



**XPlay – Global Adult Extreme Entertainment Media Ecosystem**

**Business White Paper**

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## CONTENTS

1. Executive Summary	2
2. Important Notice	4
3. What is Xplay – Ecosystem for Adult Extreme Entertainment Release, Recommendation and Transaction	5
4. Problems in Current Market	7
5. XPlay versus Pornhub	9
6. Core Creative Side of XPlay	10
7. Project advantage of XPlay	12
7. Industry market potential	14
8. The Need for ICO Release and XPA Tokens	19
9. XPlay’s Product Advantage	22
10. Management Team of XPlay	27
11. The Purpose of XPA Tokens	30
12. Development Milestones of XPlay	31
13. XPA tokens use ERC-20 standard	33
14. Details of the Release of XPA Tokens	34
FAQ	37

## **1. Executive Summary**

The white paper introduces the planning and continuation of XPlay adult extreme entertainment media ecosystem, as well as the problems and opportunities of the market, and as a result of the necessity of the release of XPC token, specificity of industry and purpose.

With the rapid development of internet, social network based information, communication continues to speed up and spread out. Adult entertainment industry, with its over hundred billion dollars of potential, cries for continued upgrade and evolution.

XPlay is video focused streaming media, live interactive platform and aggregated media. It aims to create an adult entertainment industry, which is more applicable to the definition of the new generation of internet and new economic era.

Today, there are many all sorts of adult entertainment platforms. It is estimated that they account for one third of the internet's traffic. However, the industry problems are prominent and persistent, which requires a healthy force to organize and integrate the current industry resources, with a sole aim to realize more value. Current industry problems include: parties providing content or performance, which does not provide transparent and fair return. Further, a vast number of platforms lack sustainable business model, and have problems of pirated content, which are not solved with pertinence. Also, the spending power of users is not released, Hence, these are all motives and opportunities that XPlay has established in recent years of research.

Due to the distinctive, consistent and feasible development model of XPlay, at the beginning of August, XPlay realized 1 billion of tokens for the first time, achieving the continuing growth of XPlay ecosystem which helped drive the rapid

development of the whole ecosystem with blockchain and tokenized economy model. With the increase in XPlay products and services, users and all participating parties, backed up with promotion of XPC tokens into other adult entertainment platforms, will dramatically increase the need for XPC tokens available in the market.

Keywords: Blockchain, decentralized, XPlay, XPC, Adult entertainment platform,  
Adult extreme entertainment

## **2. Important Notice**

Please read carefully this section. If you have any questions on the actions you are going to take after reading this white paper, please consult your lawyers, finance, tax or any professional advisors. XPA tokens do not constitute as securities in any jurisdictions. This white paper does not constitute a prospectus in any form or documents in any form for securities or investments in any jurisdictions.

This white paper or any part or comment of it does not constitute as the contract for recommendation or solicit the sale of XPA tokens. You cannot rely upon on the white paper or based on any fact on the white paper when you purchase XPA tokens.

Nobody can rely on this white paper to purchase XPA tokens

You are prohibited to participate in this XPA token crowdsale to purchase any XPA tokens if you are an US citizen or resident (tax payer or related party) or US green card holder or Singapore residents or citizens.

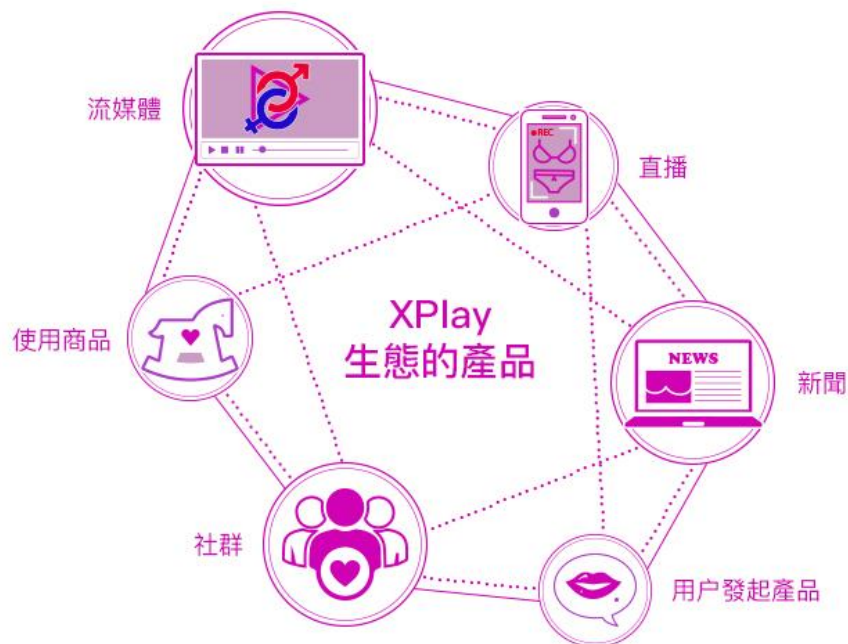
No regulator has reviewed or approved any information on the white paper. We have not followed any rules or regulations in any jurisdictions. The publish, distribution or dissemination of this white paper does not mean the white paper has complied with the applicable laws and relevant regulations. There are certain operational and business risks in XPA tokens, the crowdsale of XPA tokens, the XPA token distributors and XPlay itself.

This white paper, no matter part of it or any copy of it is restricted to send or distribute to others or other countries without including this section.

### 3. What is Xplay – Ecosystem for Adult Extreme Entertainment Release, Recommendation and Transaction

The goal of XPlay is to create an ecosystem for the release, recommendation and transaction of high quality, artificial but intelligent adult extreme entertainment. This is a user based, content led adult entertainment platform. Participants of the ecosystem can browse, release and share fine quality contents, while information and resources are shared by various XPlay mobile and web client based means.

Meanwhile with operating multiple creative adult entertainment communities with XPlay, XPA tokens will make participants in the ecosystem to publish and share, and contribute to fair and beneficial development of community. XPlay improved traditional adult entertainment industry, and defines itself as adult extreme entertainment.



In XPlay, parties providing content can earn their bonus directly with their quality content. In the meantime, original work will get continuing value and traceability by generating copyrights.

XPlay will further optimize operating mechanisms of social media platforms such as STEEM<sup>1</sup> and YOYOW<sup>2</sup>, as to create a brand new adult entertainment blockchain platform, and design a decentralized public book. Through blockchain technology, problems of mixed up versions and disputes can be solved perfectly. Once online, content cannot be tampered. Timestamp on the link will verify the copyright ownership, while relevant copyright transactions can be completed directly online.

XPlay's proprietary products and platform will have the effects of demonstration and actual testing ability, allowing more and more traditional adult media platforms to be aware of means and assistance of blockchain based transactions. After the first release of tokens, we will continue with promotion to existing adult entertainment platforms, allowing more platforms to join the usage ecosystem of XPA tokens.

In XPlay, we thrive to provide a blockchain technology based ecosystem that is most convenient and has the highest security standards.

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<sup>1</sup> <https://steemit.com/> New social media platform that gives reward using digital currency

<sup>2</sup> <https://yoyow.org/> Blockchain based UGC platform

#### 4. Problems in Current Market

1. Adult video platforms are unstable, with a lot of Trojans and ads, which affects normal use.

The adult internet world never achieved the audience of mainstream websites such as Netflix<sup>3</sup> and Youtube<sup>4</sup>. In fact, it is very difficult to find a commercialized product, even the world's biggest adult website Pornhub<sup>5</sup>, which is not overwhelmed with annoying and malicious ads<sup>6</sup>, in which most content is presented in low resolution and expired video software, while the interface is also obsolete. This does not seem to be a step to the commercialized stream media platform.

Currently, no mainstream tech company is willing to put forward a product on adult services that is similar to mainstream products, with user friendly experience.

2. Problem of piracy is severe in adult content<sup>78</sup>

As traditional music, video media steps into a new era, where everyone has developed the habit of paying, and reached the consensus of not supporting pirate products.

However, it seems that adult content does not fit in with this narrative. This problem may be rooted in not having copyrights, or content organization not willing to

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<sup>3</sup> <https://www.netflix.com/> a US internet live streaming company that is world wide

<sup>4</sup> <https://www.youtube.com/> US video sharing website

<sup>5</sup> <https://www.pornhub.com/> a Canadian adult video sharing website

<sup>6</sup> <https://security.stackexchange.com/questions/61998/how-can-i-watch-porn-safely-and-not-get-a-virus-and-not-infect-corporate-dat>

<sup>7</sup> <http://www.nbcmiami.com/news/local/Porn-Company-Sues-Thousands-Claiming-Copyright-Infringement-257869461.html>

<sup>8</sup> <https://www.techdirt.com/articles/20111103/18353216627/court-wonders-if-porn-can-even-be-covered-copyright.shtml>



coordinate all copyright's parties to fight with piracy, or willingness of many online platforms to continue using pirate contents for profit, despite legal fines.

3. Service charges of fiat currency transactions on adult platforms are expensive

Common adult paid membership platforms are required to pay a high service charge to payment companies (such as Epoch<sup>9</sup>, which charges about 10%). This is due to the fact that adult network products and services are deemed high risk by credit card companies, and have high risk for stolen card transaction or other payment rejection scenarios. Compared to mainstream internet payment companies such as PayPal<sup>10</sup> and Braintree<sup>11</sup>, which may only charge a service fee lower than 5%, of payment, companies that support adult content usually require a higher service charge for transactions.


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<sup>9</sup> <https://epoch.com/> payment company that supports adult paid membership websites

<sup>10</sup> <https://www.paypal.com/> online third party payment service provider

<sup>11</sup> <https://www.braintreepayments.com/> subsidiary of PayPal

## 5. XPlay versus Pornhub

	<b>XPlay Ecosystem</b>  	<b>Pornhub</b>  <b>(One of the world's biggest adult video platforms today)</b>
<b>Core products</b>	Stream media (xplay.video), live broadcast (xplay.live), RSS feeds (xplay.news)	Videos, live broadcast
<b>Core technology</b>	Blockchain (transaction), artificial intelligence (deep learning, identification, recommendation)	Traditional video platform, stream media plans
<b>Content</b>	Professional copyright, individual users upload content	Focuses on professional copyright
<b>Motive for platform</b>	Token economy formed with XPA tokens	Traffic in exchange for advertisement profit
<b>User participation</b>	Very high (average users can participate in content build in ecosystem)	Low (users can only accept content passively)
<b>Scalability</b>	Yes (users can organize new products and services)	Centralized control
<b>Locality</b>	Global	Mainly users from Europe and the US

## 6. Core Creative Side of XPlay

In the traditional adult entertainment field, each participant is faced with some problems based on traditional operational strategies. These problems are present in blockchain network. The current media entertainment ecosystem has not been able to make fundamental subversions, so the essential problems of media entertainment ecosystem remain unsolved.

XPlay is based on blockchain, and with innovation that fundamentally changes the operation model of adult entertainment, it solves the following four pressing issues:

### 1. The problem of piracy



Through digital content information, intelligent contracts, proof of existence based on blockchain and crawler system, XPlay restricts the appearance of pirate content.

XPlay's technology ensures that content is traceable even if it is partially tampered with, while smart contract implements with automated authorization. The proof of existence based on blockchain technology significantly reduces the cost of forensics, while crawler system tracks the transmission of each content.

### 2. Disclosure of confidential information - prevention



In the XPlay network, all information that must be disclosed, such as transaction information, is public and transparent, and relevant information is recorded in blockchain. Users can use digital currency to pay in XPlay ecosystem, which allows

for private payments. Information related to users' browsing history and privacy is not uploaded, nor recorded in blockchain.

### 3. Reinforce the credibility of information



XPlay will generate the world's only digital content information for each original content. Digital content information contains metadata such as artist, release time and content subject matter. When we see a message, we can understand who created the information at what time, and who did what kind of changes at what time. Newly added metadata will make information itself more valuable, and will even affect our judgments on the quality of information.

### 4. Solve the problem of platform intervention on content display



On the XPlay platform, users can choose what they are interested in, ensuring at the same time that they are not manipulated by any algorithm. All other algorithms related to content display are open source and transparent. Users can also participate in algorithm optimization. XPlay team believes that only in a completely user-based content platform, can we establish a content value ecosystem with sustainable development.

## **7. Project advantage of XPlay**

### **1. Development phase**

Different from most projects of tokens release for the first time, this project has finished development of multiple back stage, front-end system of XPlay, while client demo version will be released before the first release of XPA tokens. Xplay.video platform will start operating immediately after the tokens are released for the first time.

### **2. Mature business model**

The fast rise of adult entertainment industry, with a help from new but mature economic element for content transaction and ICO model, will clearly bring profit sharing model for the ecosystem, which market prospect is inevitable.

### **3. Rich industry contacts**

Founding team has accumulated years of broad network contacts in internet, technology and media industries.

### **4. Profound product technology accumulation**

Core team has an experience of over 10 million user-level mobile browser products, their product development and the artificial intelligence, recommended systems, data mining direction has deep accumulation, etc.

### **5. Blockchain project experience**

XPlay core team had successful experience in operating copyright blockchain business projects, and has deep research accumulation in blockchain underlying technology.

## 7. Industry market potential

There is an old saying in tech world: adult entertainment industry loves to embrace cutting-edge technology, And this is a sound reason talking to you, because looking back on printing technology, video tapes, DVD and cable videos, we realize that although each generation occurred with a boom, all of them had relatively slow regeneration. Promotion by adult industry contributes to the success of these technologies, and same goes for blockchain hot spot. Adult industry is always the place where innovative technologies are first applied.

Revenue of mobile and online entertainment industry will exceed US\$ 300 B<sup>12</sup> before 2019, where it is estimated that adult entertainment will take up an important role in this rich market share.

Below are some figures that will show case the amazing adult market:

1. In many countries, adult websites make up a large number of the total number of websites. On average, adult websites in each country generally account for 4.41%<sup>13</sup> of the total number of websites. The average dwelling time is 3 minutes 16



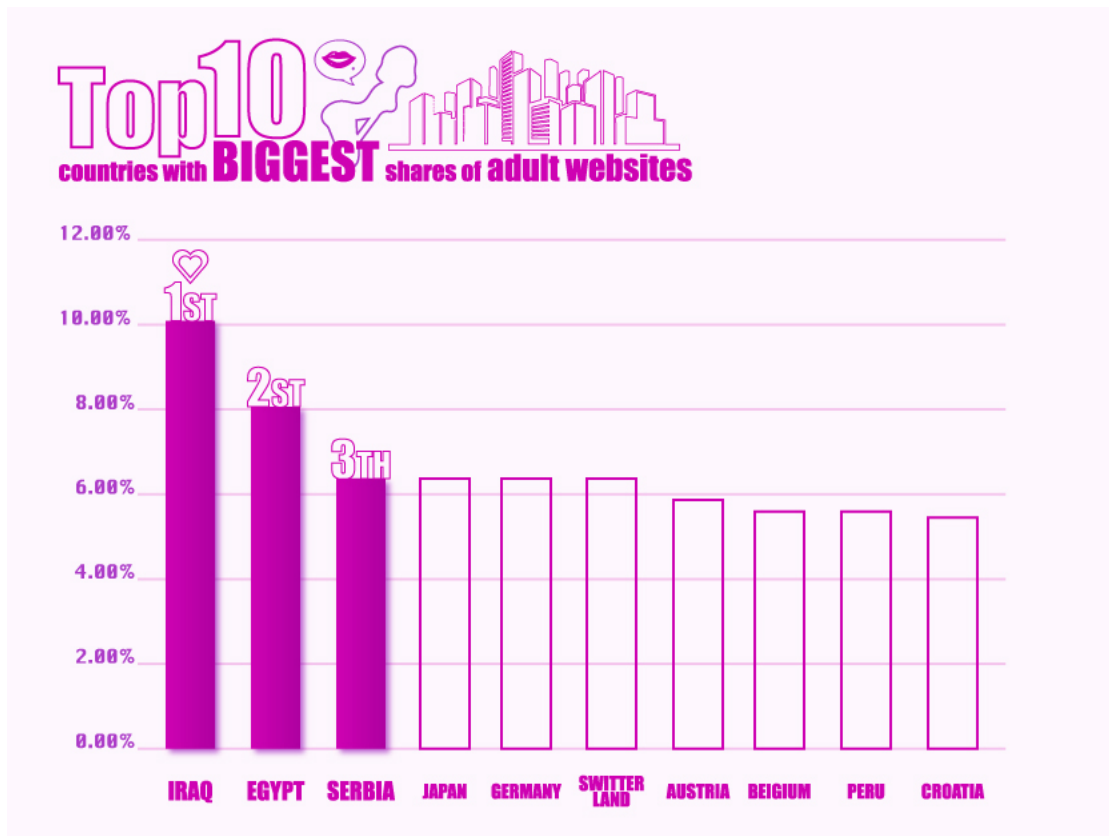
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<sup>12</sup> <https://www.juniperresearch.com/press/press-releases/entertainment-revenues-exceed-300bn-usd-by-2019>

<sup>13</sup> [https://thenextweb.com/market-intelligence/2015/03/24/who-are-the-biggest-consumers-of-online-porn/#.tnw\\_iil6OSp6](https://thenextweb.com/market-intelligence/2015/03/24/who-are-the-biggest-consumers-of-online-porn/#.tnw_iil6OSp6)

seconds, and the average page visit number is 3.8. According to this estimate and integrated multi-data sources, adult website traffic can account for one-third of the overall internet traffic<sup>1415</sup> amounts to

- 2) The annual global viewing of adult websites exceeds hundreds of billions, or as US\$ 1 per watch. The total market value is over US\$ 100 billion.



<sup>14</sup> <http://hottopic.chinatimes.com/20150504001903-260805>

<sup>15</sup>

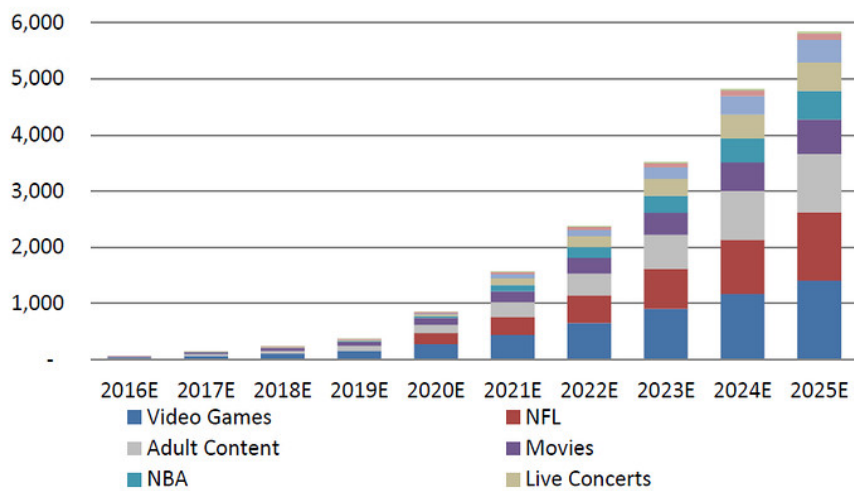
<http://www.dailytech.com/Study+One+Third+of+Internet+is+Crammed+With+Porn/article18760.htm>

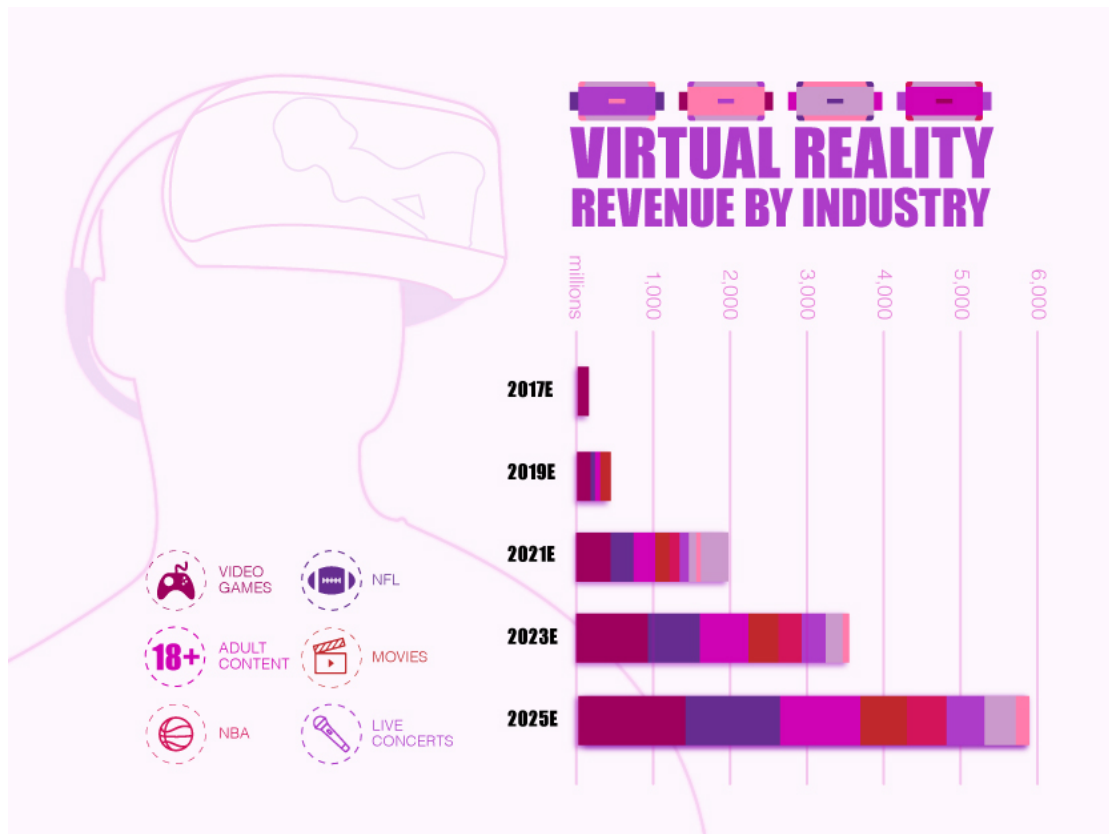




For example, adult content accounts for one-fifth in the VR market. It is estimated that adult VR industry will reach US\$ 1 billion in less than ten years.

**VIRTUAL REALITY REVENUE BY INDUSTRY**  
(In Millions)





In addition, the adult products market is also a sustained and long-term growing market.

Due to society's influence, many people feel that purchasing adult products is something to be ashamed of, especially when shopping in person. They think: If I meet someone I know, it would be very embarrassing! This results in a reduction of participation of people with demands, when we compare such societies with traditional industries struggling with intense competition. This kind of situation essentially has no competition. Three words: Seize the day!

According to the analysis of an expert, adult product market has maintained rapid development for at least past ten years. In the next five years, global adult product

consumption will witness a big bang. Department survey data by a professional organization show, the market for adult products is growing at an annual rate of 65%. During financial crisis and economic downturn, sex goods industry was one of rare industries that resisted downward trends, which is the best evidence that adult industry is always a safe bet.

With the rapid development of e-commerce, adult product vendors will undoubtedly usher on explosive market growth. Adult product industry is booming, and this is a good momentum to catch up on industry trends in the future.

Internet also brought opportunities for adult product industry. It is well known that online shopping is more and more popular, and this as a result laid a solid foundation for the development and rise of sex product industry, that provides a private channel for consumers who do not feel comfortable going to adult stores in person. This will satisfy customer demands and provide clients with protection of their private information.

The commercialization of mobile internet avoids the embarrassment of PC browsing. Mobile phone shopping gives people enough privacy protection, so that consumers with demand for sex products can purchase products anytime and anywhere, pressure free. According to statistics, the adult product market is worth at least US\$ 15 billion<sup>16</sup>.

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<sup>16</sup> <https://www.forbes.com/sites/janetwburns/2016/07/15/adult-expo-founders-talk-15b-sex-toy-industry-after-20-years-in-the-fray/#111ded7e35bb9>

## **8. The Need for ICO Release and XPA Tokens**

### **1. Compared to other ICO projects, XPlay has the necessity of ICO**

In fact, the potential of adult entertainment industry is enormous. As mentioned earlier, one-third of global traffic is of adult nature, such as videos, live broadcasts, pictures, dating sites and discussions, which makes resulting data and market value go beyond imagination. The value is not lower than Netflix, which is US\$ 89.1 billion (July 19, 2017). We estimate that the adult entertainment market is worth US\$ 100 billion, and this is a very conservative figure.

Through token-issue ICO, the project will have a more efficient and more free financing method, where acquired funds can be used to quickly develop more meaningful XPlay ecosystem projects, as well as to easier convert potential users of XPlay ecosystem into the primary participants of XPlay ecosystem.

ICO release can increase project transparency and trust. Compared to traditional financing models, which rely on professional intermediaries such as lawyers, accountants, due diligence, the investors rely on the centralized organizations to decrease investment risks. ICO uses decentralized technology to reach a consensus, without relying on organizations or professionals to control projects, but instead uses a new blockchain technology which allows for the entire project to be transparent, and transactions to be shown in the chain, thus achieving a reliable financing model.

### **2. XPA tokens as functional currency for trading**

All XPlay ecosystem transactions will use XPA tokens, so it is necessary to use XPA tokens. For example, on XPlay's stream media platform, users need to use XPA tokens to get content copyright, where copyright party can benefit from real-time, traceable smart system.

In addition, XPlay will introduce stream media transaction system charged by traffic (view time). XPA tokens' technology is real-time and fast, and supports small payments, which consequently helps in creating innovative billing method for adult content.

On live broadcast platforms, users can use XPA tokens to give rewards, so live broadcasters can get real time rewards. These transactions are all recorded in decentralized books, which are secure, transparent, reliable and smart. None of these can be accomplished with traditional transaction policies and legal currencies, nor centralized tokens.

3. XPA tokens will become an indispensable transaction currency in adult entertainment ecosystem

XPA tokens will become a necessary transaction medium for adult entertainment ecosystem. Proprietary platforms and collaboration platforms of future XPlay ecosystem will use XPA tokens for all transaction activities.

In addition, XPA tokens support the unique application environment and uniqueness of adult entertainment. General users' viewing habit in adult stream media is skip-

view mode, i.e. they will choose to watch more exciting parts of the video, rather than the whole movie. XPA tokens support this type payment scenario. Other currencies do not!

We are also developing another XPA token feature that comes into being based on restrictions on users and the legal system where users come from. Thanks to development of artificial intelligence technology in image recognition, we are now able to launch a program which determines user age by identifying pupils. The users will need to reach a certain age to activate the usage of XPA tokens in applications.

XPA tokens will become an indispensable, irreplaceable transaction currency for global adult entertainment ecosystem. XPA tokens are niche tokens, exclusively aimed at adult entertainment industry. With promotion to other adult platforms, all users participating in adult entertainment will use XPA tokens in transactions. We estimate that the market demand for XPA tokens will be very high.

## **9. XPlay's Product Advantage**

XPlay ecosystem has a variety of technology and service products. The following explains seven unique product features, which follow three major directions - streaming media, live broadcast and integrated media, with possibility of mixed usage. In addition to describing various product features, they also briefly introduce the application of XPA tokens in various products.

### **1. AI multilingual translation**

In order to improve users' experience in watching adult videos, especially when content is frequently released in only one country (e.g. Japan), users may need functions such as subtitle translation to better understand the meaning of video content. XPlay is dedicated to launching evolving blockchain, which is human-machine combined, provides users with AI multilingual translation, so it does regionally discriminate users. In return, users receive increased stimulation, because they are able to concentrate on the characters and plot.

XPA application:

System requires XPA tokens to drive blockchain, human-machine cooperation system, and AI multilingual translation services.

### **2. Decentralized and smart human-body-parts matching search**

This product categorizes human sex appeal, which can be classified in detail with our smart system. The system will try its best to make individual sex appeal detailed,

differentiated and retrievable, so that adult images and video data can be accurately found among mass amounts of data flow.

Through image or video differentiation for detailed subtle differences on sexy parts by the system, after getting differentiation results, matching search technology will find a matching identifiable note file on decentralized chain network. Users can choose whether or not to join the blockchain of apply to get the rights to use of relevant file.

XPA application:

Users need XPA tokens to add smart human-parts matching, which blockchain can identify.

### 3. High quality film compression

In the case of maximizing resolution (bit rate) of images and video data, this technology can bring more traffic-attractive high-quality note files on the decentralized platform. On the decentralized adult network, this technology will bring a large number of note files to adult blockchain, and since only note files with traffic are valuable, this technology is able to remove noise, i.e. invaluable note files to blockchain. This technology will help users to remove the inferior data, so that the whole adult decentralized network can continue to grow and develop win a sustainable way.

XPA application:



Users need XPA tokens to add note files into blockchain.

#### 4. Technology to trim videos according to users' visual dwelling time

Since adults watch adult videos for occasional pleasure, or to find the most provocative plots in adult videos, we therefore amplify this point in adult content consumer' psychology. When adult videos enter adult blockchain, we will trim the videos into multiple note files based on plot or actions, according to certain standards in the blockchain. Users can sell each note by subject matter. This technology will maximize the value of adult videos. In the traditional model of selling single videos, we use this technology to trim one video into more attractive, multiple and small video clips. In the existing value system, we combine the video trimming technology and adult decentralized blockchain, due to which the profit per single adult video increases at least 3 times.

XPA application:

Users need XPA tokens to add note files into blockchain.

#### 5 ) Interactive live broadcast

In recent years, adult live broadcast is very popular. AV actress live broadcast and interaction is very attractive for the new generation of young users. However, current adult live broadcast platforms are generally unstable. It is not rare that after paying the money, live broadcast will stop and the platform will be closed. We want to create a

large global live broadcast, chatting platform, so that users can enjoy high quality live broadcast content without being interfered.

XPA application:

Users need XPA tokens to reward live broadcasters, live broadcasters can get XPA tokens users pay in real time.

#### 6. Adult aggregate media in the form of “Today's headlines”

Aggregate different text and pictures from the media use recommended technology to meet the needs of fragmented reading of the public.

XPA application:

Users need XPA tokens to create an account for aggregated media platform.

#### 7. B2C and C2C platform

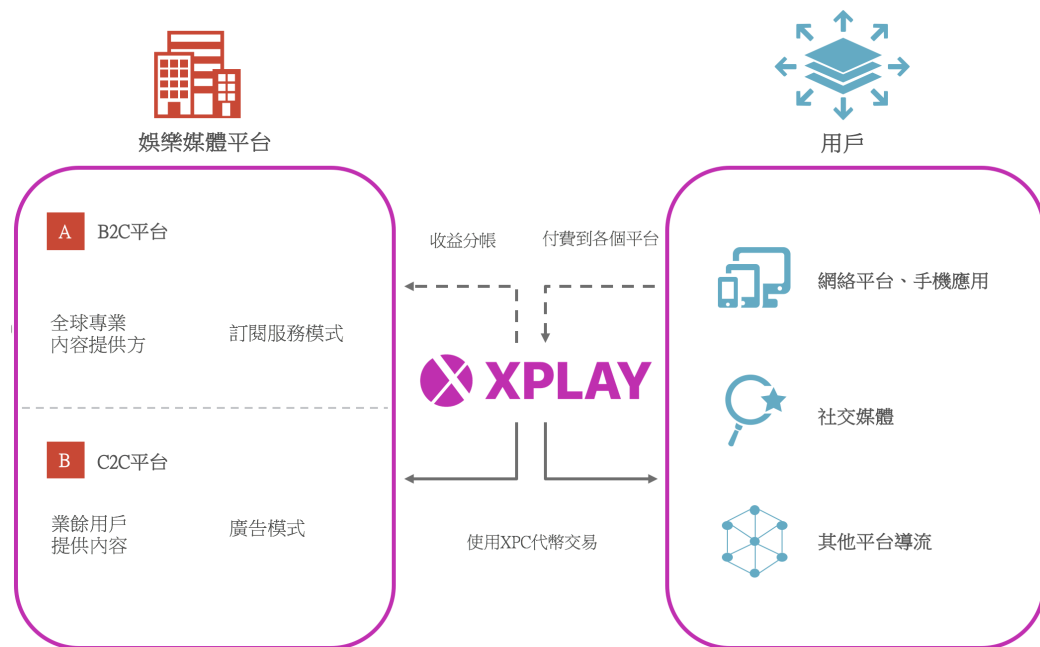
We divide content into B2C and C2C, and create two stream media content platforms.

B2C's content is produced by the professional copyright parties in cooperation with large film producers from Japan and Korea.

In addition to providing non-exclusive video sources that also exist on third-party platforms, users will cooperate with XPlay to organize the production of innovative content.

XPlay puts forward shooting requirements, themes and casts. C2C provides stream media with content upload function for public. XPlay observed that on the network, there is a large number of content uploaded by individual users. Therefore, XPlay creates a unique C2C platform to aggregate users' original content and proposes incentives to increase uploads.

The following shows the relationship between B2C and C2C platforms with the users on XPlay ecosystem:



XPA application:

Users need XPA tokens to watch videos.

## **10. Management Team of XPlay**

Our management team has rich experience in media operation and media tech R&D. It has the ability and will to continue producing quality products in XPlay ecosystem. The following is the core management staff.

### **1. Mr. Chen Zhouren - CEO**

<https://www.linkedin.com/in/julian-chen-8a164849/>

- Mr. Chen has over 20 years' experience in media, has rich experience in media marketing, operation, management etc. Mr. Chen served as general manager of Sunshine International Media Group, he was responsible for Sunshine TV, Sunshine Weekly Magazine operations. Mr. Chen is a bachelor of University of Taiwan, Master of Yale University.

### **2. Ms. Zhang Xinwen – COO**

<https://www.linkedin.com/in/xin-wen-chang-27b02a37/>

- Ms. Zhang has over 15 years of product management and project control experience, has rich internet product operating experience. Ms. Zhang is a bachelor of Taiwan De Lin Institute of Technology.

### **3. Mr. Hou Zhaoji – Marketing Director**

<https://www.linkedin.com/in/joseph-hou-a1a00a18/>

- Mr. Hou has over 20 years of internet product marketing, online advertising, project management and development experience. Mr. Hou is a Bachelor of Fine Arts at the Art Center College of Design in the US.

4. Mr. Jackson Kou– Director of R&D Technical Department

<https://www.linkedin.com/in/jackson-kuo-07145932/>

- Mr. Kou has over 15 years of R&D experience, has rich application product design, project management experience. Mr. Guo served as the head of research and development technology department of Taiwan Sunny Cloud Co., Ltd. Mr. Guo holds a master's degree from National Chiao Tung University and Soochow University.

5. Mr. He Shuiqing – Senior Researcher

- Mr. He has over 7 years of experience in R&D and has extensive experience in artificial intelligence and in-depth learning. He holds a PhD in Computer Philosophy from the University of Hong Kong and a Bachelor of Science and Economics from Shandong University.

6. Mr. Ma Jun – Senior Technical Consultant

<https://www.linkedin.com/in/jun-ma-aba23233/>

- Mr. Ma has over 15 years of experience in system analysis, product development, project management and architectural design. He served as technical director in multiple innovative companies, leading multiple platform system developments. Mr. Ma holds a master's and a bachelor's degree in engineering in Tsinghua University.

7. Dr. Huang Guanhuan – Senior Technical Consultant

- Dr. Huang is a professor of information engineering at Taiwan Normal University, and a doctorate in information engineering from National Tsing Hua

University in 1998. He created a cloud computing lab in the faculty, led many graduate and PhD students to conduct high-tech research work, and actively used his expertise and developed skills to participate in industrial activities. He was the director in the Department of Information Engineering at Taiwan Normal University and the vice president in the Faculty of Science of Taiwan Normal University. During his career, he has published over 10 SCI journals and top notch IEEE conference papers, as well as served as a consultant for multiple Taiwanese high-tech company in information industry. Currently, his research mainly includes encryption currency and blockchain, decentralized system and agreement, cloud computing, cloud trust, cloud audit, internet and information security etc.

## 11. The Purpose of XPA Tokens

XPA token has two main purposes, and will continue adding additional attributes and scalability:

1) XPA as an usage token



XPA tokens are transactional tokens of XPlay ecosystem. Most transactions on XPlay require redeeming XPA tokens first. For example, one needs to redeem XPA tokens before he can watch videos on stream media platforms. Users can also receive XPA tokens paid by advertisers, after watching ads. In addition, we will create a user recommendation system, with an aim of further driving the development of ecosystem with XPA tokens. After successful recommendation to other users, referrer can get XPA tokens.

2) XPA is a token with market potential



XPA tokens supply is limited, so with appropriate promotion of XPA tokens, XPlay should get more and more platforms joining XPlay ecosystem, , which will result in user number growth, the trading sessions and frequency that will drive XPA tokens usage.

## 12. Development Milestones of XPlay

<b>Time</b>	<b>Project</b>	<b>Status</b>
Q4 of 2016	Complete innovative project planning	Completed
Q1 of 2017	Signed with the content partners, platform technology development	Signed cooperation agreements with multiple Japanese, Korean and Taiwanese content partners
Q2 of 2017	Launched XPlay.Video product prototype	Completed
Q3 of 2017	First time release of XPA tokens	In progress
Q4 OF 2017	XPlay.Video Official product launch of XPlay.Video	Planning
Q1 of 2018	XPA tokens will have comprehensive circulation	Target
Q2 of 2018	Official product launch of XPlay.Live	Planning
Q3 of 2018	Official product launch of XPlay.News	Planning
Q4 of 2018	Reach a total of 10 million users	Target
Q1 of 2019	Second generation upgrade launch of	Planning



	XPlay.Video	
Q2 of 2019	Second generation upgrade launch of XPlay.Live	Planning
Q3 of 2019	Second generation upgrade launch of XPlay.News	Planning
Q4 of 2019	Become the world's biggest adult entertainment media ecosystem	Target

### **13. XPA tokens use ERC-20 standard**

The ERC-20 standard was introduced in November 2015, tokens using this standard, because this standard is for common and predictable virtual currencies.

Simply put, this means that any ERC-20 tokens are immediately compatible with the Ethereum wallet. Since the exchange already knows how these tokens are handled, they can easily integrate them. This means that, in many cases, these tokens can be traded immediately.

After the first round of ICO release, XPA tokens that are based on the existing Ethereum network will be available for sale as soon as possible, and will be traded on the exchange. In 2018, after the current Ethereum network completes upgrade, new XPA tokens will be upgraded and will operate in specific blockchain that is Ethereum technology centered, enabling XPA application field, and XPA tokens exchange in 1:1 at any time on the official platform.

## 14. Details of the Release of XPA Tokens

### XPlay ICO

Project description:	XPlay adult extreme entertainment ecosystem (stream media, live broadcast, news content transaction)
Release company:	XPlay Fund Limited
Release official website:	<a href="http://XPlay.fund">XPlay.fund</a> (Support ETH participation)
Contract address for ICO participation:	to be published
ICO platform:	<a href="http://tidebit.com">tidebit.com</a> (support ETH, BTC, USD, HKD participation)
Token symbol:	XPA (ERC-20 token)
Number of tokens:	10 billion, will never be increased
Scale of first round of release:	1 billion (10%) (public release + private presale)
Period for private presale:	August 1 <sup>st</sup> , 2017 HK time (GMT+8) at 8:00 pm to August 7 <sup>th</sup> , 7:59 pm (a total of 6 days)
Method for private presale:	Invitation only
Period for public release:	August 7 <sup>th</sup> , 2017 HK time (GMT+8) at 8:00 pm to August 30 <sup>th</sup> , 7:59 pm (a total of 23 days)
Total value for the first round:	equivalent to US\$ 10 million (taken into consideration of currency exchange rate for all currencies at August 7th, 2017 HK time (GMT+8) at 8:00 pm)

Scale of second round of release:	4.1 billion (41%) (plus remaining tokens from the first round, if applicable)
Period for the second round of release:	December 11 <sup>th</sup> , 2017 HK time (GMT+8) 8:00 pm to January 25 <sup>th</sup> , 2019, 7:59 pm (a total of 410 days)
Value for the second round:	<p>Auction based (release 10 million tokens every day)</p> $x * (y / z)$ <p>x = Total ETH authorized buyers provide during this period.</p> <p>y = Total number of XPA tokens that can be used during release.</p> <p>z = Total ETH all authorized buyers contribute to.</p>

The remaining 4.9 billion (49%) of XPA will be kept by XPlay.fund. (The lock time is 410 days, during when they cannot be exchanged or transferred on Ethereum network.

Detailed arrangements:

1. The first phase of public release is conducted in early August and are divided into two stages: private placement (ie, Pre-ICO) and public release (ie ICO). Private placement allows us to get cornerstone investors and increase market confidence in public release.

If target amount of US\$ 10 million is not reached during the first phase of public release, XPA tokens will be distributed in proportion, the base is US\$ 6 million.

Example 1: If the final amount raised is equivalent to US\$ 9 million, then 900 million XPA tokens will be release and the balance (100 million XPA tokens) will be allocated to the second stage of the public release.

Example 2: If the final amount raised is less than US\$ 5 million, it means that token release fails, and we will refund the full amount received.

The second phase of open release starts in December, when Xplay.video product is already online and there will be more XPA tokens use scenarios. The actual need for XPA tokens usage will continue to grow. Using auction based method will realize the full value of XPA tokens.

## **FAQ**

### 1. What is XPlay?

XPlay is a blockchain-driven, global adult extreme entertainment, high quality ecosystem. It uses various AI technology. Content parties, performers, merchants, advertisers and users can trade adult content, merchandise, watch live broadcasts, videos, participate in various community activities in XPlay.

### 2. Why is this technology valuable?

At the moment, the operating procedures of adult entertainment industry are very inefficient, costly and are plagued with fraudulent activities due to multiple manual intermediaries in between content provider and content user. This type of relation is described with non-standard content, services, products, resources information exchange.

XPlay offers a variety of business and community activities by providing a fast, reliable, and direct way for transaction participants. Our technology can support end-to-end security processes, and is able to reduce overall costs while increasing the business value for ecosystem participants.

### 3. Who will use XPlay?

XPlay's main target users are all adult entertainment industry participants - global adult internet users.

### 4. How big is XPlay's market?

Adult traffic accounts for one-third of the total internet traffic - the market value is more than billions of US dollars

#### 5. What is XPA?

XPA tokens (XPA) will be an indispensable tool for driving XPlay adult extreme entertainment ecosystem. XPlay Tokens facilitate efficient service and small payments. Our upcoming tokens release will offer XPA tokens.

XPA drives XPlay ecosystem, which offers;

- Transaction payment
- Data cost payment
- Annual fee (subscriber content)
- API authorization fee

#### 6. What is XPA for?

XPA will be used to pay for transaction fees and services and products provided by the platform

#### 7. Is XPA compliant with ERC20?

Yes, XPA is compliant with ERC20 technical specifications, which means it is compatible with all Ethereum-based wallets.

#### 8. How many tokens will XPlay release?

The total number of tokens released in ICO will be 1,000,000,000 (1 billion)

9. What currencies are accepted during token release?

In tokens release, we only accept ETH. If you want to participate in tokens release, but use other currencies, such as Bitcoin (BTC), then you can participate in the XPA tokens' worldwide designated exchange - TideBit ([www.tidebit .com](http://www.tidebit.com))

10. Who can participate in ICO?

Except for persons mentioned in this article, all eligible persons around the world are eligible to participate.

11. How to stay connect with XPlay?

You can stay connected with us through community channels of Twitter, Facebook, LinkedIn or Slack.