refer to the signing and implementation of various types of contracts, such as financial transactions, real estate contracts, and notarization, based on Blockchain.

Consensus

Certain nodes store maliciously crafted data or propagate it to the network can threaten the reliability of the entire system, in which a large number of nodes seeking to protect the network are cross-validated and algorithmic.

DAPP (Decentralized Application)

DAPP is an application that operates on top of a decentralized network formed by multiple users. Transaction data stored in blocks in a Transaction blockchain.

POS(Proof-Of-Stake)

Equity proof settlement method, in which the block is weighted to be recorded in proportion to the equity held by the Node rather than the work. It is a fundamentally different concept from conventional POW that pays compensation for the creation of new blocks proportionately to the stake. The advantage is that there is no huge waste of energy that goes into mining, but the disadvantage is the slow transaction transmission speed due to the issue of equity concentration and the network without barriers to entry.

Risk Factors for ARTi

(1) Price Fluctuation Risk

The price of the ARTi Project is likely to be affected by success or failure of the business plan, trends in other markets such as prices, foreign exchange markets, stock markets, natural disasters, wars, political upheaval, regulatory tightening, and other similar virtual currencies.

(2) Financing in the early stages of the project

Funding before or early stages of a project is often extremely uncertain. If the planned project ends in failure, the customer is likely to lose all of their investment.

(3) Risk inherent in issued virtual currency

Cryptocurrencies are not legal currencies (USD, GBP, Euro, Japan, etc.). Also, it is not guaranteed its value by a particular person. There is a possibility that there is an inherent risk in the coin itself, such as a bug in the program.

(4) Liquidity risk

Depending on the market trends or volume of cryptocurrency, there is a possibility that transactions will be impossible, difficult, or inevitably significantly disadvantageous. There is a possibility that the value of the coin will be lost due to the loss of liquidity.

(5) Cyberattack Risk

There are risks such as unauthorized sending of coins held by customers due to leakage of account authentication information due to cyberattacks.

(6) Risk by the network

In a cryptocurrency transaction, the transaction does not take place until sufficient transaction verification (certification of transactions in Blockchain) is completed, so there is a possibility that the transaction will not be reflected in the customer's address until sufficient transaction verification is made on the network. Also, the coin is recorded electronically and the movement is done over the network, which is feared to be lost.

(7) Statistics, risk of tax regime change.

At this point in time, the laws and tax systems on coins are flexible. In the future, the possibility of coin retention or transaction being restricted due to prohibition, restriction, or taxation in accordance with laws, tax systems, or policy changes may result in unexpected losses in such cases.

(8) Other risks (but not limited to below)

When purchasing coins, third parties mark the cryptocurrency address in the wrong way for payment, which is likely to cause the buyer to take the purchased cryptocurrency. Also, the words "virtual currency" and "cryptocurrency" in this book have the same meaning in a broad sense.

Disclaimer

This document is provided for public information purposes. Nothing in this document shall be construed as proposing a deal with the company or individual mentioned herein. Nor shall any content of the document be considered advice, consultation or recommendation regarding coin sales, and any actions taken by a person who trusts this document be recognized as based on his or her own assessment at his or her own risk. ARTi Project and its associated companies are not responsible for any consequences of such actions.

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Arti

ARTi Project White Paper (English. Ver1.01)

ARTi Project

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- * **Rowon Holdings Group** : 14, Ramada Seoul Hotel, 112-5 Samseong-dong, Gangnam-gu, Seoul
- * **GMCK** : B-405, 401, Yangcheon-ro, Gangseo-gu, Seoul, Republic of Korea
- * **TIMING Co.,Ltd** : No.9, Ailiu Industry Park, No.3688 Tingwei Rd, Caojing Town, Jinshan District, Shanghai, China

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