AVA

White Paper

AUDIO-VISUAL ADVERTISING

WhitePaper

DIGITAL AD GROUP

AUDIO-VISUAL ADVERTISING

Abstract

A new digital media advertising platform

AVA is a technology-based company focusing on "artificial intelligence + advertising new media", founded by a core team of senior advertising practitioners and technical experts. At present, it has received investment from many well-known investment institutions, including G42 Venture Capital and Abu Dhabi Consortium Venture Capital. AVA's vision is to build a global advertising new media platform dedicated to promoting the digital and intelligent transformation of the advertising industry.AVA will use artificial intelligence technology to help advertisers find the target audience more accurately and improve the effectiveness of advertising. At the same time, AVA will provide self-media authors with more exposure opportunities and monetization channels, creating more value for them. On the platform, self-media authors and advertisers can freely choose cooperation methods to achieve a "win-win situation".

AUDIO-VISUAL ADVERTISING

Abstract

A new digital media advertising platform

AVA's business model is based on the sharing model of advertising revenue, that is, the platform divides advertising revenue between self-media authors and the platform itself, providing a stable source of income for self-media authors, and also providing support for the long-term development of the platform.
AVA will continue to optimize technology and improve platform intelligence and user experience. In the future, AVA will continue to expand domestic and foreign markets, realize the entry of more advertisers and self-media authors, and launch more competitive products and services. AVA is committed to becoming the world's leading advertising new media platform, contributing to the digital and intelligent development of the advertising industry.

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OVERVIEW

1. Overview Of the AVA

AVA (Audio-Visual Advertising) is a project that combines self-media advertising platform and cryptocurrency.
The purpose is to provide advertisers and advertising audiences with a better service experience. The AVA platform will use blockchain technology and smart contracts to ensure the transparency and fairness of advertising, and use cryptocurrency reward mechanisms to attract advertising audiences to watch advertisements and provide feedback, thereby increasing the conversion rate of advertising. Through the AVA platform, advertisers can choose their own advertising targets, ensure the transparency and fairness of advertising, and obtain higher conversion rates and return on investment.
Advertisers can receive cryptocurrency rewards, enjoy a better ad experience, and participate in the ad creation and evaluation process.

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BACKGROUND

1.1 AVA Background

AVA (Audio-Visual Advertising) is an innovative technology company, focusing on innovation in the field of video content. We are committed to building a user-centric video platform to provide global users with high-quality video content and unique revenue mechanisms. Backed by strong capital strength, including Abu Dhabi consortium, and strategic partner G42, this enables us to develop rapidly and continuously promote innovation.

G42 is a technology company headquartered in Abu Dhabi, United Arab Emirates, founded in 2008. As a leading innovative technology company, G42 focuses on developing and promoting state-of-the-art technological solutions, including areas such as artificial intelligence, big data analysis, cloud computing and blockchain.

G42 has strong capabilities in artificial intelligence and data science, and has achieved excellence in multiple industries. Their innovative projects and solutions in the fields of healthcare, education,

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1.1 AVA Background

BACKGROUND

energy, security, etc. have attracted much attention. As part of the Abu Dhabi consortium, G42 has received strong support and resources, providing a strong backing for its technological innovation.

The Abu Dhabi Investment Authority (ADIA) is a sovereign wealth fund established by the UAE government and was established in 1976. As one of the world's largest sovereign wealth funds, the Abu Dhabi consortium manages assets derived from the UAE's oil revenues and is committed to investing in capital projects in various fields globally.

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BACKGROUND

1.1 AVA Background

With its rich investment experience and capital strength, the Abu Dhabi consortium has become an important force in the global investment community. They invest in multiple industries and fields, covering finance, energy, technology, real estate and other fields. Through cooperation with G42, the Abu Dhabi consortium has further strengthened its strength and influence in the field of technology and innovation.

The cooperation between G42 and the Abu Dhabi consortium provides AVA with strong capital support and industry resources. Their joining will provide a stable foundation for the development of AVA and lay a solid foundation for its promotion and application in the global market.

In addition, AVA also has strong capital support from Malaysia and other regions, and its shareholders include many world-renowned investment institutions and private equity funds. In the field of digital economy and encryption economy, AVA also has in-depth research and practical experience. By combining

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BACKGROUND

1.1 AVA Background

blockchain and cryptocurrency technology, AVA has successfully launched a series of block-chain-based digital advertising projects and achieved good results in the market. AVA is committed to providing the latest and highest quality digital advertising solutions to help brands promote their products and services globally. The company has strong capital support and rich industry experience. It owns a variety of advertising platforms and solutions, and has provided excellent service and support for many internationally renowned brands.

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BACKGROUND

1.1 AVA Background

As the company's main project to be launched in the global region, AVA will combine the self-media advertising platform and encryption technology to create a brand new digital advertising platform to provide brands with more efficient and secure digital advertising services. The platform will use blockchain technology to ensure the security and transparency of advertising data, and at the same time use cryptocurrency to settle and manage advertising costs, so as to meet the diversified needs of advertisers and media parties for digital advertising. AVA will actively explore the global digital media advertising market, explore more business opportunities and partners, in order to achieve a win-win situation for the company and customers. The launch of AVA is an important strategic move for DAG to further expand its business. As an important strategic product of DAG in the field of digital media advertising, AVA will lead the market trend in the field of digital media advertising, provide advertisers and media platforms with

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BACKGROUND

1.1 AVA Background

more convenient and efficient dig-ital advertising services, and at the same time bring investors more Many income opportunities.

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1.2 AVA Goals

Target

AVA aims to establish an efficient, safe, transparent and reliable self-media advertising platform to achieve precise matching and efficient communication between self-media and advertisers. At the same time, it combines blockchain and encryption technology to provide users with more convenient, Secure, low-cost payment and settlement methods. By optimizing the effect of advertising and improving the ROI of advertisers, it helps advertisers increase brand awareness and sales performance; at the same time, it provides more opportunities and benefits for self-media people to help them better realize their personal value and development. At the same time, the project also aims to promote the development of digital economy and encrypted economy in the global region, and promote the application and popularization of blockchain technology and encrypted currency in the global region. According to market research company data forecasts, the global region will cover 70% of the global cryptocurrency market share in the future. It is estimated that the global blockchain technol-

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1.2 AVA Goals

Target

ogy market will grow to 39.74 billion US dollars in 2028, an increase of 1249.68% over 2019.
In terms of market expected revenue targets, first of all, the digital media advertising market in the global region is huge and is expected to continue to grow in the next few years. Moreover, as more and more companies adopt digital media advertising, the market share will further increase.

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1.2 AVA Goals

Target

Secondly, the self-media advertising platform can help advertisers quickly reach the audience and improve advertising effectiveness by providing efficient advertising services. This will promote the participation of advertisers, thereby increasing the volume and price of advertisements, thereby increasing the revenue of the platform. Furthermore, the project will be combined with cryptocurrencies to provide advertisers and media with a safer, more efficient and convenient transaction method. This will attract more advertisers and media to join the platform, increasing the traffic and advertising revenue of the platform. Finally, although platform construction and operating costs cannot be underestimated, various methods can be used to control costs during the operation process, such as adopting cloud computing and automation technologies to improve operational efficiency and reduce costs.

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DETAIL

1.3 AVA Core Content

The AVA project is a self-media video advertising platform based on blockchain technology and artificial intelligence technology. It provides a brand-new advertising delivery method, aiming to provide efficient, safe and intelligent advertising delivery services for advertisers and self-media content creators.

The platform allows advertisers to purchase advertising space in the form of AVA tokens and place them in the videos of self-media content creators who meet specific needs. Self-media content creators can receive advertising fees through the platform and be rewarded with AVA tokens. In addition, the platform also provides functions such as intelligent advertisement matching and blockchain security verification to ensure the accuracy and safety of advertisement delivery.

The core competitiveness of the project lies in its innovative advertising delivery method, intelligent advertising matching algorithm, and safe and reliable blockchain technology. At the same time, due to the application of blockchain

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DETAIL

1.3 AVA Core Content

technology, the platform can reduce the cost of advertising, increase the income of advertisers and self-media content creators, and achieve a fairer and more transparent advertising market. The AVA project aims to create a more efficient, secure and intelligent self-media video advertising platform, provide advertisers and self-media content creators with better and fairer advertising services, and promote the development and innovation of the entire digital advertising market.

White Paper

Application Scenarios And Industry Versatility

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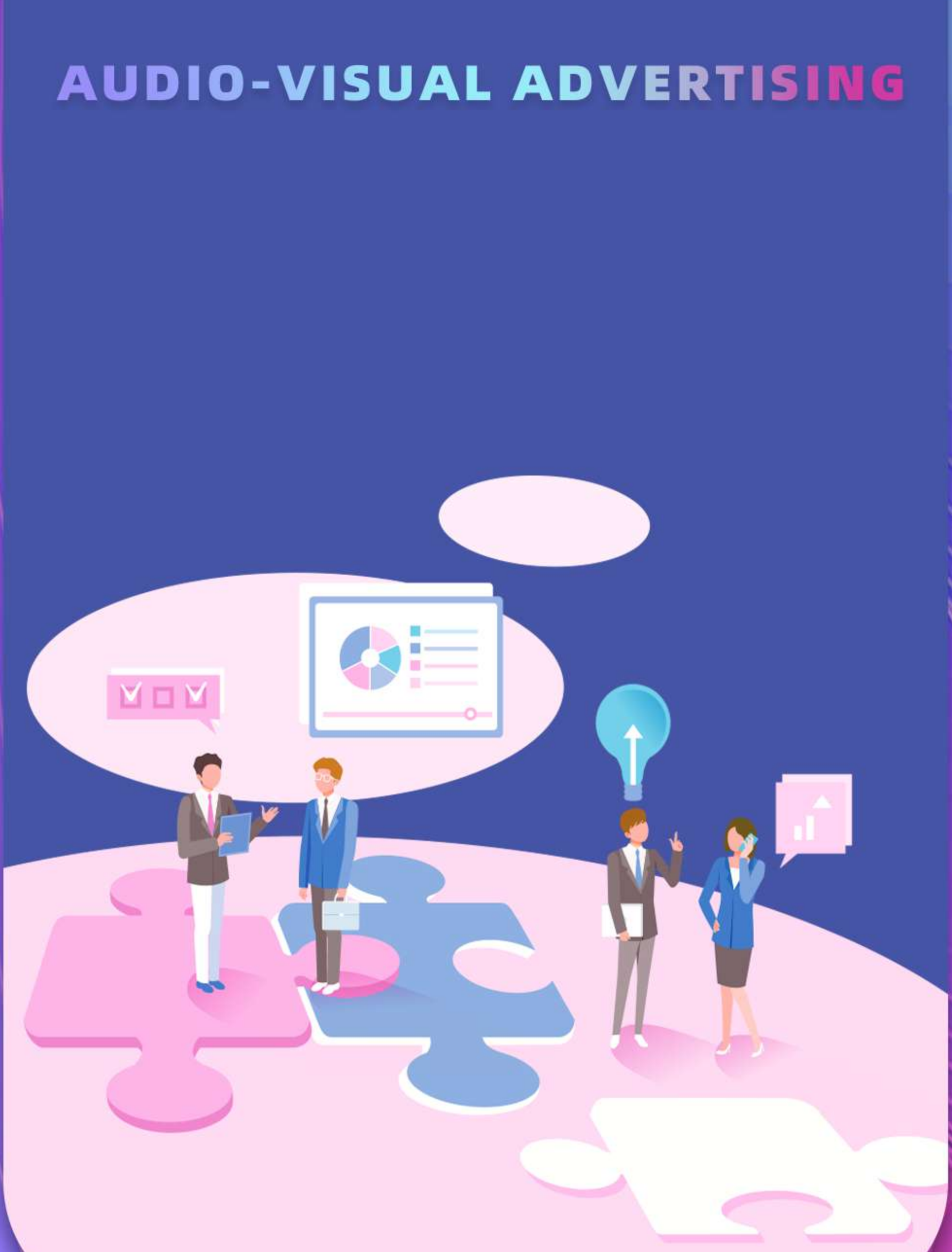

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PLATFORM

2.1 Video Content Platform

The video content platform is an application scenario with wide applicability, and AVA brings many advantages and innovations to the video content platform through its unique technology and functions. Under the current rapid growth and popularity of the video content industry, AVA builds a decentralized content interaction environment based on blockchain technology to ensure transparent, safe and credible content exchange. Traditional video platforms often face problems such as unfair content evaluation and unfair revenue distribution. AVA has introduced a content evaluation and value system, through user evaluation and voting, to ensure that high-quality content can get a fair return, and to encourage creators to continue to produce high-quality video content. In addition, AVA has also established a user permission and identity authentication mechanism to ensure user data privacy and security, so that users can safely participate in platform activities.
Smart contracts and automated

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PLATFORM

2.1 Video Content Platform

reward systems are another important feature of AVA. They automate the distribution of rewards, ensuring that each participant is rewarded according to their contribution, providing a more equitable and sustainable revenue model. This feature is especially important for video creators, who can publish, manage and protect their video content on the AVA platform while getting fair economic returns.

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PLATFORM

2.1 Video Content Platform

Social functions and user interaction are important components of video content platforms. Through the introduction of social functions, AVA has enhanced user participation and stickiness. Users can discover, watch and share high-quality video content on the AVA platform, interact with other users, and build their own social networks. This kind of social interaction has brought a broader development space for the video content platform, enabling users to better experience and enjoy video content.

In short, AVA has broad application prospects and industry applicability in the field of video content platforms. It provides a more fair, efficient and secure content ecology for the video content platform by introducing innovative functions such as blockchain technology, content evaluation and value system, smart contract and automated reward system, social functions and user interaction. Under the trend of continuous growth and innovation in the video content industry, AVA will

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PLATFORM

2.1 Video Content Platform

become a leader in the industry, bringing better experience and returns to users, creators and advertisers.

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PLATFORM

2.2 Social Media And Self-Media

Social media and self-media have become one of the most popular and active fields in today's digital age, and AVA has brought new development opportunities and advantages to the social media and self-media industry through its unique features and functions. AVA uses blockchain technology to build a decentralized content ecosystem, providing a more just, transparent and secure environment for social media and self-media. It introduces a content evaluation and value system based on user evaluation to ensure that high-quality content can be recognized and rewarded fairly. This mechanism motivates self-media creators to continue to create high-quality content, and enhances the engagement and loyalty of users on social media platforms. Smart contract technology is another important feature of AVA, which realizes automatic reward distribution and copyright protection. Through smart contracts, self-media creators can ensure that the copyright of their creations is not violated, and obtain reason-

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PLATFORM

2.2 Social Media And Self-Media

able income from the circulation of content. In addition, smart contracts can also automate commercial cooperation such as advertising cooperation and sponsorship cooperation, providing self-media creators with more business opportunities and sources of income.

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PLATFORM

2.2 Social Media And Self-Media

AVA also provides powerful social functions and user interaction experience for social media and self-media. Users can share and discuss interested content with other users on the AVA platform and build their own social network. This kind of social interaction not only enriches the user experience, but also provides a wider audience and communication channels for self-media creators, enhancing the influence and communication effect of content.

AVA has broad application prospects and industry applicability in social media and self-media industries. By introducing blockchain technology, content evaluation and value system, smart contract technology and powerful social functions, AVA provides a more fair, efficient and secure platform environment for social media and self-media creators, and promotes the creation and dissemination of content and value realization. AVA will play an important role in the social media and self-media industry, creating richer and meaningful interactive experiences and busi-

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PLATFORM

2.2 Social Media And Self-Media

ness opportunities for users, cre-
ators and advertisers.

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MARKETING

2.3 Digital Ad And Marketing

In the digital age, digital advertising and marketing has become an important means of corporate promotion and brand communication. With its innovative blockchain technology and unique features, AVA brings new opportunities and advantages to the digital advertising and marketing industry.
AVA's blockchain technology ensures the transparency and authenticity of digital advertising. Through a decentralized recording and verification mechanism, AVA eliminates middlemen and opaque advertising transactions, ensuring that advertisers' delivery effects can be traced and verified. This provides advertisers with greater security and trust, allowing them to more accurately evaluate the effectiveness of advertising and optimize advertising strategies.
At the same time, AVA's smart contract technology makes digital advertising transactions more efficient and fair. Smart contracts automate advertising transactions and settlements, eliminating intermediaries and cumbersome contract processes in traditional ad-

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MARKETING

2.3 Digital Ad And Marketing

vertising. Advertisers and media can reach an agreement directly through smart contracts and ensure the fairness and timeliness of the transaction. This provides more convenient delivery methods for advertisers and more business opportunities for the media.

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MARKETING

2.3 Digital Ad And Marketing

In addition, AVA's content evaluation and value system has also brought new changes to the digital advertising and marketing industry. User content evaluation and interactive behavior have become one of the important indicators to measure the effectiveness of advertising. Advertisers can adjust advertising strategies and improve the quality of advertising based on the real feedback of user evaluation. This increase in user participation also promotes the effectiveness of advertising and the enhancement of brand influence. AVA has broad application prospects and industry applicability in the digital advertising and marketing industry. Through the application of blockchain technology, smart contracts and content evaluation and value system, AVA provides a more transparent, efficient and credible environment for digital advertising, and promotes direct cooperation and transactions between advertisers and media. The innovation and credibility of AVA will promote the development of the digital advertis-

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MARKETING

2.3 Digital Ad And Marketing

ing and marketing industry in a more fair, efficient and valuable direction, and bring better digital advertising experience and business effects to advertisers, media and audiences.

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Protection

2.4 Content Creators And Protection

In the digital age, content creators face issues of copyright protection and piracy. Through the application of blockchain technology, AVA provides content creators with a more reliable copyright protection and rights maintenance mechanism.

AVA's blockchain technology ensures the immutability and traceability of the content. Each content work can be recorded on the blockchain to form an irreversible digital fingerprint. In this way, content creators can prove that they are the original creators of their works through the blockchain, and effectively prevent others from plagiarizing and misappropriating their works.

AVA's smart contract technology provides content creators with a more convenient copyright transaction method. Content creators can authorize their works to others through smart contracts, and set reasonable terms of use and licensing fees. Smart contracts automatically execute transactions and settlements, ensuring the transparency and fairness of copyright

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Protection

2.4 Content Creators And Protection

transactions. This enables content creators to better protect their copyrights and obtain reasonable economic returns from them.

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Protection

2.4 Content Creators And Protection

In addition, AVA's certificate deposit service and copyright protection mechanism have further enhanced the copyright protection capabilities of content creators. Through blockchain storage, content creators can prove their creation time and originality before their works are released, providing effective evidence for future copyright disputes. At the same time, if copyright infringement occurs, AVA's copyright protection mechanism can provide a quick and effective solution to protect the rights and interests of content creators.

In short, AVA has important application scenarios and industry applicability in the fields of content creators and copyright protection. Through the application of blockchain technology and smart contracts, AVA provides content creators with a more reliable, transparent and efficient copyright protection mechanism. Content creators can better control the copyright of their works, prevent piracy and infringement, and obtain reasonable economic returns. The in-

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Protection

2.4 Content Creators And Protection

novation and credibility of AVA will promote the development of the content creation industry in a more fair, sustainable and secure direction, bringing a better creation environment and development opportunities for content creators and the entire industry.

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White Paper

Technical Architecture And Functions

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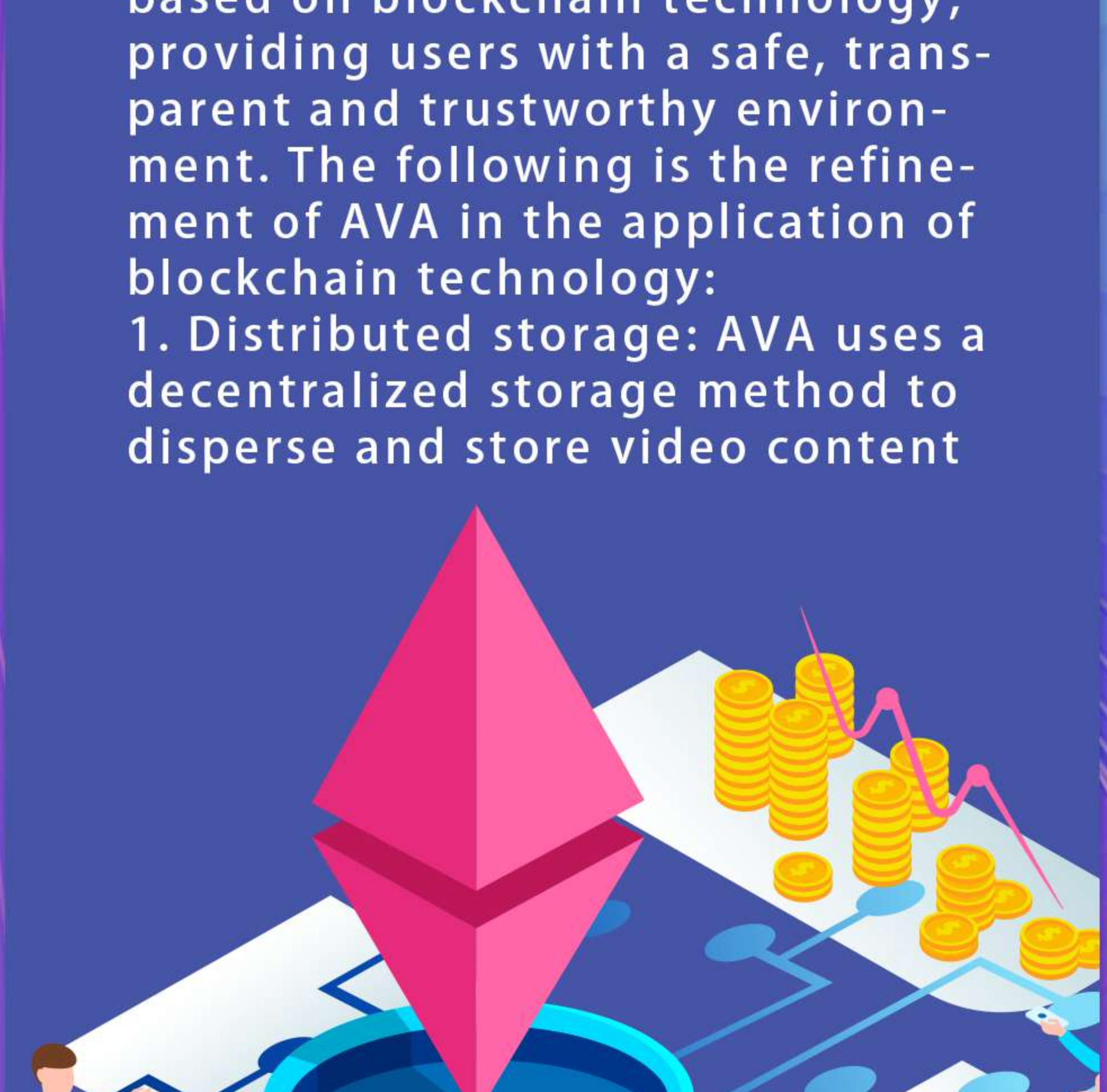
TECHNOLOGY

3.1 Application Of Blockchain Technology

AVA's technical architecture is based on blockchain technology, providing users with a safe, transparent and trustworthy environment. The following is the refinement of AVA in the application of blockchain technology:

1. Distributed storage: AVA uses a decentralized storage method to disperse and store video content



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TECHNOLOGY

3.1 Application Of Blockchain Technology

on multiple nodes in the network. This distributed storage method ensures the security and reliability of video content, and also improves the availability and loading speed of content.

2. Smart contract: AVA uses smart contract technology to establish an automatically executed contract system. Through smart contracts, video creators and viewers can conduct transactions and settlements without third-party intervention, ensuring the transparency and fairness of transactions.

3. Digital copyright protection: Through the non-tamperable and decentralized features of blockchain technology, AVA has realized an effective digital copyright protection mechanism. Each video will be recorded on the blockchain to ensure its originality and uniqueness, thereby preventing piracy and infringement.

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TECHNOLOGY

3.1 Application Of Blockchain Technology

4. Decentralized content evaluation system: AVA has introduced a decentralized content evaluation system, which determines the value and recommendation of video content through user evaluation and feedback. This decentralized evaluation mechanism ensures the fairness and objectivity of the content, while also providing incentives and rewards for video creators.

5. Anonymity and privacy protection: The AVA platform fully considers the privacy protection needs of users, and adopts anonymous user identity verification and transaction processing methods. Users can enjoy the convenience of video viewing and transactions without revealing personally identifiable information.

Through the application of blockchain technology, AVA has built a safe, fair and efficient video platform, providing users with brand new video experience and oppor-

AVA

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TECHNOLOGY

3.1 Application Of Blockchain Technology

tunities. Both video creators and viewers can get better content protection, fair returns and positive interactive experience under the technical framework of AVA.

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EVALUATION

3.2 Decentralized Content Evaluation And Value System

AVA's technical architecture and functions provide a new solution in terms of decentralized content evaluation and value system. Here are its details:

1. Decentralized content evaluation:

The AVA platform uses blockchain technology to realize a decentralized content evaluation system. On traditional centralized platforms, a small number of administrators or institutions usually control the power of content evaluation, which can easily lead to unfairness and manipulation of evaluation results. The AVA platform uses blockchain technology to disperse the power of evaluation to many users, realizing fair, transparent and decentralized content evaluation. Each user can evaluate the content by liking, commenting and sharing, and the evaluation data will be recorded on the blockchain to ensure that it cannot be tampered with and publicly visible.

2. Content quality algorithm:

In order to ensure the accuracy and credibility of content evaluation,

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EVALUATION

3.2 Decentralized Content Evaluation And Value System

the AVA platform uses advanced machine learning algorithms and natural language processing technology to evaluate the quality of content. By comprehensively analyzing the uniqueness, originality, information accuracy and user feedback of the content, the system can automatically calculate the quality score of the content. This score will be used as a basis for measuring the value and recommendation of the content, helping users quickly find high-quality content and encouraging content creators to provide high-quality content.

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EVALUATION

3.2 Decentralized Content Evaluation And Value System

3. Content value distribution:
The AVA platform realizes an automated content value distribution mechanism through smart contracts. According to the evaluation and quality score of the content, high-quality and popular content will get more exposure and promotion opportunities, and get corresponding rewards. Such a value distribution mechanism motivates content creators to provide high-quality content, and at the same time enables users to discover and enjoy more valuable content. Through the immutability and transparency of the blockchain, content creators can ensure that they get a fair return, and users can also participate in the value sharing of content.
4. User permission and identity authentication:
In order to ensure the security of the platform and the authenticity of user identities, AVA adopts a strong user permission and identity authentication system. Users need to be authenticated and obtain a unique digital identity to ensure

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EVALUATION

3.2 Decentralized Content Evaluation And Value System

that their comments and actions are true and valid. Such an identity authentication mechanism can prevent malicious users or robots from abusing content evaluation, and maintain the reliability and fairness of the evaluation system.
Through the decentralized content evaluation and value system, AVA has realized fair and just content evaluation and value distribution. Users can safely participate in the evaluation and creation of content, and content creators can also get due rewards and recognition. Such technical architecture and functions provide a reliable foundation for building an active and beneficial content ecosystem.

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ROOT

3.2.1 Authority System

AVA contains four keys of different levels each with Different permissions:
Owner key: the key with the highest authority,Manage all permissions of this account.
Fund key (Active key): can control transfer,Manage Change Permissions.
Secondary key (Secondary key): owns the content level Platform operation authority and change authority.
Note key: used to view transaction notes information. If the user logs in using a mobile device, then in order to ensure For security, you can use the restricted permission key to log in during login record. The master key has all permissions and can reset other restricted permission key. Authentication authority: the authentication authority is related to the key system
Independent, greatly reducing the access cost of the platform, improving security, Improve the user experience of the platform.

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LOG IN

3.2.2 Cross-Site Login

OAuth (Open Authorization) is an open standard.
OAuth lets users authorize third-party websites with a token access certain specific information. By supporting the standard and utilizing the rights of AVA The limited authorization mechanism can realize Whats app, Twitter,Cross-site account binding of Facebook, PayPal, Twitter, etc.and log in. The method is as follows:
1. The user authorizes to log in to the platform site through the AVA wallet
2. The platform site jumps to the OAuth target site
(such as Whats app, Twitter, PayPal, etc.), Request user authorization.
3. After the platform is authorized by the OAuth target site, it can be completed into a two-way binding.
4. The OAuth target can be used when the user uses other devices
Use the marked site token to log in on the platform site.

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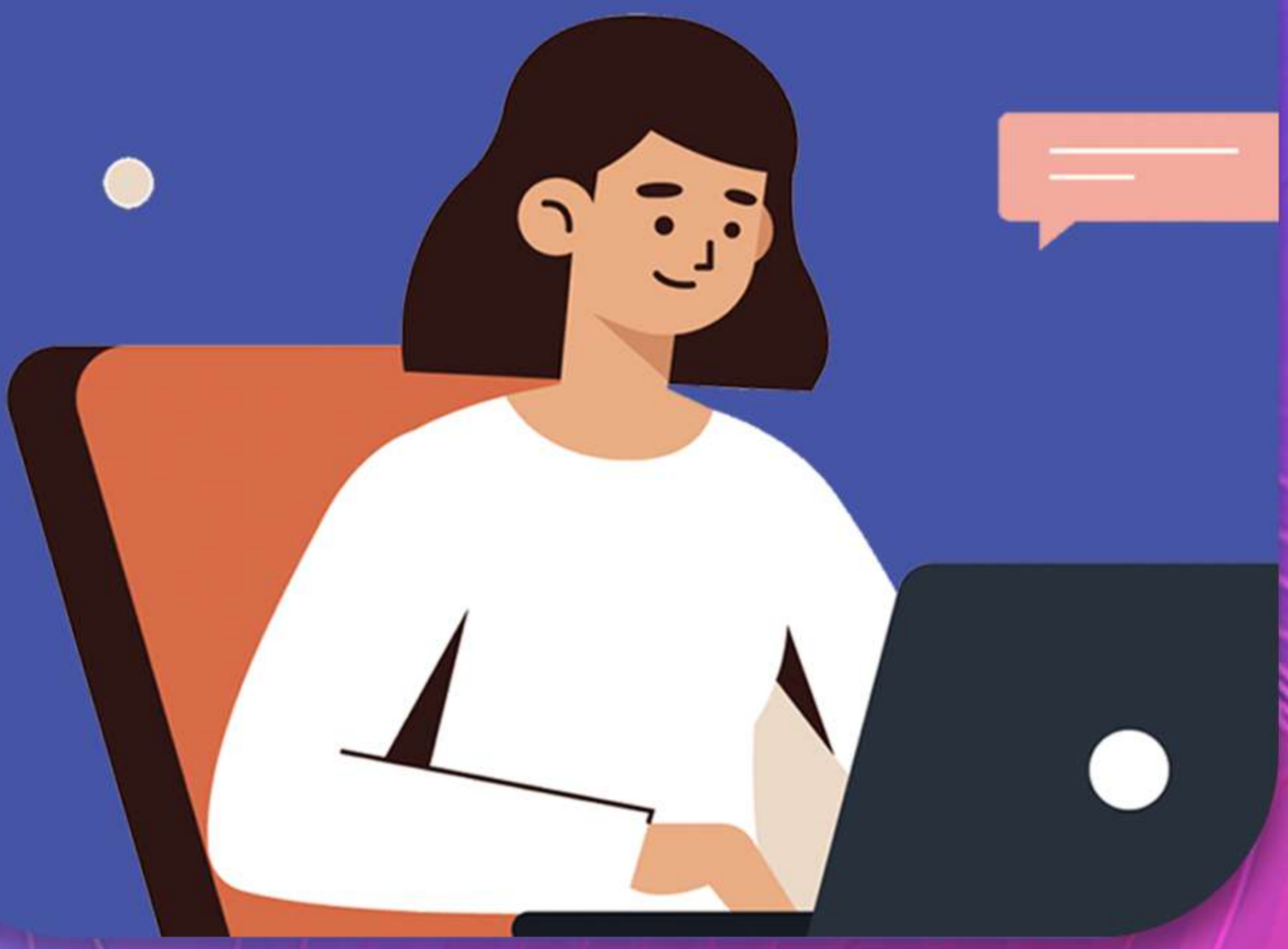
AUTHENTICATION

3.3 User Permissions And Identity Authentication

AVA's technical architecture has designed a powerful user permission and identity authentication system to ensure the security of the platform and the protection of users' personal information. Here's a breakdown of the system:

1. User identity authentication: AVA uses blockchain technology to realize decentralized user identity authentication. Each user has a unique identifier consisting of a public key and a private key. The user cryptographically signs the identity through the private key, and the public key is used to verify



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AUTHENTICATION

3.3 User Permissions And Identity Authentication

the authenticity of the identity. This identity authentication mechanism ensures the security and unforgeability of user identity.

2. User permission management: AVA adopts a role-based permission management system to control the user's access permission to platform functions and content according to the user's role and permission level. Different user roles include video creators, advertisers, viewers, etc., and each role has specific permissions, such as uploading videos, posting advertisements, or watching paid content, etc.

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AUTHENTICATION

3.3 User Permissions And Identity Authentication

3. Encryption algorithm protection: AVA uses advanced encryption algorithm to protect the privacy and security of user data. For example, symmetric encryption algorithms are used to encrypt and store videos uploaded by users to ensure that only authorized users can decrypt and access video content. In addition, asymmetric encryption algorithms are also used to protect user identity verification and transaction information to ensure that they are not tampered with or stolen during network transmission.

```
# Example: authentication
def authenticate_user(user_id, private_key):
    # Query user public key based on user ID
    public_key = get_public_key(user_id)
    # Authenticate with user private key
    signature = sign_message(private_key, user_id)
    # Verify that the signature is
```

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AUTHENTICATION

3.3 User Permissions And Identity Authentication

```
valid
    is_valid = verify_signature(pub-
lic_key, user_id, signature)
return is_valid
```

Through the user permission and identity authentication system, AVA ensures the user's identity security and permission control on the platform, preventing malicious access and unauthorized operations. Users can rest assured to enjoy the various functions of the platform, and at the same time provide good security and reliability for the platform.

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MECHANISM

3.4 Content Publishing And Reprinting Mechanism

The content publishing and re-printing mechanism is one of the important functions of the AVA platform, which provides a convenient publishing channel for content creators and promotes the wide dissemination of content. Here is a detailed description of the mechanism:

1. Content release instructions, creators can use the following instruction formats to publish content to the AVA platform:

issue command
Post title: [title]
Release content: [content]
Labels: [label1, label2, ...]
Category: [category name]

Creators only need to fill in the corresponding information, write content according to the instruction format, and add appropriate tags and classification information to publish their works on the platform.

2. Content reprint mechanism:

Users can use the following instructions to repost other users'

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MECHANISM

3.4 Content Publishing And Reprinting Mechanism

content to their own accounts:
Reprint command
Reprint link: [Original content link]
Reprint Description: [Reprint Description]
Users can easily republish other users' content on their account by filling in the original content's link and repost instructions, while retaining the original author information.

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MECHANISM

In order to protect the copyright and rights of content creators, the AVA platform has introduced a copyright authentication and deposit mechanism. Each published content will get a unique digital fingerprint, implemented with the following code:

```
import hashlib
def generate_content_fingerprint(content):
    sha256 = hashlib.sha256()
    sha256.update(content.encode('utf-8'))
    fingerprint = sha256.hexdigest()
    return fingerprint
content = "This is a sample content"
fingerprint = generate_content_fingerprint(content)
```

The unique fingerprint of each content will be recorded on the blockchain to ensure the originality and copyright ownership of the content.

The AVA platform uses intelligent algorithms to realize personalized content recommendation and distribution. The sample code of the recommendation algorithm is shown below:

```
def personalized_recommendation(user_id):
```

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MECHANISM

```
    # Obtain interest preferences
based on user ID
    interests = get_user_inter-
ests(user_id)
    # Recommend relevant content
based on user preferences
    recommended_content =
get_related_content(interests)
    return recommended_content
user_id = "123456"
recommended_content = personal-
ized_recommendation(user_id)
```

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AUDIO-VISUAL ADVERTISING

MECHANISM

By analyzing users' interests, preferences and behavior habits, the platform can accurately recommend content that meets users' preferences, improving user experience and content exposure. Through these content publishing and reprinting mechanisms, the AVA platform provides content creators with convenient publishing channels, protects their copyrights and rights, and promotes content dissemination and social interaction. Creators can share and display their works more freely and establish a closer connection with users. At the same time, through the application of instruction codes, the platform realizes the automatic process of publishing and reprinting, which improves the user experience and operational efficiency.

The AVA platform encourages content sharing and social interaction between users. The following are related instructions:

```
# Like operation
def like_content(user_id, content_id):
    # Record like users in the content object
    content = get_content(content_id)
```

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AUDIO-VISUAL ADVERTISING

MECHANISM

```
    content.likes.append(user_id)
    update_content(content)
user_id = "123456"
content_id = "789012"
like_content(user_id, content_id)
# comment operation
def comment_content(user_id,
content_id, comment):
    # add a comment to the content
object
    content = get_content(con-
tent_id)
    content.comments.append({"us-
er_id": user_id, "comment": com-
ment})
    update_content(content)
user_id = "123456"
content_id = "789012"
comment = "This is a great work!"
comment_content(user_id, con-
tent_id, comment)
```

Through interactive methods such as liking, commenting and sharing, users can express their love and opinions on the content, communicate and interact with other users, and promote the development of the community and the sharing of content creation.

The content publishing and reprinting mechanism of the AVA platform enables content creators to easily publish and reprint works through the application of instruc-

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MECHANISM

tion codes, and protects their copyrights and rights. At the same time, users can interact with the content by liking, commenting and sharing to establish a closer connection. The application of these mechanisms provides users with a richer and more diverse content experience, and promotes the development of content creation and communities.

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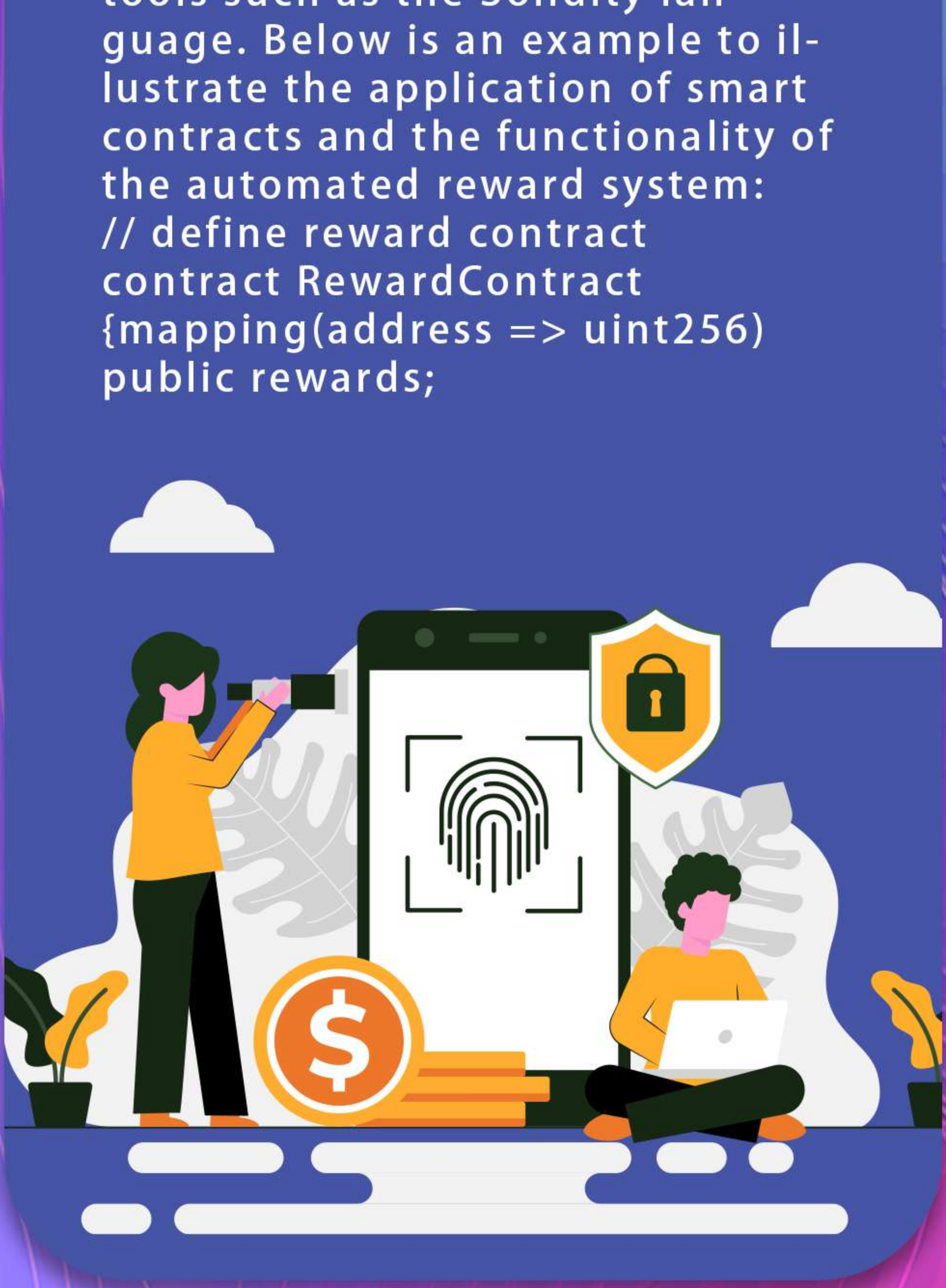
REWARD

3.5 Contracts And Automation Reward system

Smart contracts and automated reward systems are important components of the AVA platform, and they are implemented using tools such as the Solidity language. Below is an example to illustrate the application of smart contracts and the functionality of the automated reward system:

```
// define reward contract
contract RewardContract
{mapping(address => uint256)
public rewards;
```



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REWARD

```
// distribute rewards
    function distributeReward(address user, uint256 amount) public
{ rewards[user] += amount; }
// Query reward balance
    function getRewardBalance(address user) public view returns
(uint256)
{ return rewards[user]; }
// use reward contract
contract ContentContract {
    RewardContract public rewardContract;
    // Constructor, set reward contract address
    constructor(address rewardContractAddress) public {
        rewardContract = RewardContract(rewardContractAddress); }
  // Publish content and distribute rewards
    function publishContent(string memory content) public {
        // Logic to publish content...
        // Distribute rewards to content creators
        rewardContract.distributeReward(msg.sender, 100); }
// use reference
address rewardContractAddress = 0x1234567890abcdef...;
ContentContract contentContract = new
```

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REWARD

ContentContract(rewardContractAddress);
contentContract.publishContent("This is an excellent article!");
In the above example, we defined a reward contract (RewardContract), which is used to record the user's reward balance and distribute rewards. Then, we created a content contract (ContentContract) to automate rewards by publishing content and calling the functions of the reward contract.
Through smart contracts and automated reward systems, the AVA platform can achieve the following functions:
1. After content creators publish their works, rewards are automatically distributed to them according to preset rules, providing incentives and rewards.
2. Users can query their reward balance through the smart contract, and withdraw or use these rewards at any time.
3. The automated reward system can reduce the tediousness of human operations and improve efficiency and accuracy.
Through the application of smart contracts and automated reward systems, the AVA platform can es-

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REWARD

tablish a fair, transparent and efficient reward mechanism to stimulate the enthusiasm of content creators and promote the healthy development of the platform ecology.

AVA Token has added a deflation mechanism, and the unclaimed and pending AVA Tokens in the AVA platform, as well as AVA's handling fees, will be destroyed in the black hole. The number of AVA tokens will be gradually reduced to 22 million. This can make AVA Token continue to appreciate.

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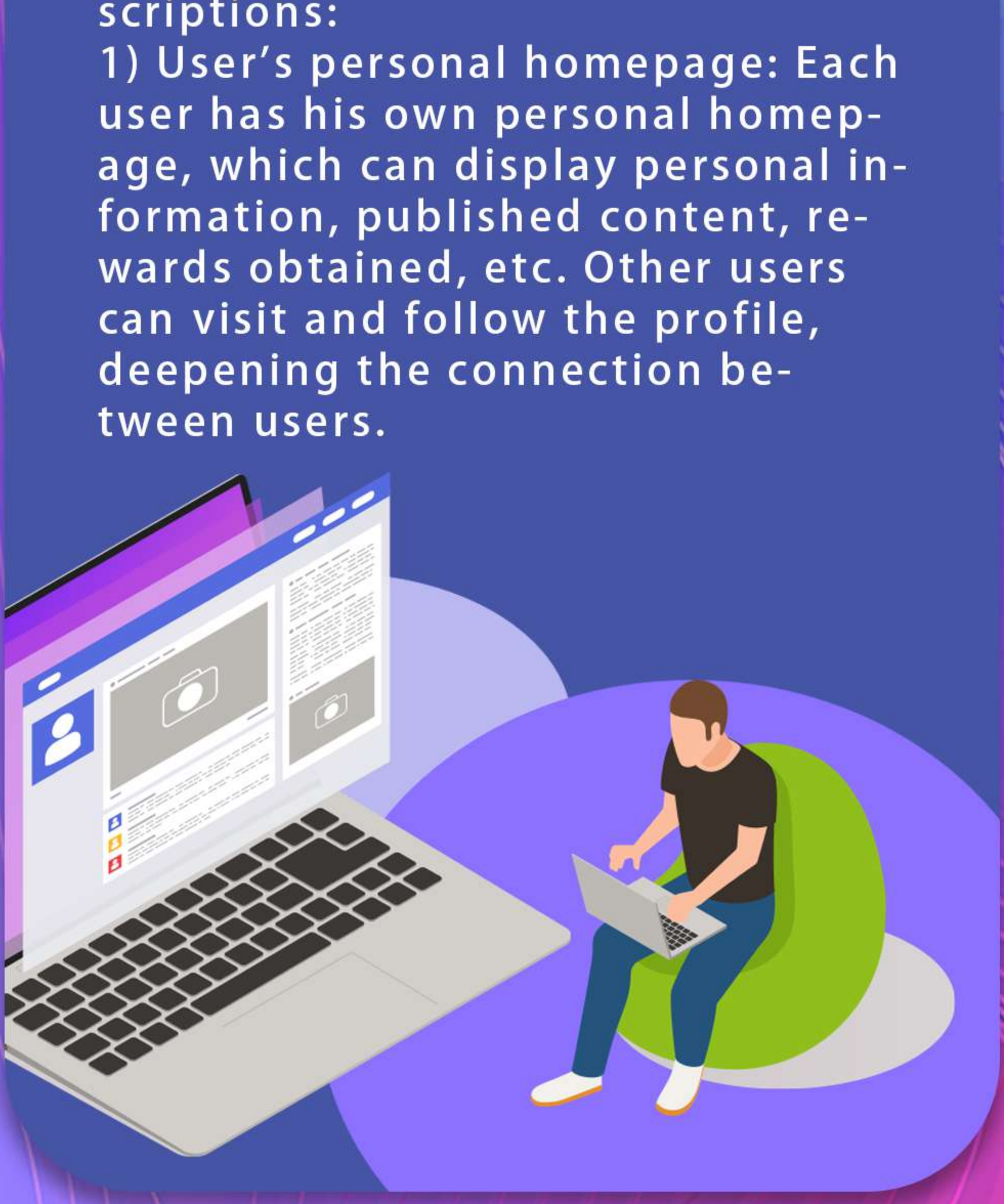
INTERACTIVE

3.6 Social Functions And User Interaction

The AVA platform not only provides content publishing and reward systems, but also has rich social functions and user interaction features to enhance communication and participation among users. Here are some detailed descriptions:

1) User's personal homepage: Each user has his own personal homepage, which can display personal information, published content, rewards obtained, etc. Other users can visit and follow the profile, deepening the connection between users.



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INTERACTIVE

2) Follow and fan system: Users can follow other users and become their fans. Through the following system, users can timely obtain the latest content released by the users they follow, and establish a social circle of interest.
3) Comments and Likes: Users can post comments below the content to interact with content creators and other users. Users can also like the content they like to express their appreciation and support for the content.
4) Private message and chat function: Users can communicate and interact with other users one-on-one through private messages. The private message function can be used to communicate, share opinions, invite cooperation, etc., to enhance the interactive experience between users.
5) Communities and groups: The AVA platform has various themed communities and groups, and users can join different communities according to their interests. Users in the community can share and discuss related topics, and jointly build a positive and active social atmosphere.
6) Activities and challenges: The platform regularly organizes vari-

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INTERACTIVE

ous activities and challenges to encourage users to participate and share. These activities can be creative competitions, topic discussions, question-and-answer activities, etc., to stimulate users' creative passion and participation. Through social functions and user interaction, the AVA platform provides a rich community ecology, allowing users to communicate, learn, inspire and support each other. This interactive mechanism not only enhances the user's sense of participation and belonging, but also promotes the dissemination of content and the development of the platform. Users can establish their own social circles through social functions, and create a rich and diverse content ecology with other users.

AVA

White Paper

Marketing And Promotion Strategy

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PLAN

4.1 Platform Construction And Development Plan

Marketing, use social media and digital advertising platforms to carry out targeted advertising and promote AVA applications. Commercial cooperation, carry out various advertising forms, including native advertising, Banner advertising, etc., to attract more advertisers to place advertisements. Financial management, establish a sound The financial management system and internal control ensure financial stability and transparency, use data analysis and actual business conditions to adjust operating costs and investment ratios in a timely manner, maintain a reasonable allocation of funds, continue to optimize the profit model, improve the level of income, and achieve stable and sustainable growth develop.

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PLAN

4.2 Advertisers And Self-Media Author Recruitment Program

The construction and development plan of the AVA platform can be divided into the following stages:
Planning and design stage: At this stage, it is necessary to formulate detailed product planning and design schemes, including functional requirements, interface design, technology selection, etc., and at the same time communicate with designers and technical teams for confirmation, and analyze competitors and markets and evaluation.
Prototype development stage: At this stage, prototype development needs to be carried out based on the plan in the planning and design phase, including front-end design, back-end development, database design, etc., and the prototype needs to be tested and optimized.
Beta testing stage: In this stage, it is necessary to recruit a group of test users for testing, collect feedback, and make adjustments and optimizations based on the feedback.

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PLAN

4.2 Advertisers And Self-Media Author Recruitment Program

Official launch stage: At this stage, it is necessary to conduct comprehensive pre-launch testing, and establish cooperative relationships with major advertisers, self-media authors and related platforms to promote the launch and promotion of the platform.
Continuous update and optimization stage: After the platform is officially launched, the platform needs to be continuously updated and optimized, including adding new functions, improving user experience, improving performance, etc. At the same time, it is necessary to analyze and evaluate the operating data of the platform to optimize platform operations Strategies to improve platform revenue and user satisfaction.

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PLAN

4.2 Advertisers And Self-Media Author Recruitment Program

The specific implementation needs to be refined and adjusted according to the actual situation.

1. Advertiser recruitment plan:
a. Publish recruitment information through channels such as social media and industry exhibitions;
b. Carry out promotional activities, introduce the advantages and services of the AVA platform to advertisers, and invite them to join;
c. Maintain communication with existing advertisers, understand their needs and feedback, and continuously optimize services based on feedback;
d. Continuously expand the scope of recruitment and strive for the entry of advertisers from various industries.
2. We-media author recruitment plan:
a. Publish recruitment information through social media, major self-media platforms and other channels;
b. Maintain communication with existing We-Media authors, understand their needs and feedback,

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PLAN

4.2 Advertisers And Self-Media Author Recruitment Program

and continuously optimize services based on feedback;
c. Provide more self-media author training courses to help them improve their creative ability and influence;
d. Continuously expand the scope of recruitment and attract more high-quality self-media authors to settle in.
The above is AVA’s recruitment plan for advertisers and self-media authors, aiming to attract more advertisers and self-media authors to join the platform to grow and develop together.

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PLAN

4.3 Audience Recruitment Plan

a. Social media promotion: publish advertisements to promote the AVA platform through social media platforms, such as Facebook, Twitter, Instagram, etc., to attract users to register and use the platform.
b. Cooperative promotion: Cooperate with other media platforms or websites, such as YouTube, TikTok, etc., and use the AVA platform as an advertiser or promotion partner to increase popularity and user numbers.
c. Event planning: hold some interesting activities or competitions, attract users to participate, and encourage them to publish their own video content on the platform, so as to attract more users to register and use the platform.
d. Preferential rewards: Encourage users to register and use the platform by providing them with some discounts and rewards, such as using the platform for a period of time for free, participating in lucky draws, etc.
e. User word-of-mouth communication: Encourage users who have registered and use the platform to

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PLAN

4.3 Audience Recruitment Plan

share their experience and experience on the platform, and promote the AVA platform to their friends, family and fans on social media, so as to attract more users to register and use the platform.

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PLAN

4.4 Marketing Promotion Plan

AVA's marketing promotion plan
1. Social media marketing: use social media platforms, such as Facebook, Instagram, Twitter, etc., to interact with target users and increase brand exposure and popularity.
2. Search engine marketing: Use search engine advertising and search engine optimization to increase your brand's search visibility and attract potential users.
3. Event marketing: organize online and offline events, such as seminars, forums, competitions, etc., to increase user interaction and experience, and enhance brand value and loyalty.
4. Media public relations marketing: cooperate with news media and industry media to release brand-related information and increase brand exposure and influence.
5. Partner marketing: Establish partnerships with enterprises and institutions in related industries to jointly promote the brand and expand the user base.
6. Referral reward plan: Set up a referral reward plan to encourage

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PLAN

4.4 Marketing Promotion Plan

existing users to share platform information and content and expand the scope of users.

7. Promotional promotions: set up promotional promotions to attract new users to register and use the platform, and improve user retention and activity.

AVA

White Paper

Future Outlook Development Plan

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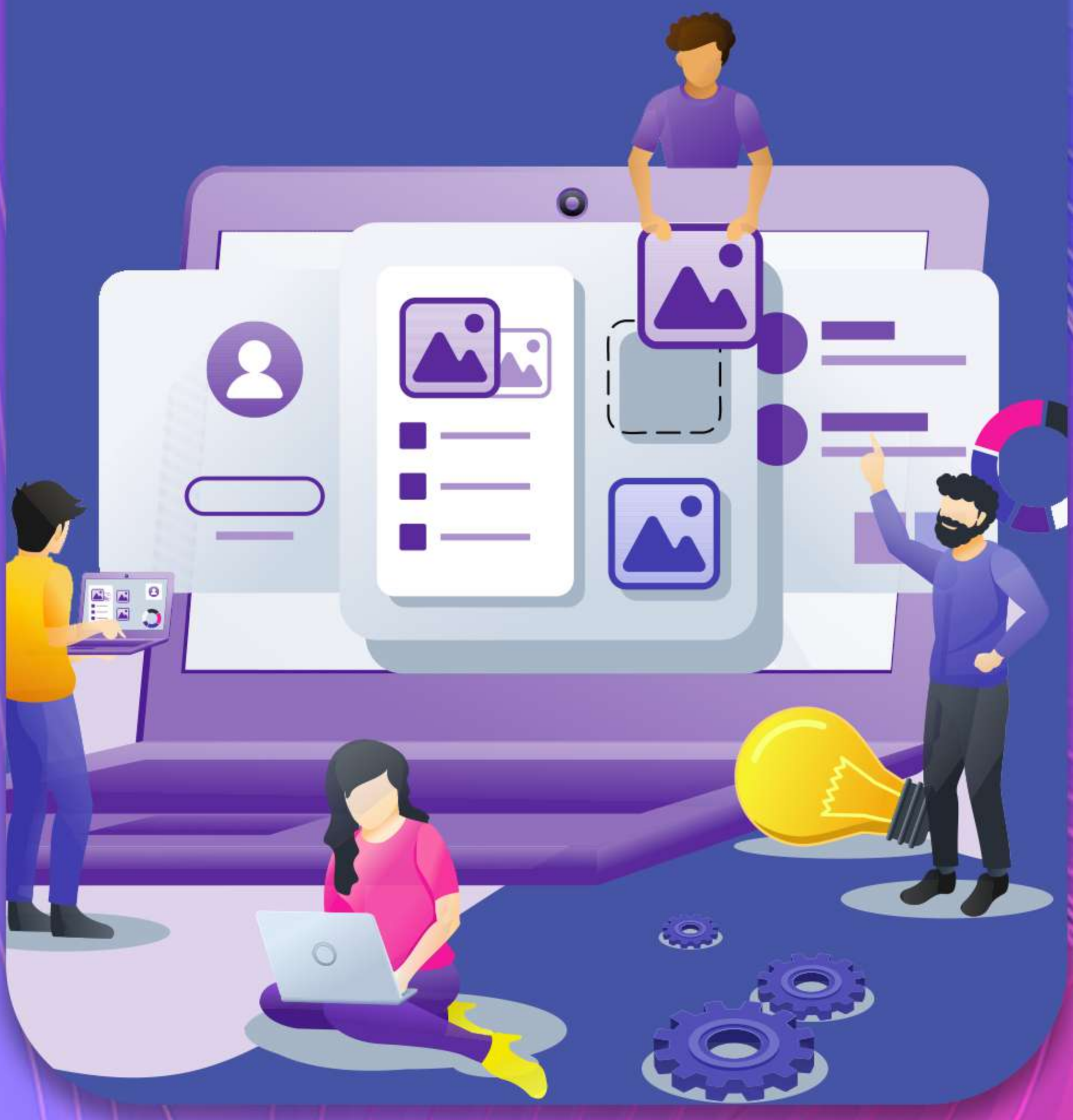

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TREND

5.1 Market Growth Forecast And Trend

Market growth forecasts and trends are an important basis for companies to formulate development strategies and plan for the future. The following is a detailed forecast and trend analysis of the growth of the AVA platform market:

1) Market size and growth trend: According to industry data and market research analysis, it is expected that the digital content platform market will maintain steady growth in the next few years. According to data, as of now, the global digital video advertising market has reached 56.3 billion US dollars, with an average annual growth rate of 32%. It is expected that in the next five years, the market size will further expand, and the average annual growth rate is expected to reach 46%.

2) User growth and penetration rate: With the popularity of smart phones and broadband networks, users' demand for video content continues to grow. According to market research, the number of

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TREND

5.1 Market Growth Forecast And Trend

global video users has exceeded 4.9 billion and is expected to continue to grow in the next few years. As a leading digital content platform, the AVA platform is expected to attract a large number of users to join and enjoy the rich content and interactive experience provided by the platform.

3) Advertising spending and market share: Digital advertising is one of the important sources of revenue for content platforms. According to market forecasts, global digital advertising spending is expected to continue to grow, especially on mobile devices to grow rapidly. By providing accurate advertising and personalized marketing solutions, the AVA platform is expected to attract more advertisers to place advertisements and gradually increase its market share.

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TREND

5.1 Market Growth Forecast And Trend

4) User payment and subscription model: As users' demand for high-quality content increases, the subscription and payment model has become a new trend in content platforms. According to the data, the number of subscription and paying users is increasing year by year, and it is expected to further increase in the next few years. The AVA platform will actively promote the development of paid content and value-added services to meet user needs and increase revenue sources.

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TREND

5) Technological innovation and user experience: With the continuous development and innovation of technology, digital content platforms will continue to improve user experience. The application of artificial intelligence, virtual reality, augmented reality and other technologies will further enrich content presentation and user interaction experience, and enhance user stickiness and platform attractiveness. The AVA platform will keep up with technological development trends, continuously introduce innovative technologies, improve user experience, and maintain market competitiveness.

The AVA platform faces vast market opportunities and potential, and has the following growth trends:

1) The rise of mobile video: With the popularization of mobile devices and the acceleration of mobile networks, mobile video consumption has shown explosive growth. It is expected that in the next few years, the viewing time of mobile videos will continue to increase, and users' demand for watching videos anytime and anywhere will become the mainstream. The AVA platform will

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TREND

strengthen the optimization of the mobile terminal, provide a smooth mobile video experience, and meet the needs of users.

2) The rise of user-generated content: more and more users are willing to participate in content creation and sharing, forming an upsurge of UGC (user-generated content). The AVA platform will encourage users to participate in content creation, provide user-friendly creation tools and incentive mechanisms, and promote the quality and diversity of user-generated content, thereby attracting more users and content creators to join the platform.

3) Socialized video experience: The rise of social media has changed the way users acquire and share content, and video content is no exception. The AVA platform will focus on a social video experience, provide social functions such as comments, sharing, and likes, to help users establish social relationships, expand influence, and promote interaction and communication among users.

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TREND

4) Data-driven personalized recommendation: With the development of big data and machine learning technology, personalized recommendation has become the key to improving user experience. The AVA platform will use user behavior data and content analysis to provide users with personalized recommended content to increase user stickiness and satisfaction.
5) Cross-platform integration: Users acquire and watch video content on different devices and platforms, and cross-platform integration has become an important development trend. The AVA platform will be committed to providing multi-platform support, so that users can seamlessly access and watch video content synchronously on different devices, improving user convenience and experience.
To sum up, the AVA platform will fully grasp the growth trend of the market, and continue to innovate and optimize to meet the needs of users, expand market share, and become a leading video content platform.

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PLAN

5.2 Product Upgrade And Expansion Plan

The preliminary planning of product upgrade and expansion plan is as follows:

1. New function development: AVA platform will continue to develop new functions to improve user experience and increase the attractiveness of the platform. This includes but is not limited to more social interaction functions, optimization of personalized recommendation algorithms, enhancement of user-generated content tools, and more intelligent content screening and filtering mechanisms, etc.

2. Multilingual support: In order to expand the global market share, the AVA platform plans to launch multilingual support. By translating the platform interface and content into multiple languages, we can attract users around the world and provide diversified content and wider communication opportunities.

3. Advertising innovation: AVA platform will continue to pay attention to the innovation trend in the advertising field, and explore

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PLAN

5.2 Product Upgrade And Expansion Plan

new advertising forms and advertising cooperation models. By cooperating with advertisers, we can provide a more attractive and personalized advertising experience, and at the same time provide more advertising revenue opportunities for self-media authors and content creators.

4. Industry cooperation and content cooperation: AVA platform will actively cooperate with partners and content suppliers in the industry to enrich the content resources on the platform. Through cooperation with film and television companies, production teams, celebrity artists, etc., more high-quality content will be introduced to improve the content quality and diversity of the platform.

5. User growth and community building: The AVA platform will increase user growth and community building. Attract more users to join the platform through marketing activities, expansion of promotion channels and user invitation plan. At the same time, focus on commu-

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PLAN

5.2 Product Upgrade And Expansion Plan

nity building, encourage interaction and communication among users, and increase user stickiness and loyalty.
6. Technical optimization and performance improvement: AVA platform will continue to carry out technical optimization and performance improvement to ensure the stability and efficiency of the platform. Provide users with a smooth experience by optimizing server architecture, strengthening security protection measures, and improving content loading speed.
7. Expand partner network: AVA platform will seek to cooperate with more partners, including content creators, self-media agencies, advertisers, technology providers, etc. Through joint efforts with partners, jointly promote the development and innovation of the platform to achieve a win-win situation.
Through the above product upgrade and expansion plans, the AVA platform will continue to improve its competitiveness and user experience, expand its market

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PLAN

5.2 Product Upgrade And Expansion Plan

share, and become a leading video content platform favored by users.

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COOPERATE

5.3 Global Expansion Cooperation Partnerships

In terms of global expansion and partnerships, the AVA platform will take full advantage of its strong investment support, including capital injection from Dubai Capital. Dubai Capital is a well-known global investment institution. Its investment background and resource strength provide great support and confidence for the AVA platform.

In addition, the AVA platform will also seek partnerships with other internationally renowned institutions and enterprises. The world is looking for an international financial center and technological innovation hub, which provides good policy support and entrepreneurial ecosystem, which is of great significance to the development of the AVA platform. Policy support will provide more development opportunities for the AVA platform and promote its expansion in the global market.

Close cooperation with partners is also an important factor for the successful development of the AVA

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COOPERATE

5.3 Global Expansion Cooperation Partnerships

platform. The AVA platform will seek to cooperate with excellent content providers, film and television production companies and celebrity artists around the world to introduce more high-quality content and enrich the content library of the platform. Through cooperation with industry-leading companies, the AVA platform will provide a variety of content options to meet the needs of global users.

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COOPERATE

5.3 Global Expansion Cooperation Partnerships

The AVA platform will also conduct technical cooperation with the world's leading technology providers and innovation teams to jointly develop new technical solutions and product functions. Through technical cooperation, the AVA platform will continuously improve the performance and user experience of the platform, introduce cutting-edge technology applications, and provide users with excellent services.

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White Paper

Disclaimer And Risk Warning

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STATEMENT

6.1 Disclaimer

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HINT

6.2 Risk Warning

1) Regulatory risk
Since the development of the blockchain is still in its early stages, there are no legal documents related to pre-requirements, transaction requirements, information disclosure requirements, and lock-in requirements in the fund-raising process. And it is still unclear how the current policy will be implemented. These factors may have an uncertain impact on the development and liquidity of the project. However, blockchain technology has become the main object of supervision in major countries in the world. If the regulatory body intervenes or exerts influence, AVA may be affected by it. For example, the use of laws and regulations is restricted, and AVA may be restricted, hindered or even directly terminated. The development of AVA applications .
2) Competition risk
At present, there are many projects in the blockchain field, the competition is very fierce, and there is strong market competition and project operation pressure. Whether the AVA project can break through among many excellent projects and be widely recognized

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HINT

6.2 Risk Warning

is not only linked to its own team capabilities, vision planning, etc., but also influenced by many competitors and even oligarchs in the market, during which there is the possibility of facing vicious competition.

3) Brain drain risk

AVA has gathered a team of talents with both vitality and strength, and has attracted senior practitioners in the blockchain field and experienced technical developers. In the future development, the possibility that the departure of core personnel and conflicts within the team will lead to a negative impact on AVA as a whole cannot be ruled out.

4) Project technical risk

The accelerated development of cryptography or the development of technology such as the development of quantum computers may bring the risk of cracking to the negative impact of the platform, which may lead to the loss of AVA. During the project update process, there may be loopholes, which will be repaired in time after they are discovered, but there is no guarantee that there will be no impact.

5) The application lacks the risk of

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HINT

6.2 Risk Warning

attention

There is a possibility that the product is not used by a large number of individuals or organizations, which means that the public does not have enough interest to develop and develop these related distributed applications. Such a phenomenon of lack of interest may have a negative impact on the application.

6) Hacker attack risk

Risks of attacks by hackers or other organizations, including but not limited to denial of service attacks, Sybil attacks, malware attacks or consistency attacks, etc.

7) Risk of uninsured loss

Unlike bank accounts or accounts at other financial institutions, there is usually no

There is insurance protection, and there will be no public individual organization guaranteeing your loss under any circumstances.

8) Other risks currently known

In addition to the risks mentioned in this white paper, there are also some risks that have not been mentioned or anticipated by the founding team. In addition, other risks may arise out of the blue or in combination with the risks al-

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6.2 Risk Warning

ready mentioned.

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White Paper

THANKS

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