# icologram® NFT

# icolocoin® OLO

# Whitepaper

**Preserving and Transmitting Human Heritage through Immersive Digital**

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# 1 Executive summary

The global volumetric video market is growing rapidly, with projections rising from USD 2.2 billion in 2023 to USD 7.6 billion by 2028, reflecting a compound annual growth rate (CAGR) of 28.6%. This growth is driven by increasing demand for immersive 3D/360° content across entertainment, education, and cultural heritage industries. From film and gaming to live performances, volumetric video technology is transforming audience engagement while addressing concerns around synthetic media and digital authenticity.

### icologram®: Redefining digital human representation

icologram® is an innovative project by .icolo SA that combines volumetric video technology with blockchain to transform how digital humans are captured, preserved, and monetized. The project seamlessly integrates Art, Technology, and Entrepreneurship, creating a comprehensive ecosystem that empowers artists, educators, and cultural icons to immortalize their presence in the digital world. Unlike deepfake technologies that generate artificial content, icologram® ensures the representation of real individuals with verifiable authenticity and integrity.

Beyond being a project, icologram® is also the name of the digital asset, representing hyper-realistic volumetric representations captured with cutting-edge technology and tokenized as Non-Fungible Tokens. These icologram® NFTs serve as unique, interactive digital twins, allowing audiences worldwide to engage with lifelike digital humans across virtual, augmented, and mixed reality environments.

### icolocoin®: The Economic Engine of the icologram® Ecosystem

Supporting the icologram® ecosystem is icolocoin®, an ERC-20 token designed to power transactions within the platform. Whether for licensing, royalties, or governance participation, icolocoin® ensures a transparent, secure, and efficient economic model that benefits content creators, licensees, and collectors.

### Key Features of icologram®

icologram® offers unmatched authenticity and immortality, capturing the true essence of individuals with volumetric precision to preserve their legacy indefinitely. By leveraging blockchain-powered smart contracts, the platform enables seamless monetization and licensing, simplifying the process of purchasing and distributing digital humans while ensuring creators retain control and benefit from their work.

With global accessibility, icologram® makes high-quality volumetric content available across virtual and hybrid stages, including AR/VR experiences and metaverse platforms, allowing audiences worldwide to engage with their favorite artists and educators like never before. The platform's commitment to security and transparency guarantees immutable records of ownership and licensing, fostering trust and integrity in the digital realm.

More than just a technology, icologram® is a transformative movement, bridging the physical and digital worlds. It empowers content creators to leave an enduring legacy while offering audiences immersive experiences. Through blockchain-enabled licensing, trading, and royalties, icologram® democratizes access to volumetric content, shaping the future of digital interaction and cultural preservation.

# 2 Introduction

## 2.1 Background

Founded in 2004 by Pierluigi Christophe Orunesu, Cybel'Art Ltd. began as a music production company, guided by a deep-rooted belief that technology should amplify human essence, preserve cultural heritage, and foster meaningful connection—not dehumanize. Over the years, this vision evolved into a commitment to the synergy of Art and Technology, culminating in the company's core philosophy: **WE HUMANIZE DIGITAL**.

Since 2017, Cybel'Art has operated at the frontier of immersive media, exploring how emotion, presence, and memory can be faithfully translated into the digital world. This journey led to a pivotal breakthrough in 2018 with the creation of the icologram®—not just a technology, but a new expressive medium. A living digital imprint, the icologram® captures the essence of a person, artwork, or moment, offering a verifiable and enduring presence in the digital space. It is through this lens—infusing the digital core with humanity—that Cybel'Art's ecosystem has been built.

The icologram® gained international recognition after its inclusion in Wikipedia as the medium for the first-ever holographic testament, created in collaboration with the legendary French pianist Philippe Entremont. This historic milestone demonstrated how volumetric video could preserve human legacy far beyond traditional media, establishing the icologram® as a true human trace in digital eternity.

To scale and structure this innovation, Cybel'Art launched .icolo SA, its Swiss-based technology subsidiary, tasked with industrializing and deploying the icologram® platform. Together, they developed a dynamic ecosystem, including the icologram® App, the immersive social platform *Virtual Hall*®, and a licensing and monetization layer built on blockchain.

The market context reinforced this trajectory. Demand for immersive and interactive digital experiences has surged in recent years, fueled by advancements in volumetric video, XR, and spatial computing. From early experiments with 3D capture in the 1990s to the emergence of LiDAR and AI-powered depth mapping, the technology has matured—yet critical challenges have persisted in content ownership, licensing, and authenticity.

Cybel'Art's response was to marry its artistic vision with technical rigor: the icologram® is now secured through blockchain infrastructure, ensuring immutable provenance and transparent licensing. Its ecosystem offers creators and cultural institutions a new channel to distribute and monetize their digital presence, while maintaining full control and integrity of their work.

By 2019, the company had recorded the world's first holographic legacy by a living artist, launching a series of premiere applications that would further validate the model—from virtual performances with the Orchestre de la Suisse Romande to immersive art installations showcased at Art Genève and sponsored dialogues at the Art Tech Foundation Forum.

In an era increasingly polluted by synthetic media and deepfakes, the icologram® stands as a counter-model—a verified, human-centered digital asset. This commitment to authenticity, emotion, and traceable presence is more than technical; it is philosophical.

Today, as the boundaries between the physical and digital worlds dissolve, the icologram® ecosystem offers a powerful toolset for preserving and transmitting human heritage—at scale, with integrity, and across generations.

## 2.2 Mission

The mission of icologram® is to redefine digital human experiences by merging the power of volumetric video technology with the transparency and security of blockchain. At its core, icologram® is committed to preserving and immortalizing the essence of real artists, educators, and cultural figures, ensuring that their influence endures beyond physical and temporal limitations. By capturing lifelike volumetric video, icologram® offers a true, verifiable representation of individuals, standing as a counterforce to the rise of deepfake and synthetic media. In a digital landscape increasingly filled with artificial creations, icologram® is dedicated to producing authentic, unaltered digital content—ensuring that every digital human remains a truthful, certified reflection of the real person.

Beyond preservation, icologram® empowers creators, cultural institutions, and educators by providing a seamless platform for the creation, licensing, and monetization of their digital presence. Through standardized blockchain protocols, the platform guarantees efficiency, security, and accessibility, allowing these digital assets to be shared and monetized with minimal friction while maintaining their authenticity.

A fundamental aspect of icologram® is its ability to bridge the divide between physical and digital experiences. Whether through virtual concerts, hybrid performances, or interactive learning environments, the platform enables audiences to connect with creators in ways that feel natural and immersive. This approach fosters meaningful digital interactions while reinforcing the importance of verified, real human presence in an era increasingly dominated by AI-generated content.

Licensing and rights management, often a complex and fragmented process in digital media, is streamlined within icologram®'s secure blockchain infrastructure. Copyright and neighbouring rights are integrated directly into smart contracts, ensuring transparency, traceability, and compliance. This innovation removes traditional barriers to licensing, providing creators and institutions with a reliable and automated system to manage their digital assets while protecting them from misuse or manipulation.

icologram® also prioritizes accessibility, making high-quality volumetric video and digital human technology available to a broader audience. From independent creators to major institutions, the platform fosters inclusivity, enabling more participants to leverage immersive digital experiences. By democratizing this technology, icologram® ensures that authenticity in digital content remains accessible, valued, and protected.

At its heart, icologram® is a forward-thinking initiative that continuously pushes the boundaries of volumetric video and blockchain integration. By setting new standards for realism, interactivity, and scalability, the platform is shaping the future of digital human experiences. Through these efforts, icologram® is not only revolutionizing how people engage with digital content but is also safeguarding truth in the digital era—ensuring that real human stories, identities, and legacies remain untouched by artificial distortion.

# 3 Technology overview

## 3.1 Immersive Media Capture (Volumetric and 2D)

At the core of icologram® lies .icolo SA's unrivaled expertise and mastery of volumetric video technology, encompassing access to and development of major volumetric algorithms, honed through years of groundbreaking achievements in the field. With a proven track record in creating hyper-realistic digital humans, icologram® delivers lifelike representations that preserve every nuance of real-world presence. By combining precision hardware, advanced algorithms, and efficient workflows, icologram® produces immersive 3D/4D assets with unmatched realism and fidelity, setting a new benchmark in the industry.

While the focus remains on volumetric capture, the platform also supports high-quality non-volumetric formats such as traditional 2D video, enabling a broader range of artistic and commercial applications.

### Proven Expertise and Achievements

.icolo SA has firmly positioned itself as a leader in volumetric video technology through groundbreaking accomplishments and widespread recognition, including:

- **Philippe Entremont's Holographic Testament:** The first-ever volumetric digital preservation of the legendary 20th-century pianist, capturing his artistic legacy with unparalleled realism. This achievement has been highlighted by the Arttech Foundation, emphasizing its pioneering role in cultural heritage preservation (Arttech Foundation).
- **Henri Dès – The First Volumetric Digital Twin (2021):** Demonstrating the platform's cutting-edge capabilities by creating an interactive, lifelike digital twin of the beloved Swiss artist, gaining attention in major media and digital art communities.
- **Trusted by Industry Leaders:** Prestigious collaborations with renowned institutions such as Larousse, Orchestre de la Suisse Romande, and Téléthon, reinforcing the company's reputation for delivering high-fidelity digital human experiences that meet the highest artistic and technical standards.
- **Media and Industry Recognition:** Since 2018, the term icologram® has gained significant recognition in the field of holographic art, being cited in authoritative sources such as Wikipedia and featured in conferences and industry publications as a leading innovation in volumetric video (Wikipedia).

### How It Works

1. **Immersive 3D/4D Capture:** Subjects are captured using a sophisticated multicamera setup, recording them from multiple angles to achieve lifelike accuracy and detail. Advanced depth mapping technologies further enhance the process by preserving even the smallest movements and facial expressions. This sophisticated capture is further enhanced by proprietary processing pipelines leveraging advanced algorithms, including novel techniques developed in collaboration with a leading European polytechnic institute utilizing Gaussian Splatting point-cloud methods for enhanced fidelity and real-time rendering efficiency.
2. **High-Quality Audio Integration:** State-of-the-art audio capture ensures that the subject's voice and sound environment are preserved with clarity and spatial accuracy, enhancing immersion and blending perfectly with visual elements.
3. **Content Processing and Deployment:** Following capture and processing, the resulting

2D and 3D icologram® assets are optimized for versatile deployment. Content can be seamlessly integrated into dedicated Web Applications and native mobile Apps, providing accessible viewing experiences for owners and licensed users. Furthermore, the assets are designed for compatibility with major Augmented Reality (AR) headsets, including platforms like Meta Quest, enabling truly immersive interactions.

**Data Fidelity**

In addition to 3D/4D assets, the icologram® platform also supports the ingestion, enhancement, and licensing of high-quality 2D content captured with cinematic precision. This capability enables the preservation and distribution of artistic performances and narratives that do not require volumetric depth, expanding the ecosystem's creative and commercial applications.

Volumetric captures on the icologram® platform achieve an exceptional level of detail, preserving both visual and auditory nuances to deliver a truly authentic and immersive experience:

- **Visual Fidelity:** From facial expressions to fabric textures, every detail is captured with remarkable precision to create lifelike digital humans.
- **Dynamic Movements:** Natural gestures and real-time interactions are faithfully reproduced, ensuring a sense of presence that closely mirrors physical reality.
- **4D Temporal Data:** Performances, lectures, and interactions are recorded with time-based depth, enabling realistic playback and interactive engagement across immersive environments.

## 3.2 Blockchain Integration

The integration of blockchain technology into icologram® is a cornerstone of the platform's innovation, providing a robust and transparent infrastructure to ensure the authenticity, ownership, and traceability of digital human assets. By leveraging blockchain's decentralized and tamper-proof architecture, icologram® addresses critical challenges in the digital content ecosystem, including rights management, licensing, and monetization.

**Ensuring Authenticity and Ownership**

1. **Immutable Records:** Each icologram® NFT is minted on the blockchain, creating an immutable record of its origin. This ensures that the asset's authenticity can be verified by anyone, eliminating concerns over forgery or duplication.
2. **Proof of Ownership:** Ownership of an icologram® is securely linked to the wallet address of the NFT holder. This provides clear and transparent proof of ownership, which can be transferred seamlessly via blockchain transactions.
3. **Standardized Metadata:** Licensing metadata, such as royalties and ownership details, will be stored on-chain whenever feasible. If on-chain costs outweigh an asset's value, off-chain storage via IPFS will be employed to balance efficiency and traceability.

**Ensuring Traceability**

1. **Comprehensive Transaction History:** The blockchain provides a complete, auditable record of every transaction related to an icologram® NFT, including minting, transfers, licensing agreements, and royalty distributions.
2. **Smart Contract Automation:** Smart contracts automate the enforcement of licensing terms and royalties, ensuring that creators and studios receive their due payments every

time an NFT is transferred or used commercially.

3. **Cross-Platform Compatibility:** Blockchain interoperability enables icologram® NFTs to be traded, licensed, or displayed across platforms, ensuring global access and traceability. Cross-chain compatibility, a future objective, will facilitate seamless integration with diverse blockchain networks.

### Choice of blockchain platform

icologram® demands a blockchain that ensures transparency, legal enforceability, and scalability. Following thorough evaluation and legal consultation, it was decided to mint the NFTs on an EVM-compatible network, aligning with Swiss and European legal obligations and our technical requirements for performance and composability.

**Why EVM-compatible protocol?** The selection of an EVM-compatible blockchain is grounded in its ability to meet key criteria aligned with icologram®'s legal and operational needs:

- **Widespread Adoption & Network Effects:** EVM-compatible protocols benefit from Ethereum's dominant position in the NFT market, with the largest user base, established marketplaces (OpenSea, Blur, Rarible), and wallet infrastructure (MetaMask, Ledger). This ensures immediate accessibility and liquidity for icologram® NFTs, critical for community adoption and marketplace integration.
- **Mature Smart Contract Standards:** Ethereum-based NFTs have established legal frameworks and case law, particularly relevant for Swiss and European compliance. The ecosystem's maturity provides greater predictability for intellectual property protection, licensing enforcement, and regulatory alignment with emerging EU digital asset regulations.
- **Interoperability & Composability:** EVM compatibility ensures seamless integration across multiple chains (Ethereum mainnet, Polygon, Arbitrum, Base) and DeFi protocols. This composability enables future marketplace expansion, cross-chain bridging, and integration with metaverse platforms and AR/VR ecosystems.
- **Developer Ecosystem & Security:** The EVM ecosystem offers the largest developer community, extensive documentation, robust security auditing services (OpenZeppelin, Trail of Bits), and proven smart contract libraries. This reduces development risk and accelerates time-to-market with industry-standard best practices.
- **Scalability and Cost Efficiency:** ICP offers low-latency, cost-effective computation, making it ideal for real-time interactions, royalty calculations, and user experience in our AR/VR-enabled digital marketplace. Its unique model enables scalable Web3 dApps without Ethereum's typical gas fees.
- **Scalability Through Layer 2 Solutions:** Modern EVM Layer 2 networks (Polygon, Arbitrum, Optimism) provide cost-effective transactions with sub-cent fees while maintaining Ethereum's security guarantees. This enables sustainable royalty calculations, real-time marketplace interactions, and accessible user experiences without prohibitive gas costs.
- **Security and Decentralization:** With chain-key cryptography and a decentralized governance model, ICP provides a secure, auditable, and censorship-resistant foundation for cultural preservation.
- **Sustainability Options:** Post-Merge Ethereum operates on Proof-of-Stake, reducing energy consumption. Layer 2 solutions further minimize environmental impact, aligning with our sustainability commitments while maintaining decentralization and security.

**Key Takeaway** By leveraging EVM-compatible blockchain infrastructure, icologram® delivers legally enforceable NFTs within the most established and widely adopted digital asset ecosystem. This strategic choice ensures maximum community reach, marketplace liquidity, regulatory compliance, and technical reliability—reinforcing our mission to provide authentic digital human representations with legal clarity, creator protection, and platform trust at the forefront.

## 3.3 Smart contracts

Smart contracts are the backbone of the icologram® ecosystem, enabling the seamless automation of licensing, royalties, and other transactional aspects. Built on blockchain technology, these self-executing agreements operate without intermediaries, ensuring efficiency, transparency, and trust across all operations.

At the core of this system is **icolocoin®**, the token of the icologram® ecosystem. icolocoin® is used as the primary currency for all transactions, including licensing payments, royalty distributions, and rewards, ensuring a unified and decentralized financial model.

### Automating Licensing Agreements

1. **Standardized Licensing Terms:** Smart contracts encode licensing terms directly into the blockchain, including ownership rights, usage permissions, and royalty percentages. All payments related to licensing are made using icolocoin®, ensuring instant and traceable transactions.
2. **Effortless Licensing Transfers:** When an icologram® NFT is transferred or sold, the associated license is automatically updated and reassigned to the new owner, with payments and fees processed in icolocoin®, eliminating manual administrative overhead.
3. **Flexibility for Customization:** Creators or studios can set specific terms for each NFT, such as time-limited licenses, geographic restrictions, or tiered usage rights, allowing for tailored agreements that meet diverse business needs.

### Royalties

1. **Instant Payments:** Smart contracts automatically distribute royalties in icolocoin® to creators, studios, and stakeholders whenever an icologram® NFT is sold or licensed. Payments are processed instantly, ensuring stakeholders receive their dues without delays.
2. **Transparent Revenue Sharing:** Royalty splits between creators, studios, and other collaborators are pre-defined in the smart contract and settled in icolocoin®, providing a transparent and immutable revenue-sharing model.
3. **Compliance with Licensing Terms:** Smart contracts ensure royalties are calculated and distributed in accordance with the terms embedded in the NFT, with all payouts securely executed in icolocoin®, minimizing disputes and ensuring accuracy.

### Smart Contract Compliance and Transaction Features

icologram® NFTs leverage smart contracts to ensure clarity, legal compliance, and security in every transaction. Recognizing the regulatory framework set forth by Swiss law, each NFT minted is unique, and embed either an icologram® copyright or an icologram® neighbouring right produced by studios, and in particular the digital property titles attached to such icologram®, and their licensing terms for distribution or transfer. Therefore, the icologram® NFTs are not fractionzalised NFTs.

Instead, icologram® utilizes smart contracts to enable flexible revenue-sharing mechanisms, that are minted in the smart contracts. In fact, prior to the production of each icologram®, studios enter into agreements with content creators and, as the case may be, with their labels. These Agreements address the clearance of all necessary rights in the audiovisual performances captured in the icologram®, including performance neighbouring rights, copyrights and personality rights, for the creation of the icologram®. Such Agreements govern the relationship between studios and content creators for the creation and distribution of the icologram®. Furthermore, an icologram® is itself protected as an audio visual work by copyright law, independantly from the copyrights protecting the works that may be played by a performer or content creator in the context of the icologram®. Therefore, such copyrights over the icologram®are also embedded in icologram® NFT, in order to allow their distribution.

The Company provides the technology and infrastructure allowing Capture Studios to mint the icologram® NFTs. Capture Studios maintain administrative control over the smart contracts of their NFTs. The metadata pertaining to the icologram® are encoded into the icologram® NFTs along with the licensing terms for the use and distribution of the icologram®. In these circumstances, the Company solely provides the technology infrastructure for issuing icologram® NFTs attached to icologram® audiovidual works

The icolocoin® is designed as a utility and payment token, facilitating access to services provided on the icologram® platform, enabling transactions, paying licensing fees, and distributing royalties across the platform.

To ensure legal enforceability and immutability, all NFT licensing terms—including royalty rates, geographic limitations, permissible usage types, and revocation conditions—are encoded in the smart contract. This approach guarantees immutability, transparency, and seamless enforcement of licenses and rights.

**Real-World Use Case**

A renowned orchestra partners with a certified Cybel'Art studio to create an icologram® of a legendary conductor, capturing every nuance of their performance through advanced volumetric video technology. They conclude an agreement that address the clearance of all necessary rights in the audiovisual performances captured in the icologram®. Once the icologram® is finalized, it is minted on the blockchain as an NFT. There will be two icologram® NFTs per icologram®. One inscribes the copyright protecting the icologram® (audio visual work) on the blockchain, and the licensing terms defining how it could be used by holders. The second icologram® NFT inscribes the neighbouring rights on the blockchain (performance neighbouring rights and producer neighbouring rights) and embeds the master licensing terms..

The smart contract embedded within the NFTs encodes licensing terms, ensuring that (i)the NFT holder, has full rights to utilize the icologram® in live performances, virtual concerts, and educational programs and that (ii) the copyright and/or neighborouring rights owners are compensated. Through the icologram® ecosystem, the orchestra can:

- **Monetize the icologram®:** The orchestra licenses its volumetric performance to global concert halls and virtual event platforms, generating new revenue streams by offering immersive experiences to audiences worldwide.
- **Automate Royalty Distribution:** Every time the icologram® is used commercially, royalties are automatically distributed in icolocoin® to the Cybel'Art studio, the conductor's estate, and any other entitled stakeholders as per the predefined smart contract terms.
- **Enforce Usage Rights:** The smart contract ensures that licensing terms, such as geographic restrictions and duration limits, are upheld without manual intervention. If a

licensee attempts unauthorized use, access to the icologram® is restricted.

At the end of the licensing period, the smart contract automatically prompts the NFT holder to renew the license via an icolocoin® transaction, ensuring uninterrupted access to audiovisual work. If the license is not renewed, access is revoked, and the icologram® reverts to the studio or estate for re-licensing opportunities.

# 4 Product details

The icologram® ecosystem consists of several interconnected components that work together to capture, authenticate, license, and distribute digital humans in volumetric video format. These elements ensure that creators, collectors, and businesses can engage with, trade, and experience authentic digital representations securely and transparently.

## 4.1 Architecture overview

The ecosystem comprises several key components:

1. **icologram® Capture Studios** – Officially certified icologram® partner studios equipped with high-resolution volumetric video technology. These facilities specialize in capturing, processing, and minting icologram® NFTs, ensuring that each digital human representation meets premium quality standards.
2. **icologram® NFTs** – Blockchain-minted digital assets representing audio visual works capturing real humans.
3. **Smart Contracts & Blockchain Layer** – Manages ownership, royalties, and licensing enforcement.
4. **icologram® App & Marketplace** – The primary interface for trading, licensing, and experiencing icologram® NFTs.
5. **icolocoin® (OLO) Token** – The token enabling transactions, governance, and incentives.

## 4.2 icologram® NFTs

An icologram® NFT is a high-resolution volumetric video representation of a real person or group performance, minted as a non-fungible token on the blockchain. Unlike traditional 2D digital assets or deepfake-generated content, icologram® NFTs are verified, authentic, and immutable, preserving the presence of real humans.

### Key features

- **Ultra-Realistic Volumetric Capture:** Each icologram® NFT is created using state-of-the-art volumetric video technology to ensure high-fidelity, interactive digital representations.
- **Blockchain-Verified Authenticity:** Every icologram® NFT is minted on a blockchain protocol, guaranteeing verifiable ownership and preventing forgery.
- **Integrated Licensing and Rights Management:** Smart contracts encode commercial rights, geographic restrictions, and duration of use, ensuring compliance and security.
- **Multi-Platform Interoperability:** Designed for VR, AR, and Metaverse environments, with initial support for Meta's ecosystem and future expansion to other platforms.
- **Monetization and Royalties:** Licensing fees, direct resale ensure that creators, studios and other stakeholders involved benefit financially.
- **Flexible Ownership Models:** Owners can rent or resell their icologram® NFTs, allowing for various usage scenarios without fractionalizing ownership.

## 4.3 icologram® App & Marketplace

The icologram® App serves as the central hub for experiencing, trading, and licensing icologram® NFTs, providing users with a seamless and engaging interface to interact with digital humans. Designed with both collectors and commercial users in mind, the app delivers a premium experience that enhances the accessibility, utility, and monetization of high-fidelity volumetric NFTs.

### A fully immersive viewing experience

The app offers multiple ways for users to engage with their icograms®. Whether through augmented reality (AR), virtual reality (VR), or traditional 2D screens, users can experience their digital collectibles in lifelike form. Imagine placing a holographic representation of a historical figure or a renowned artist in your living room through AR, or immersing yourself in a fully recreated performance via VR. With real-time rendering and spatial audio integration, the experience is designed to be as authentic as possible.

### Trading, licensing, and rental marketplace

icologram® goes beyond simple ownership—every digital human captured within the ecosystem is designed to be a valuable, interactive asset. The app functions as a marketplace, allowing users to:

- **Trade NFTs:** Buy and sell icograms® directly with other collectors or institutions, with all transactions recorded securely on the blockchain.
- **Rent & Loan icograms®:** Owners can temporarily lease their icograms® to institutions, educators, or commercial partners who wish to use them for events, exhibitions, or performances. This feature enables revenue generation without transferring full ownership.
- **Manage Licensing Rights:** The app integrates a built-in smart contract-based licensing system, ensuring compliance with intellectual property rights and royalty structures. Owners can issue licenses with specific terms, such as duration, geographic limitations, and exclusivity, allowing full control over how their digital human is used.

### Interactive features & community engagement

Beyond trading and licensing, the icologram® App fosters a dynamic user experience by integrating social and gamification elements to enhance engagement. Users can:

- Showcase their collections in a virtual gallery, where others can view, comment, and interact with displayed icograms®.
- Join live events where digital human NFTs are showcased in interactive experiences, such as historical talks, artist Q&As, or educational sessions.
- Engage with creators through exclusive community features, allowing NFT owners to interact with the artists, musicians, or educators behind the content.

### Seamless multi-device integration

The app is designed for accessibility across various platforms, ensuring users can interact with their icograms® whether they are on mobile, desktop, AR/VR headsets, or smart glasses, extending immersive experiences beyond traditional screens. With AR-enabled smart glasses, users can seamlessly place and interact with their digital humans in real-world settings, enhancing applications in education, entertainment, and professional presentations. Future updates

will introduce deeper integrations into Web3 ecosystems, allowing users to display, trade, and license their icolograms® across multiple decentralized applications and virtual environments.

## 4.4 icolocoin® (OLO)

icolocoin® ($OLO) is the lifeblood of the icologram® ecosystem, serving as the primary medium for transactions, incentives, and governance. As a utility token, it provides holders with a digital access to the services provided on the platform, ensuring a seamless and efficient framework that empowers all participants—from collectors and licensors to content creators and institutions. Every interaction within the ecosystem, whether it's transferring an icologram® NFT, licensing a digital human for commercial use, or engaging with the marketplace, is facilitated through $OLO.

Beyond its transactional role, $OLO serves primarily as a payment token within the icologram® ecosystem, enabling the purchase and licensing of icologram® NFTs. While it does not provide passive income through staking or yield mechanisms—thus avoiding classification as a security—$OLO may offer holders transactional incentives, such as reduced platform fees.

Additionally, holders of $OLO can participate in a Distributed Governance Framework (DGF), allowing them to vote on key platform proposals and influence strategic decisions regarding licensing structures and platform features.

While the Tokenomics section will provide a deeper dive into the mechanics and token distribution model, this section establishes $OLO as the foundation of value exchange within the icologram® ecosystem—bridging blockchain technology, digital human ownership, and decentralized governance into a single, fluid experience.

# 5 Ecosystem and Stakeholders

## 5.1 Studios: partnerships and their role in the ecosystem

Studios play a pivotal role in the icologram® ecosystem, serving as the foundation for the creation of high-quality volumetric video content. These specialized studios are equipped with cutting-edge capture technology and work in collaboration with artists, educators, and institutions to produce hyper-realistic digital humans that can be minted as NFTs and integrated into various platforms such as AR/VR environments, live events, and digital exhibitions.

**Role of studios in the icologram® ecosystem**

1. **Content creation and production**
   - Studios are responsible for capturing and processing volumetric video footage of real humans using high-resolution cameras and specialized depth-mapping technology.
   - They ensure that the digital representations are as authentic and lifelike as possible, focusing on preserving artistic and educational legacies.
   - The studios adhere to icologram® standards for quality control and technical specifications to ensure consistency across all assets.
2. **NFT minting and certification**
   - Once the volumetric content is finalized, studios initiate the NFT minting process through the icologram® platform, ensuring authenticity and securing ownership rights via blockchain.
   - The NFT includes metadata such as the creator's identity, licensing terms, and usage restrictions, which are embedded within the smart contract.
   - Studios receive a percentage of royalties each time the icologram® NFT is sold, licensed, or rented within the ecosystem.
3. **Licensing and monetization support**
   - Studios collaborate with content owners (artists, educators, organizations) to define licensing models tailored to their specific needs, such as personal or commercial usage.
   - They play an advisory role in helping content owners understand the monetization potential of their icologram® NFTs.
   - Smart contract automation ensures that studios receive a fair share of profits based on predefined revenue-sharing agreements.
4. **Partnering with Cybel'Art**
   - Studios partnering with Cybel'Art, the parent company of icologram®, gain access to a wider distribution network and resources, helping them expand their market reach.
   - Cybel'Art ensures that registered studios meet quality benchmarks and are compliant with the platform's ethical and legal standards.
5. **Technology and workflow integration**
   - Studios work closely with the icologram® technical team to ensure seamless integration of their volumetric captures into AR/VR applications and metaverse environments.

- They contribute feedback and insights to improve the overall workflow and efficiency of the content production pipeline.

**Value proposition for studios**

By participating in the icologram® ecosystem, studios benefit from:

- **Increased revenue streams:** Opportunities to earn from production fees, NFT sales, and long-term royalty shares.
- **Global reach:** Access to a worldwide audience of collectors, museums, and businesses interested in volumetric content.
- **Blockchain-backed security:** Assurance of content authenticity and protection against unauthorized use.
- **Brand recognition:** Being part of a cutting-edge ecosystem revolutionizing digital human representation.

**Future opportunities for studios**

- Expansion into new content verticals such as sports, healthcare, and corporate training.
- Collaboration with institutions to create educational archives and cultural heritage preservation projects.
- Leveraging AI-driven tools for automated content enhancement and real-time volumetric rendering.

## 5.2 Content creators: monetization and opportunities in the ecosystem

Content creators, including artists, educators, and public figures, are at the heart of the icologram® ecosystem, leveraging volumetric video technology to preserve their legacy and engage with audiences in innovative ways. By transforming their physical presence into high-resolution digital assets, creators can expand their reach beyond physical limitations and unlock new revenue streams through blockchain-based ownership and licensing.

**How content creators benefit from icologram®**

1. **Preserving legacy and cultural impact**
   - Artists and educators can immortalize their performances, lectures, or teachings by capturing their essence in an interactive and photorealistic format.
   - This provides a unique opportunity to extend their influence to future generations and across global audiences, ensuring their work lives on indefinitely.
2. **Monetization through NFT sales**
   - Once their icologram® is created and minted as an NFT, creators can license or sell their digital likeness to collectors, institutions, or fans.
   - NFT ownership can include licensing rights for commercial usage, offering recurring revenue opportunities.
   - Creators have control over their content pricing and can offer limited edition or exclusive releases to increase value.
3. **Licensing and royalties**

- Smart contracts embedded in the NFTs allow creators to set licensing terms for their icologramsⓇ, such as usage duration, geographic restrictions, and commercial applications.
- Creators receive automated royalty payments in icolocoinⓇ each time their icologramⓇ NFT is resold or commercially used.
- Potential licensing opportunities include virtual concerts, exhibitions, corporate training, and educational programs.

4. **Community engagement and fan interaction**
   - icologramⓇ NFTs provide a new way for artists and educators to engage with their audiences through interactive experiences in AR/VR environments.
   - Fans can own a piece of their favorite creator's digital legacy and participate in exclusive events, such as Q&A sessions, virtual meetups, and private showcases.
   - Social and gamified interactions within the icologramⓇ App encourage fan involvement and long-term engagement.
5. **Revenue diversification**
   - In addition to direct sales, creators can explore various monetization strategies, including:
     - **Subscription models:** Offering fans access to exclusive content via recurring payments.
     - **Event hosting:** Collaborating with event organizers to feature icologramsⓇ in live or virtual events.
     - **Collaborations:** Working with brands or institutions for sponsorship and co-branded content.
6. **Flexible control and customization**
   - Creators have full control over how their digital presence is utilized, from defining content updates to restricting access based on user roles.
   - Future features could allow dynamic updates to their icologramsⓇ, adding new performances or adapting content based on audience feedback.

**The creation process**

1. **Studio partnership**
   - Creators collaborate with registered studios to ensure high-quality volumetric capture of their performance or lecture.
   - Studios provide guidance on best practices for achieving optimal visual and audio quality.
2. **Blockchain minting**
   - Once the content is finalized, it is minted on the blockchain as an icologramⓇ NFT, with ownership, licensing rights, and metadata embedded within a smart contract.
   - Creators can customize metadata, such as descriptions, licensing terms, and pricing.
3. **Distribution and promotion**

- The icologram® can then be listed on the icologram® marketplace or third-party NFT platforms for sale or licensing.
- icologram® provides promotional support and marketing tools to help creators reach their audience.

**Key benefits for creators**

- **New revenue streams** from multiple monetization channels.
- **Expanded reach** via global digital platforms.
- **Security and authenticity** through blockchain certification.
- **Community closeness** through direct interaction features.

## 5.3 Collectors and users: target audience, benefits, and interaction

Collectors and users form the backbone of the icologram® ecosystem, driving demand for digital human NFTs and engaging with the platform's immersive experiences. They range from individual enthusiasts to institutions seeking to preserve, showcase, or monetize volumetric video assets. By owning or interacting with icologram® NFTs, they gain access to exclusive content, unique experiences, and new opportunities to engage with their favorite artists, educators, and historical figures.

**Target audience**

1. **Collectors and enthusiasts**
   - Individuals passionate about digital collectibles and blockchain technology.
   - Fans of renowned artists, educators, and cultural icons looking to own a unique digital representation.
   - Crypto and NFT investors seeking assets with potential long-term value appreciation and passive income through royalties.
2. **Cultural institutions and museums**
   - Organizations looking to preserve and exhibit digital representations of historical figures and iconic personalities.
   - Museums aiming to create interactive experiences for visitors using AR/VR technologies.
   - Entities interested in licensing icologram® NFTs for educational or research purposes.
3. **Entertainment and event organizers**
   - Businesses seeking to enhance live or virtual events by integrating icologram® digital humans.
   - Concert organizers who can leverage digital performances for hybrid events.
   - Venues aiming to feature holographic displays of artists and public figures.
4. **Educators and institutions**
   - Universities and training institutions looking to provide immersive learning experiences through volumetric content.

- Educational platforms that wish to license icologram® NFTs for course materials and lectures.

5. **Metaverse users and gamers**
   - Individuals engaging with virtual worlds and seeking realistic avatars or performances within their environments.
   - Virtual influencers or content creators looking to integrate icologram® NFTs into their platforms.
6. **Corporate and commercial clients**
   - Brands looking to collaborate with influencers or public figures for marketing purposes.
   - Companies interested in using icologram® digital humans for training, simulations, and brand storytelling.

**Benefits for collectors and users**

- **Exclusive ownership:** Blockchain-backed verification of high-quality, one-of-a-kind digital human assets.
- **Monetization opportunities:** Reselling, renting, or licensing NFTs generates potential revenue, with royalties automatically paid out on commercial use.
- **Interactive experiences:** Immersive AR/VR engagement, virtual meetups, and storytelling enable meaningful user interaction with icograms®.
- **Cultural and historical value:** NFTs serve as tools for preservation and accessibility of cultural heritage.
- **Participation in governance:** OLO token holders help shape the platform through decentralized governance.
- **Flexible access and usage rights:** Personal, educational, and commercial licensing options available to match user needs.
- **Cross-platform usability:** NFTs can be displayed and interacted with via VR, AR, smart glasses, or traditional screens.

**Interaction with the ecosystem**

1. **Viewing and exploration**
   - Users can view and interact with their icologram® NFTs through the icologram® App and compatible AR/VR devices.
   - Dynamic environments support immersive use cases, from concerts to educational sessions.
2. **Trading and licensing**
   - The icologram® marketplace allows buying, selling, and renting NFTs, with all transactions conducted in icolocoin®.
   - Blockchain-based smart contracts manage licensing agreements and ensure transparent, automated revenue sharing.

3. **Community engagement**
    - Users can join community events, social contests, and feature voting to help shape future content.
    - Fans can co-create and interact with NFT owners, fostering collaborative experiences.
4. **Content utilization**
    - Businesses and educators can embed icograms® in exhibitions, live events, and curricula.
    - Creators can work with collectors to expand utility and add new interaction layers to existing icologram® NFTs.

# 6 Tokenomics

## 6.1 icolocoin® (OLO): The utility token of the *icologram®* ecosystem

icolocoin® ($OLO) is the ERC-20 utility token powering the *icologram®* ecosystem, facilitating transactions, incentivizing participation and enabling decentralized governance. It enhances community engagement and supports non-financial interactions within the platform, ensuring a transparent and effective model supported by blockchain technology.

The total supply of icolocoin® is capped at 10 billion tokens, ensuring a stable tokenomics model to support the scalability and sustainability of the *icologram®* network. At the launch of the mainnet, a defined percentage of tokens will be in circulation, with the remainder released according to a predefined schedule designed to maintain network stability and encourage long-term participation.

This structured release strategy promotes a vibrant community and ensures the distribution of icolocoin® supports ongoing growth within the *icologram®* ecosystem.

**Utility of icolocoin® ($OLO)**

1. **Transactions and payments**
   - Purchasing and licensing icologram® NFTs through the marketplace.
   - Enabling seamless peer-to-peer (P2P) transactions with reduced reliance on traditional payment methods.
   - Paying for services such as volumetric capture, NFT minting, and content customization within icologram®'s partner studio network.
2. **Royalties and rewards**
   - Automatic royalty payments to content creators, studios, and stakeholders when an icologram® NFT is resold or licensed.
   - Eliminates intermediaries, allowing direct compensation to creators and right holders.
   - Rewards active users, including collectors and promoters, for their contributions to the ecosystem (e.g., airdrops, referrals, or engagement).
3. **Governance and platform feedback** Governance, when introduced, will rely on a Distributed Governance Framework (DGF) with clearly separated decision layers and no token-linked voting incentives. This ensures alignment with Swiss regulatory requirements and prevents any interpretation of icolocoin® as a security.

   While icolocoin® is a hybrid utility and payment token, the platform promotes community involvement through non-binding feedback mechanisms, allowing participants to:
   - Share preferences on platform features, content categories, and user experience improvements.
   - Contribute to open consultations regarding licensing tiers or artist discovery strategies.
   - Participate in surveys or advisory panels that inform roadmap planning and ecosystem priorities.

   Decisions are ultimately executed by the project's core team, with respect for legal, artistic, and ethical standards.

4. **Holding benefits** Users who hold icolocoin® in their wallets can enjoy various benefits, such as:
    - Exclusive access to NFT drops
    - Reduced transaction fees
    - Premium content and potential governance participation
5. **Incentives and engagement programs**
    - Contributing content and promoting icologram® events.
    - Referring new users to the platform.
    - Participating in gamified challenges and social interactions.
6. **Cross-platform compatibility and expansion**
    - Multi-chain support, ensuring compatibility with various networks.
    - Integration with major NFT marketplaces and DeFi platforms, increasing token liquidity and use cases.

**Token distribution model**

| Category | Allocation % | Purpose |
|---|---|---|
| Treasury | 23% | Infrastructure, partnerships, and platform growth |
| Funding | 24% | Public and private sales to investors |
| Rewards | 25% | Incentives for user engagement and participation |
| Founders and Advisors | 15% | Allocation for core team and founders |
| Liquidity | 10% | Ensuring market liquidity and accessibility |
| Airdrop | 3% | Community airdrops to encourage adoption |

**Vesting schedule**

To ensure long-term stability and prevent market manipulation:

- **Team/Founders:** 12–24 months with gradual unlocks.
- **Funding rounds:** 6–12 months cliff period, followed by linear distribution.
- **Rewards:** Released periodically based on engagement milestones.

**Token utility in action: Real-world example**

A museum purchases an icologram® NFT of a legendary artist using icolocoin®. The smart contract automatically distributes the payment as follows:

1. A portion goes directly to the artist's estate as royalties.
2. The studio that produced the icologram® receives a percentage.
3. icologram® retains a service fee to sustain operations.
4. Upon license renewal, the smart contract automates the next payment cycle in icolocoin®.

**`.icolo`: a strategic namespace for Web3 identity and transactions**

As part of its long-term Web3 strategy, the *icologram®* project acquired full ownership of the `.icolo` top-level domain (TLD) through the Freename platform. This blockchain-based domain functions as a decentralized namespace and branding asset for the ecosystem.

Unlike traditional Web2 domains, owning the `.icolo` TLD enables the project to:

- Issue custom subdomains (e.g., `vault.icolo`, `artist.icolo`, `partner.icolo`) for apps, users, and smart contracts.
- Facilitate human-readable crypto transactions by linking wallet addresses to names like `treasury.icolo`.
- Earn royalties when third parties register subdomains under `.icolo`, creating a potential revenue stream.
- Strengthen brand identity and user trust through unified, verifiable Web3 naming.

`.icolo` is permanently owned, requires no renewal fees, and supports multi-chain minting. It will be gradually integrated across platform communications, smart contract registries, and community tools—becoming a recognizable identity layer within the *icologram®* ecosystem.

**Advantages of icolocoin® ($OLO)**

- **Seamless transactions:** Direct, frictionless payments for digital licenses and NFTs without intermediaries.
- **Transparency and security:** On-chain traceability, auditability, and fraud prevention.
- **Liquidity and accessibility:** Designed to be exchangeable on regulated exchanges (KYC/AML-compliant).
- **Utility beyond payments:** Supports participation via incentives and governance (non-binding).

**Future roadmap for icolocoin®**

1. Launch and initial token distribution via ICO/IDO.
2. Integration with icologram® Marketplace and content licensing mechanisms.
3. Enhanced user engagement and community-driven initiatives.
4. Expansion to multi-chain support and DeFi partnerships.
5. Continued development and refinement based on user feedback and market trends.

**Final thoughts**

icolocoin® ($OLO) is the economic engine of the *icologram®* ecosystem, designed to seamlessly connect artists, institutions, and collectors while ensuring a secure, transparent, and rewarding platform for digital human ownership and licensing. It provides a dynamic and scalable economic model for the future of volumetric video and NFT-based digital heritage.

## 6.2 Fundraising

The icolocoin® (OLO) fundraising strategy is designed to support the development and growth of the *icologram®* ecosystem through structured funding rounds. A total of 24% of the icolocoin®

supply, equivalent to 2,400,000,000 tokens, is allocated to funding efforts, raising $4,350,000 to fuel platform development, partnerships, and market expansion. The fundraising process is divided into multiple rounds, each targeting different investor groups and offering varying token prices to balance accessibility and value.

**Funding rounds overview**

| Round | % Supply | Tokens | Price | FDV | Raised | ROI |
|---|---|---|---|---|---|---|
| Pre-Seed | 4% | 400M | $0.0010 | $10M | $400K | 150% |
| Seed | 6% | 600M | $0.0015 | $15M | $900K | 66.7% |
| Private | 9% | 900M | $0.0020 | $20M | $1.8M | 25% |
| Public | 5% | 500M | $0.0025 | $25M | $1.25M | 0% |
| **Total** | **24%** | **2.4B** | – | – | **$4.35M** | – |

**Valuation and listing details**

- Total Fully Diluted Valuation at Token Generation Event (TGE): $25,000,000
- Listing Price: $0.0025
- Advised Listing Price: $0.003
- Advised Fully Diluted Valuation: $30,000,000

This fundraising structure ensures a balanced approach to capital raising, providing early investors with attractive ROI opportunities while maintaining a sustainable token economy for the *icologram®* ecosystem.

## 6.3 Platform fees and revenue model

*icologram®* employs a premium and transparent fee structure that reflects the high-end quality and exclusivity of its digital human assets. The volumetric captures preserve the essence and authenticity of real individuals, ensuring value for creators, collectors, and ecosystem participants while supporting platform operations and innovation.

**Fee structure**

- A 10% commission is applied to the final sale price of each *icologram®* NFT auctioned on the platform, reflecting the extensive resources required, including volumetric capture, blockchain integration, and licensing rights.
- For peer-to-peer (P2P) exchanges, a 5% commission is levied on the transaction value, ensuring continued platform development and feature enhancements while allowing collectors to monetize their investments with minimal friction.

**The value behind our premium fee structure**

*icologram®* fees are justified by the unparalleled quality and realism of its digital assets, achieved through high-fidelity volumetric capture, which preserves the presence and personality of real individuals beyond traditional NFT art.

Each NFT includes built-in licensing agreements, providing collectors and businesses with secure usage rights while simplifying legal complexities. Our blockchain integration automates royalty payments, licensing enforcement, and secure ownership transfers, fostering trust and transparency.

Additionally, *icologram®* enhances the user experience with premium features such as:

- AR/VR interactions
- Dynamic content updates
- Personalized engagements with digital humans

This positions the platform as a leader in high-value digital content.

## 6.4 Economic model: how icolocoin® facilitates transactions, governance, and incentivization

The economic model of the *icologram®* ecosystem, powered by icolocoin® (OLO), is designed to create a self-sustaining, transparent, and incentivized digital environment that benefits all stakeholders, including content creators, collectors, and users. By leveraging blockchain technology and smart contracts, the ecosystem ensures secure, automated, and fair value distribution across various activities such as NFT transactions, governance, and community engagement.

1. **Transaction facilitation**

   icolocoin® acts as the primary currency within the icologram® ecosystem, enabling seamless and borderless transactions for:

   - **NFT purchases and sales:**
     - Users can buy, sell, and trade icologram® NFTs within the official marketplace using OLO.
     - Each transaction is recorded on the blockchain for full transparency and immutability.
   - **Licensing fees:**
     - Organizations and individuals can pay in OLO to obtain usage rights for educational, commercial, or personal purposes.
     - Licensing terms such as duration and geographic limitations are managed through smart contracts.
   - **Service payments:**
     - Payments for services such as volumetric content creation, storage, and customizations are facilitated using icolocoin®.

   *Transaction fees:* A small fee is deducted from every transaction to support ecosystem sustainability, including platform maintenance and development.

2. **Governance participation**

   The icolocoin® token enables decentralized governance within the icologram® ecosystem, ensuring that stakeholders have a voice in shaping the platform's future.

   - **Voting mechanism:**
     - Token holders can vote on important decisions, including feature rollouts, partnerships, and content curation policies.
     - Governance proposals are weighted based on token holdings, ensuring active participants have a proportional say.

- **Treasury management:**
  - A portion of ecosystem revenue is allocated to a community treasury, governed by token holders, to fund development, marketing, and community initiatives.
- **Decentralized Autonomous Organization (DAO):**
  - Over time, governance will transition into a DAO structure, allowing token holders to directly influence platform direction.
- **Examples of governance decisions:**
  - Choosing featured artists for special icologram® releases.
  - Allocating funds for ecosystem growth and new technological integrations.

3. **Locking mechanism**

   To support operational stability and align long-term participation, the *icologram®* platform may introduce a locking mechanism for selected use cases—without offering financial rewards or passive yield.

   This mechanism could be used in specific contexts, such as:

   - **Early access privileges:** Users who voluntarily lock tokens for a defined period may gain access to exclusive content drops, limited-edition icologrames®, or priority slots for creator collaborations.
   - **Governance advisory panels:** Participants in advisory roles may lock tokens to signal commitment and be eligible for nomination to non-binding consultative roles in the Distributed Governance Framework (DGF).
   - **Pre-allocation for partner programs:** Partners and institutions may lock icolocoin® to pre-reserve licensing quotas or distribution rights for time-limited showcases, such as Virtual Hall seasons or educational bundles.

   All locking operations will be fully non-rewarded, revocable under defined conditions, and designed to reinforce ecosystem trust and predictability without triggering any interpretation of token-based investment schemes.

4. **Incentivization and rewards**

   The *icologram®* platform incorporates multiple incentive mechanisms to drive user engagement, creator participation, and platform growth. Incentives include:

   - **Creator royalties:** Artists and educators receive automatic royalty payments whenever their icologram® NFT is resold or rented, providing ongoing passive income.
   - **User engagement rewards:** Users who actively participate in the community, such as through content sharing, feedback, and referrals, can earn OLO tokens.
   - **Referral programs:** Community members are rewarded for bringing new users and collectors into the ecosystem.
   - **Event participation bonuses:** Special incentives for attending or hosting virtual concerts, exhibitions, and educational sessions featuring icologram® NFTs.

5. **Burn-to-mint mechanism**

   To drive demand and control token inflation, the Burn-to-Mint mechanism is under consideration:

- A portion of icolocoin® tokens used for minting new icologram® NFTs may be burned, reducing the overall supply.
- This ensures scarcity while maintaining the value of the token over time.
- Token burning can also be linked to governance actions or premium content releases.

6. **Economic model overview**

   The key elements of the icologram® economic model are summarized below:

| Feature | Function | Benefit to Ecosystem |
|---|---|---|
| Transactional Currency | Used for NFT purchases, licensing, and services | Ensures seamless and efficient operations |
| Governance Token | Enables voting and platform decision-making | Community-driven development |
| Royalties | Automated payments to creators | Fair and transparent revenue distribution |
| Incentive Programs | Rewards for engagement, referrals, and contributions | Growth and active participation |
| Token Burning | Reduces supply to maintain token value | Controls inflation and increases scarcity |

**Future enhancements to the economic model**

- Integration with DeFi protocols for lending, borrowing, and yield farming using icolocoin®.
- Cross-chain functionality to allow interoperability across major blockchain ecosystems.
- Partnerships with content platforms to extend icologram® use cases into new industries.

## 6.5 icologram® NFTs: Non-Fungible Token issuance

*icologram®* NFTs are the cornerstone of the ecosystem, representing unique digital ownership of high-fidelity volumetric video assets that preserve the essence of real individuals. Each NFT encapsulates a digitally captured performance or presence, licensed and secured through a legally compliant blockchain framework. These NFTs do not convey fractional ownership but represent a verifiable, indivisible digital asset in accordance with Swiss and EU regulatory requirements.

The first *icologram®* NFT was issued in 2019, featuring classical music legend Maestro Philippe Entremont. This inaugural issuance marked a pivotal moment in cultural preservation, leveraging blockchain to safeguard artistic legacies. Future collections will include other iconic artists, educators, and public figures, offering collectors the opportunity to support and preserve human heritage in its most immersive form.

**Key characteristics of icologram® NFTs**

- **Provenance & authenticity:**
  - Each NFT is minted with immutable metadata verifying origin, license terms, and ownership history.
  - Licensing terms are stored on-chain, ensuring permanence and legal enforceability.
- **Exclusive rights & access:**

  - NFT holders are granted usage rights based on a clear license framework (e.g., personal, commercial, institutional) embedded within smart contracts.
  - Ownership may include access to immersive experiences such as AR/VR performances, exhibitions, or archival content.

- **Scarcity & value:**
  - NFTs are issued in limited series to preserve rarity and long-term value.
  - Editions such as the Entremont release (3,000 units) set the standard for future scarcity-based models.

**NFT marketplace strategy**

To maintain compliance and ensure market reach, *icologram®* will prioritize NFT platforms that support KYC and licensing enforcement. Partnerships with premium marketplaces will be limited to those that meet regulatory standards.

**Platforms currently under consideration include:**

- OpenSea (KYC-enabled private listings)
- Nifty Gateway (Fiat access and compliance)
- A curated whitelist of Swiss-compatible marketplaces (pending legal validation)

In parallel, *icologram®* plans to develop its own native marketplace, focused exclusively on legally structured digital licensing. This platform will emphasize:

- Rights-based NFT trading (not fractional ownership)
- Smart contract-enforced licensing tiers
- Verified buyers and compliant asset transfer

**NFT pricing and release model**

Future releases will vary in price based on production costs, rights attached, and market segment. Early drops may include:

- Institutional editions (e.g., museums, orchestras)
- Public editions for fan and educational access
- Premium editions for private collectors

All pricing and tiering will reflect the costs of production, legal rights clearance, and long-term archival value, rather than speculative utility.

**Revenue model**

*icologram®*'s NFT revenue model includes:

- **Primary sale royalties:** A commission on direct sales, aligned with industry standards.
- **Secondary market royalties:** Ongoing royalty payments enforced by smart contracts to rights holders and studios.
- **Platform fees:** Transaction fees for legal validation, licensing verification, and support.

### Market insights and growth potential

The volumetric NFT sector continues to gain traction within the art, education, and performance industries. Unlike speculative collectibles, *icologram®* targets high-value use cases involving cultural preservation, educational content, and immersive media. Legal-first structuring and real-world partnerships position the project at the forefront of sustainable Web3 innovation.

### Clarifications and finalization notes

1. Fractional ownership is not permitted to avoid security classification; revenue sharing may occur via smart contracts only.
2. Cross-chain compatibility may be explored in future phases, but will not compromise legal enforceability.
3. Licensing tiers (Personal, Commercial, Institutional) will be standardized and encoded on-chain.
4. Curations of NFTs (e.g., musicians, cultural icons) will align with archival and educational goals.
5. Dynamic content updates must be legally pre-approved and bound to the original licensing contract.

This section reflects the legal framework validated by regulatory counsel and ensures ongoing compliance with Swiss and EU digital asset laws.

# 7 Community and governance

## 7.1 Distributed Governance Framework (DGF): empowering the *icologram®* community

The *icologram®* platform adopts a **Distributed Governance Framework (DGF)**, designed to align with Swiss regulatory compliance and avoid the classification of icolocoin® ($OLO) as a security. This governance model empowers token holders to participate actively and transparently in shaping the platform's strategic direction without incorporating staking or passive income mechanisms.

### Key elements of the governance model

#### Proposal creation and submission

- Token holders meeting a predefined minimum threshold of $OLO tokens can submit governance proposals.
- Proposals may include feature improvements, licensing structure adjustments, partnership initiatives, and community treasury allocations.

#### On-chain voting

- Governance proposals are approved via token-weighted on-chain voting, directly proportional to the $OLO holdings of participants.
- Voting rights remain utility-driven and do not grant passive financial returns.

#### Delegated participation

- Holders may delegate their voting power to trusted representatives, ensuring informed and efficient decision-making.
- Delegation is transparent and revocable at any time, fostering accountability.

#### Community treasury

- A dedicated treasury, funded by transaction fees and marketplace revenues, supports community initiatives, platform enhancements, and marketing campaigns.
- Treasury allocations require approval through governance voting, reinforcing transparency and community oversight.

#### Transparency and compliance

- All governance processes, including voting outcomes and treasury management, are transparently recorded on-chain, ensuring auditability.
- Regular compliance reviews and regulatory audits are conducted to ensure adherence to Swiss and international legal frameworks.

### Benefits of icologram®'s governance model

- **Transparency:** All governance actions are publicly recorded, maintaining full accountability.

- **Community engagement:** Token holders directly influence the platform's development, promoting deeper engagement.
- **Regulatory alignment:** Carefully structured governance mechanisms avoid classification of $OLO as a security.
- **Operational efficiency:** Smart contract-based execution streamlines governance implementation.

**Challenges and mitigation strategies**

- **Participation levels:** Encouraging active involvement through transparent communication and clear incentives.
- **Governance scalability:** Periodic review and adaptation of the governance framework to accommodate community growth.
- **Security:** Regular audits and decentralized governance mechanisms mitigate risks of manipulation and centralization.

**Future enhancements**

- Exploration of cross-chain governance models to broaden community participation.
- Development of decentralized forums for comprehensive proposal discussions before formal submission.
- Integration of compliant AI tools to assist governance processes with data-driven insights.

## 7.2 Community engagement strategy

Building a robust community is central to *icologram®*'s vision. The platform fosters active participation through tailored incentive programs, educational initiatives, and strategic partnerships.

**Incentive programs**

- Token-based incentives for active community participation, governance voting, and user referrals.
- Exclusive early access to new features, premium content, and special events for engaged members.

**Interactive platforms**

- Active presence on platforms like Discord, Twitter (X), and Instagram for diverse community engagement.
- Dedicated forums for idea exchange, feedback collection, and user-generated content promotion.

**Education and onboarding**

- Comprehensive guides, multilingual resources, and interactive webinars facilitate user onboarding.
- Regular virtual events featuring industry experts and artists to deepen community knowledge.

**Strategic partnerships**

- Collaboration with influential artists, cultural institutions, and global ambassadors to expand community reach.
- Community-driven initiatives, grants, and projects that align with *icologram®*'s vision.

**Feedback and iteration**

- Regular community polls, surveys, and beta testing programs to continuously refine platform offerings.
- Transparent feedback loops ensuring user insights significantly influence strategic decisions.

**Future community enhancements**

- Ambassador programs to amplify global community representation.
- Metaverse integrations for immersive community experiences.
- Community-driven funding mechanisms for grassroots projects and initiatives.

# 8 Licensing and legal framework

*icologram®* has established a licensing and legal framework that ensures full compliance with Swiss and international law while supporting the secure monetization and management of digital human assets. This framework is shaped by the latest legal interpretation of NFTs and payment tokens and integrates smart contract automation to guarantee transparency, legal enforceability, and content creator protection.

## 8.1 Intellectual property rights and legal structure

*icologram®* NFTs represent autonomous digital property titles—not securities or representations of underlying rights. This ensures that each NFT exists as an independent digital asset, aligned with legal requirements under Swiss law and FINMA guidelines.

**Key legal principles:**

- **Audiovisual works:** Each icologram® is recognized as an audiovisual work containing two categories of rights:
  - **Copyright (droit d'auteur):** Protection of the *icologram®* as a visual and audio work.
  - **Neighbouring rights (droits voisins):** Protection of the artist's interpretation and performance that are fixed in the *icologram®* and the producers' rights to the visual and audio recording of the audiovisual work fixing the *icologram®* .
- **Explicit rights assignment:** Rights must be transferred contractually before an NFT is issued. Prior to the production of each *icologram®*, studios enter into agreements with content creators and, as the case may be, with their labels. These agreements address the clearance of all necessary rights in the audiovisual performances captured in the *icologram®*, including performance neighbouring rights, copyrights and personality rights, for the creation of the *icologram®*. Such agreements govern the relationship between studios and content creators for the creation and distribution of the *icologram®*.
- **One NFT = One right:** To avoid regulatory ambiguity, each NFT encapsulates a unique right. In cases where both copyright and related rights apply, two NFTs may be issued to represent each category separately. For instance, the platform allows the deployment of two complementary NFTs using the Company's standardized smart contract templates:

  1) The Copyrights NFT that inscribes the copyrights protecting the *icologram®* (audio visual work) on the blockchain. This NFT embeds comprehensive licensing terms within its smart contract and metadata, defining the scope of the license granted to NFT holders to use the *icologram®*. This NFT embeds licensing terms within its smart contract and metadata, defining the rights granted to NFT holders, such as use, reproduction, distribution, display, public performance, broadcasting, and creation of derivative works subject to specified restrictions.

  2) The Neighbouring Right NFT that inscribes the neighbouring rights on the blockchain (performance neighboring rights and producer neighboring rights). This NFT embeds master licensing terms governing the rights granted to NFT holders, such as reproduction, exploitation, making the work available on-demand, and commercial use of the master.

*Example:* For streaming rights to a digital performance of Philippe Entremont, both the audiovisual (image + sound) of the *icologram®* and performance and producer's rights on the fixation must be acquired through two NFTs.

## 8.2 Smart contract-based licensing

Licenses are embedded within the NFTs through on-chain smart contracts. These encode:

- Permitted use cases: personal, commercial, or institutional.
- Time restrictions: e.g., perpetual, renewable, or per-event.
- Geographic limitations: regional access enforcement through geo-fencing and wallet whitelisting.
- Revocation conditions: smart contracts enforce automatic access denial upon license expiry or violation.
- Manual revenue redistribution: royalties are distributed only when the user manually activates the payment. This avoids the classification of the platform as an investment product or fund.

## 8.3 Standardized license tiers

*icologram®* provides multiple license types, each with a corresponding smart contract:

- **Personal Use:** Private enjoyment with no redistribution or resale rights.
- **Commercial Use:** Marketing, events, and monetized exhibitions, with revenue-sharing enabled.
- **Institutional Use:** Educational, archival, or museum-based usage. Suitable for universities, cultural venues, and historical preservation.

Each license is a discrete contract and may be represented by a unique NFT to ensure legal clarity and usage control.

## 8.4 Licensing integrity and compliance enforcement

To protect both creators and rights holders, *icologram®* enforces the following:

- **Whitelisting & KYC:** Only pre-approved wallets may access certain NFTs. This is essential for leasing models and compliant commercial use.
- **Revocable licenses:** Access is automatically revoked if conditions are breached.
- **Smart contract penalties:** Malicious use or fraud triggers financial penalties or NFT suspension.

For high-value NFT sales (CHF 10,000–20,000), identity verification is mandatory under AML laws. *icologram®* works with compliance officers (e.g., SOFIT, PolyReg) to implement these checks.

## 8.5 Legal compliance and international regulations

*icologram®* adheres to the following legal frameworks:

- **Swiss law (FINMA):**
  - icolocoin® is strictly a hybrid utility and payment token.
  - No DAO; instead, a Distributed Governance Framework (DGF) is used.
  - NFTs must not imply underlying value—only represent ownership and usage rights.

- **GDPR and CCPA:** Compliance with data protection standards and legal frameworks.
- **Copyright conventions:** Berne Convention, DMCA, and international IP frameworks.

## 8.6 Platform terms and user education

All users must agree to the terms of service, which are enforced via:

- Standardized licensing agreements embedded in NFTs.
- Educational materials explaining rights and obligations.
- Platform UI safeguards to prevent unauthorized usage or sublicensing.

## 8.7 Future-proof legal roadmap

To stay ahead of regulatory changes, *icologram®* is:

- Submitting a FINMA compliance letter for icolocoin®.
- Working with legal partners to draft:
  - NFT license contracts.
  - Platform terms and conditions.
  - Smart contract clauses for revocation, distribution, and updates.
- Exploring options for Decentralized Identity (DID) integration to reinforce identity verification.

# 9 Market analysis

## 9.1 Industry trends: NFT and digital content markets

The Non-Fungible Token (NFT) and digital content markets are experiencing substantial growth, driven by technological advancements, changing consumer behaviors, and innovative applications across sectors including entertainment, education, and cultural heritage. Below is a detailed analysis supported by validated industry statistics and recent projections.

1. **NFT market growth and outlook**
    - **Market expansion:** The global NFT market is projected to grow significantly, reaching between USD 125.6 billion and USD 211.72 billion by 2028–2030, with estimated Compound Annual Growth Rates (CAGR) ranging from approximately 10.3% to 34.1% (Grand View Research, Straits Research, Brand Essence Research, SkyQuest Technology). This variability highlights the market's strong growth potential alongside inherent volatility and uncertainty.
    - **Regional growth dynamics:** While North America currently leads in market share, the Asia-Pacific region is recognized as the fastest-growing region due to accelerating digital adoption, a growing gaming audience, and rising disposable income levels, indicating significant future growth opportunities.
2. **Real-world asset tokenization**
    - There is a marked trend towards tokenizing tangible assets, including real estate, luxury goods, and intellectual property rights, thereby enhancing liquidity and accessibility in traditionally illiquid markets. This trend aligns conceptually with icologram's strategy of creating blockchain-linked digital representations of real-world subjects for authenticity and provenance purposes.
3. **Digital content creation market**
    - **Market valuation:** The global digital content creation market was valued at approximately USD 32.28 billion in 2024 and is projected to grow at a CAGR of around 13.9% from 2025 to 2030 (Precedence Research). Similarly, Grand View Research projects growth from USD 23.36 billion in 2022 to USD 77.67 billion by 2030, demonstrating robust and consistent market expansion.
    - **Content marketing industry:** The content marketing industry continues to expand significantly, driven by substantial investments in digital strategies, video content proliferation, and increasing reliance on personalized and engaging content experiences.
4. **Technological influences on content creation**
    - **Artificial Intelligence (AI):** AI integration into content creation is rapidly accelerating, enabling more personalized, automated, and efficient content workflows. However, this also increases competition from synthetic media alternatives, reinforcing the importance of verified authenticity for premium content.
    - **Augmented Reality (AR) and Virtual Reality (VR):** AR and VR technologies are growing swiftly, significantly boosting user engagement and demand for immersive, high-quality content. Volumetric video, central to icologram's offering, directly benefits from this increased market interest.
5. **Content consumption shifts**

- **Dominance of short-form video:** Short-form videos continue to dominate social media, with 93% of marketers acknowledging their effectiveness in customer attraction. While volumetric video assets are data-intensive, adapting them into engaging, bite-sized formats can leverage this trend effectively.
- **Streaming services growth:** Continued growth in streaming platforms like Netflix underscores a sustained consumer preference for digital streaming over traditional broadcast, aligning well with the distribution capabilities of immersive digital content.

6. **Regulatory impacts and platform dynamics**
   - Ongoing regulatory developments, including potential restrictions on platforms like TikTok, could significantly redistribute user attention and advertising revenue. This highlights the importance of decentralized, robust content distribution mechanisms such as blockchain-based solutions offered by icologram.

## 9.2 Competitive landscape and icologram's strategic differentiators

The market for holographic and digital human representation technologies includes various players with distinct technological focuses. The following assessment clearly identifies direct competitors and strategically relevant entities, positioning icologram effectively within this landscape.

**Direct competitors**

- **Volumetric video capture providers** such as Metastage, Microsoft Mixed Reality Capture Studios, 8i, and Canon Volumetric Video Studio represent direct competition in high-fidelity digital human capture. These companies compete primarily on capture quality, production efficiency, and content integration.
- **Digital human and avatar platforms** including Unreal Engine's MetaHumans, Synthesia, and Ready Player Me, present alternative solutions focused on AI-driven or scanned avatars, competing on scalability, cost, realism, and ease of use.

**Adjacent competitors**

- Companies like MicroCloud Hologram, Holoriser, and Virtual On primarily provide display solutions or holographic technology services. While influential, their emphasis on display and projection technology places them in adjacent rather than direct competitive positions relative to icologram's core offerings.

**Strategic market forces**

- Major technology firms (Meta, Apple, Google, Microsoft) heavily investing in AR/VR, AI-driven digital humans, and metaverse infrastructures represent strategic market influences that could significantly shape future competitive dynamics and industry standards.

**icologram's key differentiators**

icologram distinguishes itself through specific strategic advantages:

- **Blockchain-integrated authenticity:** icologram uniquely integrates high-fidelity volumetric capture with blockchain technology to ensure verifiable authenticity and provenance of digital human assets, directly addressing rising market concerns regarding AI-generated synthetic media and deepfake content.

- **Precision and quality in digital twins:** icologram prioritizes capturing nuanced, precise digital representations of real individuals, exceeding typical realism achieved by AI-generated avatars and providing exceptional authenticity for high-value use-cases.
- **Artist-centric ecosystem:** icologram empowers artists and creators through transparent blockchain-based monetization models, clear rights management, and direct audience engagement, enhancing creative control and financial incentives.
- **Comprehensive dual-token ecosystem:** The integrated ecosystem of icologram NFTs and icolocoin utility tokens facilitates transaction efficiency, incentivizes participation, and supports a vibrant community, although this model demands careful management to mitigate cryptocurrency volatility and regulatory risks.

## 9.3 Strategic market alignment and opportunities

The alignment between market trends and icologram's strategic model reveals clear opportunities:

- High market demand for authentic, immersive AR/VR experiences strongly supports the growth and adoption of icologram's volumetric video assets.
- Increasing concerns about digital authenticity provide a powerful market incentive for blockchain-integrated solutions.
- The evolving creator economy and digital content marketplace present fertile ground for the artist-centric and blockchain-driven model offered by icologram.

However, significant challenges must be navigated, including technical complexity, adoption barriers for volumetric video, regulatory uncertainty around NFTs and digital assets, and competitive pressures from cheaper, AI-driven alternatives.

In summary, icologram is strategically positioned within a rapidly evolving market characterized by strong growth, significant innovation, and clear demands for authenticity and immersive experiences. Successfully addressing identified challenges, clearly articulating its unique value propositions, and effectively leveraging market opportunities will be critical to achieving sustainable competitive advantage and market leadership.

# 10 Team & advisors

### Core team

- **Pierluigi Christophe Orunesu – CEO**
  Visionary entrepreneur and founder of several successful start-ups, including the Eurolactis group in 2008. Pierluigi provides strategic leadership and in-depth expertise in digital innovation.
- **Raphael Hardrick – CFO**
  Founding member of Cybel'Art SA, Raphael brings extensive experience as a director and administrator of financial groups and investment funds. He ensures strategic and rigorous financial management.
- **Xavier Lebrun – COO**
  IT company director with a background in developing innovative solutions for large enterprises. Xavier aligns cross-functional teams and drives complex projects from ideation to execution.
- **David Zbinden – Marketing Manager**
  Digital strategy expert responsible for developing and optimising the digital ecosystem of Cybel'Art SA. His skills in integrated marketing and SEO enhance the company's market impact.
- **Vincent Willommet – icologram® 2D**
  Technological artist renowned for his work on prestigious icologram® projects. His creative approach adds artistic depth to our technological solutions.
- **Charly Mancel – Product Owner Web3**
  Expert in blockchain technologies, Charly leads the development of our Web3 solutions, ensuring seamless integration of digital trust technologies into our ecosystem.
- **Philippe Font – Head of Real Illusions (certified partner since 2023)**
  Multi-platform XR developer specialised in immersive experience design across various extended reality platforms.

# 11 Security and Risk Management

Protecting user data and digital assets within the *icologram®* ecosystem is paramount, given the sensitive nature of volumetric video content and blockchain transactions. icologram® employs comprehensive security measures aligned with global best practices and strict regulatory compliance.

### Data Protection and Privacy

- All user information and digital assets are secured using AES-256 encryption and decentralized storage solutions like IPFS and Internet Computer (ICP), guaranteeing data immutability and resilience.
- Compliance with GDPR, CCPA, and international privacy standards ensures users maintain control over their data, including rights to access, rectify, and erase their personal information.

### Platform and Smart Contract Security

- icologram®'s smart contracts undergo regular independent security audits and formal verification to identify and mitigate vulnerabilities.
- Robust authentication mechanisms, including Multi-Factor Authentication (MFA) and Role-Based Access Control (RBAC), provide secure and controlled access to the platform.
- AI-powered real-time monitoring identifies suspicious activities, enabling rapid incident response.

### Regulatory Compliance

- icologram® adheres strictly to FINMA guidelines, ensuring the icolocoin® is classified as an hybrid payment and utility token, explicitly avoiding staking, fractional ownership, and yield mechanisms that could trigger security regulations.
- .icolo SA will become a member of a self-regulatory organisation (SRO).
- Mandatory Know Your Customer (KYC) and Anti-Money Laundering (AML) checks are enforced for high-value NFT transactions above CHF 10,000–20,000.

### Incident Management

- A responsive incident management framework ensures rapid detection, containment, and resolution of security breaches, including transparent user communication and remediation protocols.
- Regular penetration testing and internal audits reinforce continuous platform integrity and risk mitigation.

### Risk Mitigation Strategies

- Ongoing monitoring of regulatory developments, particularly in Switzerland, the EU (MiCA), and the US, ensures proactive compliance.
- Diversified revenue streams and contingency planning mitigate risks from market fluctuations.

- Decentralized, cryptographically secure bridges reduce risks associated with centralized custodial solutions.

### Future Security Enhancements

- Exploration of decentralized identity (DID) solutions, quantum-resistant cryptography, and AI-driven threat intelligence are planned to continuously strengthen the security posture and anticipate emerging threats.

# 12 Conclusion

### Recap of icologram®'s value proposition and industry impact

*icologram®* represents a pioneering fusion of art, technology, and blockchain, offering a unique solution to preserve and commercialize digital human experiences through volumetric video and NFTs. By creating hyper-realistic digital twins of artists, educators, and cultural icons, icologram® revolutionizes the way content is created, owned, and distributed.

The core value proposition of icologram® includes:

1. **Authenticity and immortality:** Capturing real human essence with unmatched fidelity, ensuring individuals' legacies live on forever in the digital realm.
2. **Ownership and monetization:** Leveraging blockchain to guarantee transparent ownership, seamless licensing, and automated royalty distribution, empowering content creators and businesses.
3. **Global reach and accessibility:** Enabling audiences worldwide to engage with digital humans in ways never before possible—through VR/AR experiences, live-streamed performances, and educational content.
4. **Secure and transparent transactions:** Blockchain integration ensures that all transactions related to icologram® NFTs, such as sales, licensing, and royalties, are immutable and verifiable, building trust among stakeholders.
5. **Multi-sector applications:** icologram®'s technology extends beyond entertainment, with potential applications in education, healthcare, heritage preservation, and corporate training.

By bridging the gap between traditional performance arts and cutting-edge digital experiences, icologram® positions itself at the forefront of the evolving immersive digital content industry, poised to capitalize on the growing demand for authentic and interactive digital experiences.

### Call to action: engaging stakeholders for participation, investment, and collaboration

icologram® invites stakeholders—investors, content creators, cultural institutions, and technology partners—to become part of an innovative journey that redefines digital ownership and interaction.

#### For investors

- **Unique market potential:** Tap into the rapidly expanding volumetric video and NFT space, projected to grow significantly in the coming years.
- **Sustainable revenue model:** Benefit from multiple revenue streams, including NFT sales, licensing fees, and subscription-based services.

#### For content creators and studios

- **Monetization opportunities:** Unlock new revenue streams by creating, licensing, and distributing high-quality icologram® NFTs.
- **IP protection:** Ensure transparent and immutable record-keeping of ownership and licensing terms.

- **Global exposure:** Reach a worldwide audience via VR/AR platforms and Web3 marketplaces.

**For strategic partners**

- **Collaborative opportunities:** Join forces to enhance technology capabilities and expand the ecosystem.
- **Customization potential:** Adapt icologram® solutions for various industries such as healthcare, education, and live events.
- **Brand visibility:** Leverage icologram®'s innovative positioning to align with forward-thinking digital initiatives.

*icologram®* is committed to fostering a vibrant and engaged community, empowering stakeholders with tools to innovate, create, and monetize content in an evolving digital landscape. Now is the time to be part of this revolutionary movement, shaping the future of volumetric video and blockchain-powered digital assets.

**Get involved today**

- Visit our official website: `www.icologram.com`
- Follow us on social media: Twitter, Discord, and LinkedIn.
- Reach out for collaboration inquiries and investment opportunities.

**icologram®** is poised to become a market leader in digital human representation, offering a secure, transparent, and immersive way to interact with digital content. Let's shape the future together.

# 13 Appendices

## Glossary

**icologram®** A contraction of "icon" and "hologram," an icologram® represents the digitalization of a living artist or high-level educator. It is both a digital human asset and an NFT, combining advanced volumetric video technology with blockchain certification to create a unique and interactive digital twin. Each icologram® NFT includes licensing terms such as royalties and ownership, ensuring transparent and secure usage rights within the ecosystem.

**icolocoin®** An ERC-20 token serving as the currency of the icologram® ecosystem. It powers key transactions such as minting and paying for NFT-related services, including royalties. icolocoin® also enables governance with weighted voting, and incentivized participation, forming a robust economic layer for the platform.

**OLO Web App** The primary interface for accessing and interacting with the icologram® ecosystem. The app allows users to view, play, and trade icologram® NFTs, as well as participate in governance. In its optimal form, the app also integrates VR/AR features for immersive experiences and offers social and gamified interactions to foster community engagement.

## References

A complete list of all sources, research, and data referenced in this document can be found upon request.

## Press coverage

Cybel'Art has garnered significant international media attention and is consistently positioned as a pioneer merging art and technology. This coverage underscores market validation and investor confidence.

### Key media mentions

- Jan 16, 2025 – *The Times (UK)*: Geneva Orchestra Brings Classical Music to Virtual Reality
- Jan 13, 2025 – *RTS (CH)* – Audio: Virtual Hall: First XR App for Live Arts
- Jan 31, 2025 – *The Classical Station (US)*: OSR Brings VR to Classical Audiences
- Jan 16, 2025 – *The Engineer (UK)*: Immersive Orchestral VR App Launch
- Feb 11, 2025 – *El País (ES)*: OSR Moves Forward with VR, Keeps Real Experience Alive
- Jan 31, 2025 – *Le Temps (CH)*: Se glisser au cœur de l'orchestre grâce à la réalité virtuelle
- Jan 28, 2024 – *Le Temps (CH)*: À Genève, l'OSR léger comme un hologramme
- Apr 20, 2022 – *RTS (CH)* – Audio: Forum des Idées: Inventing the icologram®
- Apr 3, 2021 – *Le Temps (CH)*: L'hologramme comme archive musicale
- Nov 6, 2021 – *Le Temps (CH)*: À Genève, l'OSR léger comme un hologramme
- Dec 31, 2019 – *SWI Japan (JP)*: World First: Live Piano Performance as Hologram
- Dec 17, 2019 – *Radio Classique (FR)*: Philippe Entremont : 1er artiste classique vivant à disposer

de son hologramme

- Dec 14, 2019 – *Le Figaro (FR)*: Le pianiste Philippe Entremont , 85 ans, premier artiste vivant à enregistrer son hologramme

**Analysis**

- **Innovation leadership:** Consistent "world premiere" achievements, including the first holographic classical artist and the first symphonic hologram concert.
- **Strategic collaborations:** Partnerships with Philippe Entremont , Henri Dès, and OSR validate credibility and production capacity.
- **Technological advantage:** The icologram® protocol is highlighted as a core proprietary asset.
- **Market positioning:** Media place icologram® in the context of metaverse and XR trends (e.g., ABBA's VR concerts).

### Strategic collaborations

| **Partner** | **Project** | **Key highlight from media coverage** | **Investor significance** |
|---|---|---|---|
| OSR* | Virtual Hall VR App | First public mobile VR app for immersive symphonic experience | Demonstrates ability to scale and deliver for prestigious institutions |
| OSR* | Hologram Concert | First holographic symphonic concert ("Pictures at an Exhibition") | High-fidelity production capacity for cultural partnerships |
| Philippe Entremont | Pioneering Hologram | First living classical artist recorded as a hologram | Positions Cybel'Art as tech innovator in the classical art space |
| Philippe Entremont | Holographic Will | First holographic will in cinema history | Demonstrates broader use cases (legacy, legal) |
| Henri Dès | Hologram for Virtual Posterity | Beloved children's idol aiming for virtual legacy | Emotional and commercial appeal to multi-generational audiences |
| Fondation Téléthon Action Suisse | AR Social Impact Project | Collaboration on an AR campaign | Cross-sector capability and social relevance |

* *OSR: Orchestre de la Suisse Romande*