



FXXX WITH YOUR ALTER EGO

Table of Contents

| | |
|---|----|
| Disclaimer | 3 |
| FANTASY The Concept | 4 |
| The Red Light District - 19 Sectors Make Up the 'Red Strip' on Mars | 5 |
| FANTASY Channels / City Sectors | 6 |
| FANTASY Channels - Take FANTASY for Access | 7 |
| How Do I Earn FANTASY? | 8 |
| The Story | 9 |
| Get Paid to 'Gaze' - Earn FANTASY From Advertisers | 10 |
| Get Paid to 'Gaze' - Red Light Windows | 11 |
| Earn FANTASY - Unlock Premium Zones | 12 |
| FANTASY Coin Land Rush - Virtual Real Estate Auction | 13 |
| Summary of Land Sale - FANTASY Your Chance To Own a Piece of Mars Now | 14 |
| How Does The Sale Work? | |
| <i>Land Sale Takes Place in Two Phases</i> | 15 |
| <i>Finite & Expandable Land Model</i> | 16 |
| <i>DreamSpaces and Eye Tracking</i> | 17 |
| Sign Up Bonus | 18 |
| The Maps | 19 |
| Functional Property | 20 |
| ERC 721 Rent Token - What Is The Business Model? How Do I Make a Return? | 21 |
| FANTASY FXXX Coin Sale | 23 |
| FANTASY Buy FANTASY Now | 25 |
| Appendix A | |
| Gaze Coin - FANTASY Coin Utilizes Gaze Coin Functionality | 27 |
| Gaze Coin Team | 28 |



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Gaze Coin already has an existing and functioning platform and this white paper makes no binding representations or warranties about the existing platform.

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Please refer to the Terms and Conditions at <http://www.gazecoin.io> for the terms and conditions of the Gaze Coin Initial Offering (ICO).

FANTASY

THE CONCEPT

Fueled by its own Cryptocurrency 'FANTASY' is a RED LIGHT DISTRICT broken into 19 themed sectors, making up the Red Light Strip on Mars. The city is built in the vein of a 'red light strip' where every street has a new theme and behind every window lies a different fantasy. Pick the fantasies you want to do and embody yourself inside them. Be a guy, be a girl, find your inhibition and 'FXXX with your alter ego'.

Fueled by the Dream Elixir 'FANTASY', visit Mars and explore the immersive Red Light District that exists inside your mind. A dream where adult stars compete to make you the subject of their desires. Step into their red light window apartments and become the star of your very own fantasies. There is only one catch! You must earn enough FANTASY to stay in the story. Once FANTASY runs out access is denied and you'll need to go and earn more.

The city is accessible in both VR, AR and on the normal web.

FANTASY COIN 
LAND RUSH

FANTASY is launching by allowing you to buy virtual real estate inside an already functional Red Light District. **GET YOUR PLOT OF LAND in the RED PLANET'S RED LIGHT REAL ESTATE SALE NOW!**

THE RED LIGHT DISTRICT

19 FANTASY SECTORS MAKE UP 'THE RED STRIP' ON MARS

F
E
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DUDE
SWEET



FANTASY CHANNELS / CITY SECTORS



Riot Kitty - central hub



Silicon Alley - I have boobs now



Dude Sweet- beach boys



Strut - rock stars can walk on me



Booty Sector - hip hop and booty



Cherry Bomb - Gay District



Disciplinarian - fetish



Femme - Girls Only



Snowbirds - snow time



Soi Cowgirl (Colony on Mars Moon)



City Boys - suits and stubble



Shinjuku (Colony Mars Moon) - Anime



Bad Boys - always in trouble



Fast Car - take me for a ride



DJ - shag an idol



Voyeurs - I like to be watched



Lovers Guide - how to!



Sex Toys - use it on me!



Toy Boys - all male review

FANTASY CHANNELS

TAKE FANTASY FOR ACCESS

Each Fantasy Channel has its own city sector, stars and brands.

Fantasy is a city of erotic dreams delivered into 19 themed sectors, Each sector comprises of stars living in Red Light Window apartments - luring your into your own fantasies. Step inside and you'll discover that these are not just apartments, but portals into fantasy worlds that will take you as far in as you're willing to go. Can you find your way out? Do you even want to? Get lost in your own seamless adventure



TOTAL SCORE
#3.250.000

COMP RANK
#005

ABOUT.

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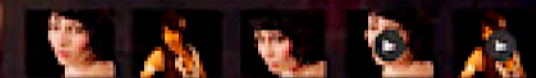
MARKED FOR DEATH

JOIN TRIBE



USER NAME.
TRIBE NAME.
 Ranking. #017

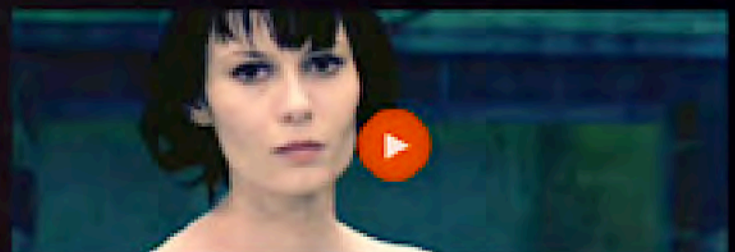
VISIT PRICE + \$7.55



THIS WEEK'S PROFILED CHARACTER.

USER NAME.
TRIBE NAME.
 Ranking. #017

VISIT PRICE + \$7.55 SAVE ME



JOIN TRIBE

HOW DO I EARN FANTASY?

Visitors earn 'FANTASY' as a reward by watching erotic content provided by brands trying to lure you into their zones. Simply 'gaze' at billboards and store front windows, trigger content and earn rewards for the time you are engaged. Walk around, shop through the fantasies and inhibitions that rule your mind - and then step back into the FANTASY zone.



THE STORY

FANTASY also has an integrated “adult” choose your own adventure story world where you are the star. The story is the reason why the red light city exists and frames your experience immersed inside it. By engaging, Fantasy Coin owners are presented with a way to win more coins.



GET PAID TO 'GAZE'

EARN FANTASY FROM ADVERTISERS

AUDIENCE REWARDS MODEL

The quickest way to earn the Fantasy rewards you need to access the fantasy zone is to engage with ADVERTISING. Advertisers are incentivized to provide content as part of their advertisements - as this brings more engagement!

*** BUY VIRTUAL BILLBOARDS IN THE FANTASY VIRTUAL REAL ESTATE SALE NOW! ***



GET PAID TO 'GAZE'

RED LIGHT WINDOWS

Red Light Window Channels / Rewards System

Light Window apartments inside each Fantasy zone function as immersive content channels (or dream channels) for brands and talent. Brands receive apartments for free, but must provide Fantasy rewards to fans who come and experience their content (dreams). Each brand has their own banded token / currency (branded Dream Coin) that their fans earn for engagement. Once fans earn enough dream coin they seamlessly qualify for premium experiences OR they can simply purchase the difference. Apartments are portals to entire entertainment worlds owned by the brands. Once fans earn enough they gain access to / or can pay to access these premium content and worlds.



UNLOCK PREMIUM ZONES

Two of the designated sectors of FANTASY are located on Mars moons - Soi Cowgirl & Shinjuku. These colonies are Premium Sectors of the FANTASY that requires visitors to have earned a specific amount of FXXX for access. In line with the freemium business model, visitors can opt to buy whats needed in FXXX for access.





FANTASY COIN LAND RUSH



THE FANTASY 'RED LIGHT STRIP LAND RUSH' Virtual Real Estate Sale

Starts : September 16, Midday, GMT-5 (Oklahoma USA time).

SUMMARY OF LAND SALE

FANTASY - YOUR CHANCE TO OWN A PIECE OF MARS NOW



FANTASY is a city of erotic dreams delivered into 19 themed sectors, each sector comprises of stars living in Red Light Window apartments - luring your into your own fantasies. Step inside and you''ll discover that these are not just apartments, but portals into fantasy worlds that will take you as far in as you're willing to go. Can you find your way out? Do you even want to? Get lost in your own seamless adventure.

FANTASY is unlike any other immersive blockchain driven red light district - modeled on Amsterdam, FANTASY gives you the chance to purchase virtual real estate in an already fully functional red light district and where two sectors are on Mar's Moons! Every plot of and has already fully integrated and operational 'Gaze technology' that allows you to make money from day one.

HOW DOES THE SALE WORK? (SEE OVER >>>)

HOW DOES THE SALE WORK?

The land sale takes place in two phases.

(i) BUY FANTASY COIN NOW! (ERC 20)

- ▶ *Equivalent to the amount of virtual real estate you want to buy. (see map for prices quoted in Fantasy Coin)*

(ii) USE FANTASY COINS TO PURCHASE LAND TOKENS (ERC 721) IN THE FANTASY RED LIGHT DISTRICT

- ▶ *Simply pick the land you want and your Fantasy Coins are converted into unique Fantasy Tokens*
- ▶ *This will initially be by via an auction*

HOW DOES THE SALE WORK?

FINITE & EXPANDABLE LAND MODEL

Red Planet Land Rush uses a property model that is finite, strictly limited and fixed to the exact city size of the two city structures - but the initiative is bound to stimulate other settlements and is expandable via the game itself. The entirety of the virtual Mars is still open to other developers to establish other cities using X-Y-Z coordinates provided by the platform. Land can be linked to other worlds via the Gaze Coin Wormhole Transport System.



HOW DOES THE SALE WORK?

DREAMSPACES & EYE TRACKING

Property in Fantasy is known as Dreamspaces where VR content, VIP doorways to premium content & wormholes to connecting spaces are stored. Property owners may create their own dream theme inside their dream space selecting from a series of templates or employ a builder. Owners can choose to rent out their Dreamspaces to whoever they want using an ERC721 rent token and will earn a simple revenue share charged on all transactions that occur within their Dreamspace. FXXX Coin uses eye tracking to create a transaction that rewards owners for simply looking (gaze triggering content).

For example, owners of apartments, billboards, or other real estate in high-traffic areas will receive rewards for engagement occurring on the real estate (i.e. a player watching an ad).

SIGN UP BONUS

Both GazeCoin (GZE) and Ethereum (ETH) will be accepted in the crowd sale. If you purchase FXXX using Gaze Coin and you register on the white list by the cut off date, you receive an automatic 30% bonus. If you purchase FXXX using Ethereum this will receive no automatic bonus.

*** To Receive Maximum 30% Bonus, all buyers must register by September 10. Pre-sale begins September 16th at 12pm EST, ending November 30 ***

THE MAPS



FANTASY LAND & RED LIGHT APARTMENTS ARE LIMITED!



"IT'S AMSTERDAM'S RED LIGHT DISTRICT ON STEROIDS"

ALL REAL ESTATE IS **AR ENABLED** THROUGH OUR AR APP.

FUNCTIONAL PROPERTY

As well as empty lots of land where you can build whatever your heart desires, every sector has a limited number of the following.

Choose from the following:

- ▶ Red light window apartments
(includes the loft apartments up stairs)
- ▶ Penthouse apartments
- ▶ Strip clubs
- ▶ Disco-tech / Night clubs
- ▶ Massage parlors
- ▶ Peep shows
- ▶ Red light cinemas
- ▶ Billboards
- ▶ Vending machines
- ▶ Tool sheds
- ▶ Saunas
- ▶ Entire City blocks
- ▶ Town Squares

ERC 721 RENT TOKEN

WHAT IS THE BUSINESS MODEL? HOW DO I MAKE A RETURN?

This is really all up to your own skill and effort. Its up to you to pick the lots of land that you think will generate the most traffic. You can turn your plot of land into anything you want. Make a bid for a plot of land / apartment etc that you believe will be in a high traffic area. Build the most amazing sauna, red light cinema complex, erotic art museum - or any other immersive / AR the world your oyster, You can then put your plot of land on the market and trade it on in our Fantasy Real Estate marketplace

YOU COLLECT REVENUE SHARE On all Transactions !



The city has an in build gaze interaction driven business model. Any transactions that occur in or out the front of a lot earns 8% revenue share for the owner. This lets you sit back and allow adult stars and brands to utilize your real estate and you earn without having to lift a finger!

YOU CAN RENT YOUR APARTMENT TO STARS &



BRANDS

Fantasy includes a model where property owners can rent apartments by simply issuing an ERC 721 rent token. This gives the holder of the token the right to use the property / fill it with their content. This model makes the Fantasy renting model seamless

FREEMIUM BUSINESS MODEL



The FANTASY Red Light District has a freemium business model. All red light window apartments have a free section where visitors earn FXXX for the time they are immersed / for the time they are immersed inside trailers etc. Stepping through the VIP doorway into the premium zone requires the user to have earned enough tokens to do so. Once they step through they spend tokens at a rate of 1 FXXX per minute (this will adjust with volume and demand). Once they run out they need to go and earn more FXXX or they can purchase what they need from the GazeCoin wallet.

ERC 721 RENT TOKEN

WHAT IS THE BUSINESS MODEL? HOW DO I MAKE A RETURN?

{IV}

PREMIUM WORLDS

Once visitors have earned enough tokens they unlock premium zones of the red light district . If visitors want to jump straight into these zones without doing any / enough earning activity they must purchase the tokens required.

{V}

ADULT BRAND / STAR TOKENS

Adult Stars can move into any vacant apartment. When they do so they generate their own branded token. When visitors step into their apartment they earn an amount of tokens for free,. On stepping into the premium zones, visitors are essentially purchasing FXXX from the adult star / brand in question. The brand retains 80% of takings.

{VI}

USER GROWTH POOL

A 10% of the total FXXX sold in the sale will be allocated to a user growth pool. This finances the rewards that adults stars & brands provide users for their free engagement.

{VII}

WORMHOLES

All virtual real estate is connected to other worlds and sectors through wormholes. Owners can choose where to send traffic. Shared traffic generate a return for the sender at a rate of 10% of any spending in the connected

{VIII}

HOW DO I EARN FANTASY?

Visitors earn fantasy as a reward by watching erotic content provided by brands trying to lure you into their zones. Simply gaze at billboards and store front windows, trigger content and earn rewards for the time you are engaged. Walk around, shop through the fantasies and inhibitions that rule your mind - and then step back into the FANTASY zone.



FANTASY FXXX COIN SALE



Symbol

FXXX

Crowd-sale Launch Date & Time

12PMGMT - 16 SEPTEMBER 2018

Time Frame

90 days - FINISHES 12pm, GMT-5, 16 DECEMBER, 2018

Platform

Ethereum Blockchain

Minimum Financing

No minimum as the Red Light District is already live and functional

Target Financing

There is no minimum financing target as this is a real estate sale in an already existing and functional red light district. When the real estate sale is over there will be a general FXXX coin token offering in 2019.

Target Financing is US\$10 million

No of Tokens

There are 5 billion FXXX tokens.

1 billion will be released for the virtual real estate sale.

We accept Fiat / US\$

Purchases with fiat are accepted into a US bank account.

Final Purchases are also accepted via our Gaze Coin wallet. You can purchase FXXX from the FXXX tab in the wallet.

What cryptocurrencies are accepted in the crowd sale?

Both GazeCoin (GZE) and Ethereum (ETH) will be accepted in the crowd sale. If you purchase FXXX using Gaze Coin you can receive the maximum 20% bonus. If you purchase FXXX using Ethereum this will be converted into Gaze Coin but receive no automatic bonus.

Exchange Rate

1FXXX = USD\$0.10

Eth Rate - Exact rate TBA shortly before the sale begins

Airdrop

FANTASY will airdrop 1M (one million) FXXX tokens to fans starting September 1st, 2018.

Token Allocation

Advisors 5%

Team 15%

Contractors 10%

User Growth Pool 10%

60% distributed in sale to the crowd

Budget Allocation

AR / VR Platform 30%

Administration 10%

Content Acquisition 20%

Marketing 20%

Contractors 15%

Contingency 5%

FANTASY FXXX COIN SALE

Reward for Content Owners Who Provide Premium Content Experiences

A 1% licensing fee will accrue on all FXXX transactions. This is paid as a reward to content providers who provide premium content experiences (allocated pro rata to the most popular content once initial user growth pool exhausted). Content providers earn from this pool proportional to the total FXXX time that was generated on the platform each day.

How will FXXX use ETH & GZE Raised During Token Launch?

(i) AR/ VR Platform

Most of the ETH/GZE received in the crowd sale will be used to manage the AR / VR FANTASY platform integrated with the Gaze Coin blockchain.

(ii) Content Acquisition

FANTASY caters for every conceivable fantasy for both women, and men. FANTASY coin holders will be able to vote on fantasies that they want created or acquired. FANTASY will then go and make or acquire what is required.

Auction Details

(i) AUCTION

FXXX owners can bid for lots of land initially via an auction.

- ▶ Use the wallet QR code to trigger the FANTASY website
- ▶ Simply click on the plot of land / apartment etc that you want to buy & make a bid for it.

(ii) ALLOCATION

- ▶ On December 16 the highest bid offered on each plot will be allocated the plot of land
- ▶ One your bid is accepted your ERC 20 Fantasy Coins are converted into unique ERC 721 Fantasy token. Whoever is in possession of this ERC 721 token receives and sales revenues into their Gaze digital wallet.

FANTASY

BUY FANTASY NOW



FANTASY

BUY FANTASY NOW



APPENDIX A



FANTASY Coin Utilizes Gaze Coin Functionality

Gaze Coin is an attention token that was created by its founder 'Jonny Peters'TM to solve monetisation in virtual reality. The token allows content owner in VR to take payments by audiences simply immersing themselves in their content - with no credit cards or payment systems required. In this way users pay for actual engagement / time immersed rather than up front payments. It also allows different brands to exist in the same world - allowing audiences to seamlessly move from one experience to another without the need to leave the world or log in to another world. Gaze Coin also allows publishers of VR worlds to deploy a 'freemium' model where they reward audiences for immersing themselves in/ triggering their content . Users can then earn enough to access premium / VIP experiences OR simply purchase the difference. The Gaze Coin platform (token: GZE) is a patent-registered blockchain solution.

Gaze Coin has also perfected the ability to distribute VR content and worlds through a simple web GL interface - ie users can access content without the need to wear VR goggles!

FXXX utilizes all the functionality of Gaze Coin and can use it for free as it was created by the creators of Gaze Coin to prove the technology.

See GazeCoin.io for details of technology and other associated coins.

Wallet functionality Includes:

- ▶ Ability to enter the token market without the need to understand anything about cryptocurrencies - i.e. no need to create a wallet and purchase Ethereum first
- ▶ a decentralized exchange technology - users can exchange tokens seamlessly
- ▶ ability to socialize/trade that token by geo-locating that token in different locations
- ▶ ability to create, locate and distribute a collectible hologram(s) (can function as an augmented-reality advertisement that can be linked to storefront)
- ▶ a webVR browser application that allows desktop/mobile access to all functions without the need for a VR headset
- ▶ Gaze Coin analytics system that calculates authentic attention based on several proprietary engagement metrics based on gaze input/eye tracking
- ▶ ability to reward audiences in FXXX for the amount of time they are engaged & according to the gaze analytics system that gives bonus rewards for various things like repeat fixations, etc.
- ▶ the ability to insert ads
- ▶ the ability to accept FXXX across the immersive story cloud, including e-commerce functions to power real-life goods and services purchases

APPENDIX A**GAZE COIN TEAM****Jonny Peters**

Founder of DreamCoin / CEO of Gaze Coin

In addition to DreamCoin, Jonny Founded Gaze Coin in 2017, a coin aimed at monetising VR & AR by measuring eye tracking, with advertisers rewarding actual engagement. He expanded the technology to allow artists to create their own hyper-reality (AR/VR) worlds and currencies, including DJ Don Diablo's HEXCOIN. With over 20 years of leading-edge creative vision, Jonny Peters has heritage as an award-winning mixed-reality producer, director and world builder. Jonny has produced interactive formats throughout his career for BSkyB, Bravo TV, Private, Essential Media, Dream Channel, Dallus, Kgrind, with work including mobile and tethered VR experiences, virtual worlds, interactive reality TV and traditional film. Jonny holds an MFA in Virtual Worlds, a Graduate Diploma in Directing from Australian Film Television and Radio School and BE in economics from Macquarie University.

**Bok Khoo - 'Bokky Poo Bah'**

CTO/Chief Scientist

One of the worlds premiere fintech experts and most sought-after Ethereum developers, Bok is quantitative software developer who has worked with banking and corporate treasury clients, investment managers, exchanges, government agencies and financial soft vendors throughout the world for nearly three decades. An actuary by trade and also known as BokkyPooBah in the Ethereum community, StackExchange and r/Ethereum, Bok serves as CTO/Chief Scientist for DREAMCOIN.

APPENDIX A**GAZECOIN TEAM****Murat Max Kilic****COO**

Max spent 13 years working in financial markets with blue chip companies and fintech startups focused on trading systems and algorithm driven trading. After a career change, he began a successful career in the music industry contributing to the development and growth of the Australian music scene through his role as a music entrepreneur, producer, curator, label manager and radio host. Combining his experience in financial markets with his understanding in the creative industries, Max is responsible for operations, business development, partnerships and liquidity strategy. Max holds a Business degree (Finance & Marketing) and a Digital Media degree.

**Dave Goode****Blockchain Strategist (RMIT)**

Dave has a certificate in blockchain strategy from RMIT University Melbourne. His career spans 2 decades in content creation, music production, recording, publishing, music videos, touring and more recently blockchain strategy. Dave is Co-founder of The Potbelleez and music publishing company MCDJ Music (in JV with Universal Publishing), As a Artist Dave has been awarded 2 APRA/AMCOS awards for best dance works, and received multi Platinum and Gold records by ARIA

APPENDIX A**GAZE COIN TEAM****Lea Kozin***Marketing Director*

A champion of applying leading-edge marketing strategies across media and entertainment, Lea Kozin is a leading consultant, evangelist and connector. Her passion at the intersection of brand activations and emerging technology has been a constant throughout her 15 years in technology, entertainment and action sports. Lea has lent her expertise to projects involving major brands Paramount Pictures, Mazda, Monster Energy, Samsung, Walmart and more. She is the founder of the UCLA Anderson VR/AR Collective, an Influencer Board member of the Digital Diversity Network, Los Angeles chapter member of the prestigious Peer 150 Marketing collective, a contributor to VRScout and Group Y Network and a frequent speaker and event organizer in the space where technology, media and marketing meet. Lea holds an MBA from UCLA Anderson with a focus in entertainment marketing and is based in Los Angeles.

**Craig Saunders***XR Producer*

Craig Saunders is an XR Producer, who has spent the last few years at the leading edge of VR/AR development and its integration with blockchain and cryptocurrency. Coming from a background in animation, CGI and VFX, Craig has been in the industry for well over 20 years, with hands-on creative experience as an animator and director before moving into production roles in VFX on TV series, feature films and games, including blockbusters such as "Superman Returns", "Happy Feet", and "Prometheus", and AAA games such as "Saints Row", and "Gears of War". Craig has also been part of the international electronic music scene for many years, with a number of album releases (reaching 1 on the DAC Deutsch Alternative Charts). Craig's interest in Virtual Reality led to him working with Red Cartel, one of Australia's leading VR and AR companies, to develop cutting-edge, world first VR experiences for eBay and Shell, among others. It was there he met Jonny Peters and worked on the Dream Channel project. Buying into the vision and the ideal behind Gazecoin, felt compelled to join the Gazecoin team, where his love of film, games, VR/AR and music can all come together.

APPENDIX A**GAZE COIN TEAM****David Kelly***Real Time Rendering Specialist*

David is a special effects supervisor with a focus on virtual reality and augmented reality. His credits include Dream Channel VR.



FXXX WITH YOUR ALTER EGO