

# Next-generation entertainment platform for Virtual Humans



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# 1. Introduction

Zexicon is a project that digitally implements artists, the most analog element in the entertainment industry. With the rapid development of the graphic environment, the application area of digital humans is expanding beyond games, movies, and entertainment to various industries such as public relations, distribution, education, healthcare, and manufacturing.

Human-like digital humans are expected to play a role as a point of contact for services that can be more convenient and friendly in the metaverse environment, and are generally used as avatars representing humans. As the metaverse service, where virtual and real converge, is spreading, the field where digital humans are used is increasing, and the cases of independent personalization in the form of self-reliance rather than a proxy role for humans are increasing.

A personalized virtual human is another type of individual who exists in a digital environment and acts like a real human. Zexicon assigns and manages identities to virtual humans that are applied in various forms, and builds a comprehensive entertainer management database by applying contents that virtual humans can utilize. In addition, we focus on enhancing the capabilities of virtual humans by creating digital content in a wide range of genres by activating the community of creators who participate in the creation of applicable content.

Zexicon also introduces and applies entertainment learning AI and develops a virtual AI human that combines it with a virtual human to introduce a truly self-reliant virtual human model. In this series of processes, the block chain creates a new market where digital content and goods transactions are activated by protecting the NFT technology that proves ownership of digital items and the artist's IP and content.

Blockchain technology is already working by our side. The virtual human industry applied with blockchain technology that realizes transparency and efficiency without a centralized institution and NFT technology that enables proof of ownership of digital items will change the paradigm of the entertainment industry and make the development of the industry more efficient and robust.

## 2. The Need for Next-Generation Entertainment

Designing the token economy and governance structure of a blockchain platform is a complex task and cannot be prepared for all variables as the token economy and governance structure is tested under controlled conditions that do not fully reflect reality. It is also noteworthy that despite the blockchain industry being in its infancy, we have yet to see a successful system.

That said, it's hard to tell whether a particular structure or rule works smoothly in practice. Considering all these factors, we also need detailed rules that may need to be changed based on external factors, but we believe it makes more sense to establish basic principles. Zexicon adheres to the principles presented by the existing platform and responds quickly to external changes while aligning our direction with the direction of the participants. It is judged to be a desirable structure of the token ecosystem.

In addition, we want to create a new ecosystem in the entertainment industry through a decentralized blockchain platform in the structural issues of entertainment, such as transparency and profit distribution. The broadcaster's manipulation of votes for national producer programs, which was a major social issue, began with the systemic limitation that a centralized organization could intentionally fully control and control the results of voting. In the entertainment industry, where fandom itself becomes a business model, the blow to trust between fans and agencies threatens the sustainability of the business.

Zexicon is trying to solve problems in the existing entertainment industry through virtual humans. We present a model that grows from star-centered entertainment to content-centered entertainment, and we try to form an existing fandom and expand the fan base through performances, which are the global success factors of K-POP. Zexicon's entertainment builds content power to create a new generation with global market entry and virtual content platform, and creates an era of one-person, one-virtual human following the era of one-person-one-media through a transparent distribution process implemented with blockchain. .

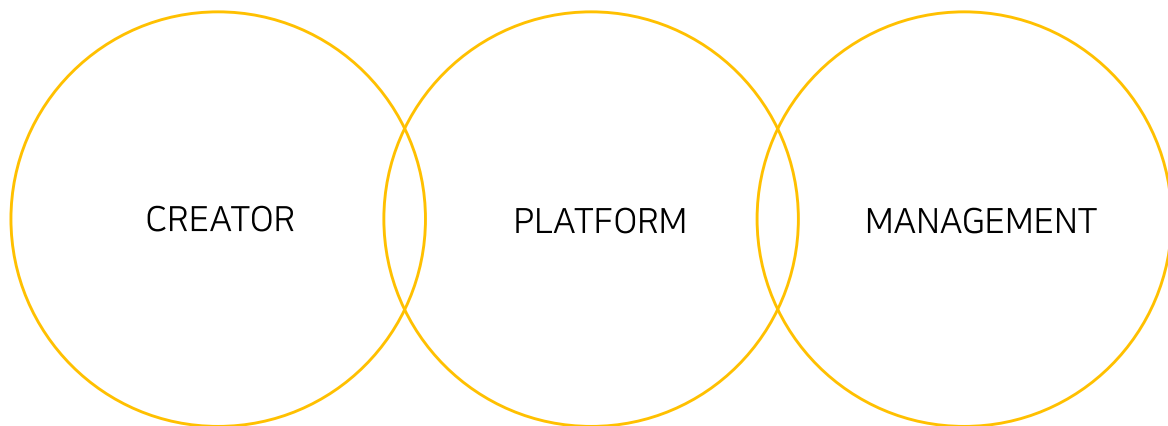
The metaverse environment where the virtual world and the real world coexist will present an opportunity to meet another life of mine. The next-generation entertainment platform will be my second life journey to find a new look.

### 3. ZEXICON PLATFORM

Zexicon is poised to redefine entertainment by providing creators and users with a content platform environment that defines new digital standards for entertainment and allows creativity to thrive in our dynamic digital future.

Zexicon starts with everyone who wants to create digital content without prejudice based on creative thinking. This means that the metaverse should not be owned and operated by a central authority. It should be a world where people are given true ownership and the freedom to express their thoughts without restrictions. All of Zexicon's blockchain projects respect the participation and contributions of all communities and are operated based on the basic spirit of a metaverse that empowers and brings together in a new world.

< ZEXICON Virtual Human Platform Components >



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- 3D graphic design
- digital sound directing
- story directing
- graphic design
- Virtual Human
- Character and cartoon
- video art
- graphic arts

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- L2 Solution
- Smart contract library
- Wallets
- Chain explorer
- Distributed storage
- Bridges
- DAOs
- NFT marketplace

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- Virtual Human Identity
- Brand launch and collaboration
- Digital content management
- PR, Marketing Planning
- Singer, actor, model management
- artist management
- K-POP performance

### 3-1. Virtual Entertainer ZEXI

ZEXI refers to a virtual human being created by Zexicon as an entertainer. ZEXI is registered through NFT issuance, and registered ZEXI works as an entertainer such as a singer, actor, model, and influencer through management. The virtual entertainer ZEXI is made with 3D asset-style hyper-realism modeling that can express delicate and attractive expressions. Virtual personalities (personas) and worldviews tailored to the tastes of the public, including technologies such as motion capture, speech recognition, chatbots, and computer vision, are set.

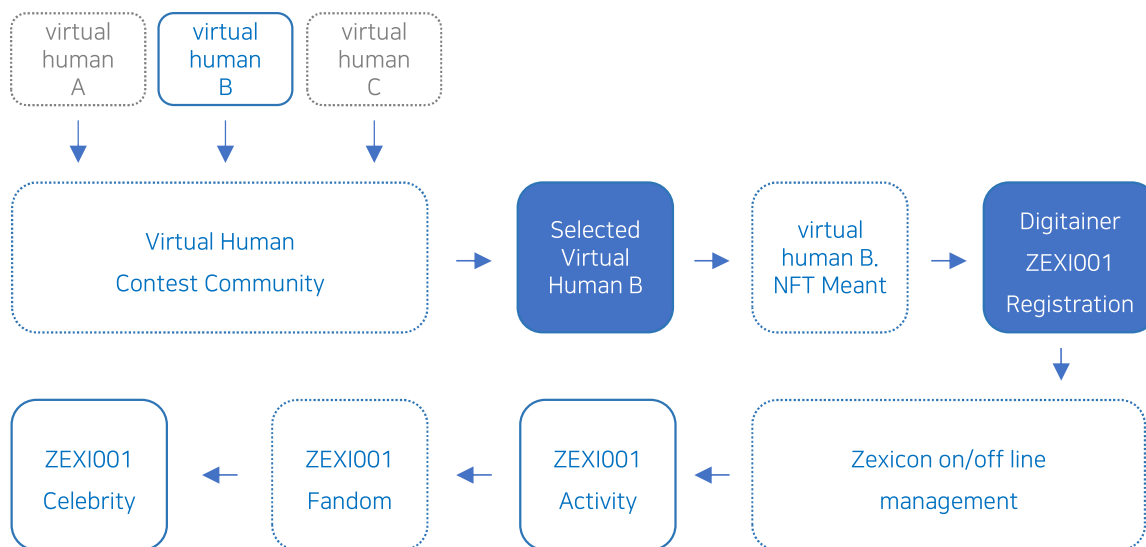
The virtual entertainer ZEXI is produced as immersive content that combines the real world, fantasy, and convenience using AR (Augmented Reality), in which virtual 2D or 3D objects are superimposed and interacted in real space, and is used on performance stages such as performances. ZEXI, who has a virtual personality and worldview, expresses herself in real life through SNS, and can communicate with fans through VR concerts, fan meetings, and AI chats through the metaverse platform.

#### 3-1-1. How to make a virtual human ZEXI

Technological advances for digital human production such as CG, motion capture, and AI and the emergence of cloud-based production platforms significantly improve digital human quality, production efficiency, and accessibility.

- CG: Fast digital human production is possible through 'Realtime Rendering Engine' and '3D Scan'.
  - Real-time rendering engine; Real-time high-quality 3D portrait modeling
  - 3D scan; Scan real people with a 3D camera to quickly create 3D portrait images
- Motion Capture: A technology that tracks the movement of a human body or an object using sensors/infrared rays and records it in digital form.
  - A marker method that tracks movement through a marker, using a sensor Utilize a markerless method, a method of estimating motion with AI based on an image, etc.
- AI: Realizes natural and precise 3D portrait images and movements through image learning through deep learning and improved capture precision, and virtual faces by collecting face data of multiple people.
  - Improved precision of 3D character movement, such as realizing a natural mouth shape synchronized with voice output by automatically performing Rigging/Face Rigging
  - Create a realistic virtual face image by using GAN (Generative Adversarial Network) technology and create a virtual digital human by synthesizing it with the video taken

### < Digitainer ZEXI Selection Process >



#### 3-1-2. Appearance of 'ZEXI'

'ZEXI' is selected through a creator contest. 'Jesse' selected in a contest where creators from all over the world participate will have the nationality of the applicant. The modeling of the selected 'Jesse' is created as a high-quality 3D person with a real-time rendering engine.

Published 'ZEXI' is Zexicon's first virtual idol, a new concept of virtual human combined with various worldviews based on unique creative and production technology such as AI-based virtual human, LED virtual production, and visual special effects (VFX). It is developed with IP.

#### 3-1-3. Activities of 'ZEXI'

The first ZEXI is the basis of the Zexicon character business by developing it into the main character of Zexicon that is representative in all fields, not only in advertising and promotion of Zexicon. We complete the commercialization of characters by promoting collaborations with third parties in various genres and fields.

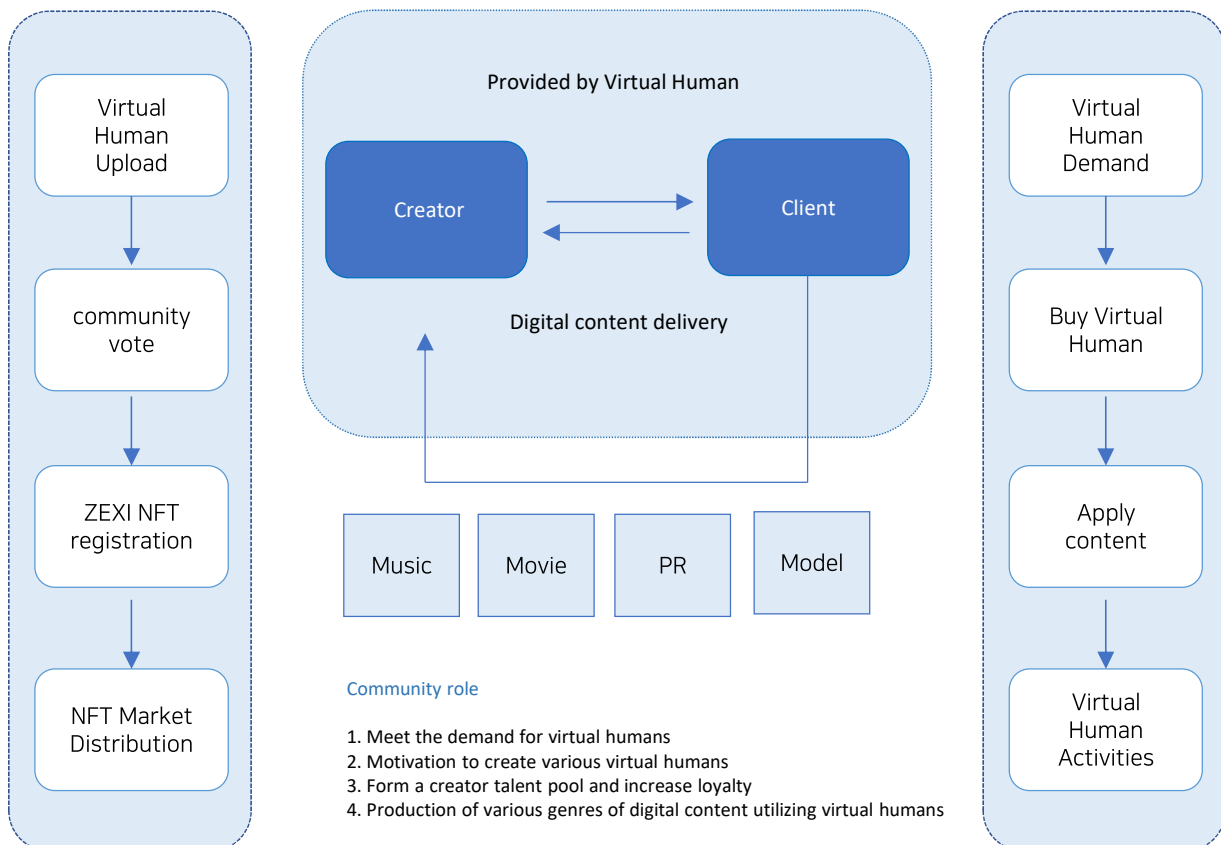
In addition, as an entertainer, he works as an all-round entertainer who participates in the production of content in various genres such as music, drama, movie, and game through singing and acting. Debut as a singer. ZEXI, a virtual entertainer, is launching various collaboration contents with companies and brands in the Americas, Europe, and Asia, starting with the corporate promotion activities of 'Coronet Metals'.

### 3-2. ZEXICON Community

Zexicon community is a web3 dApp linked to the NFT market. It is a digital content market where creators can open a collection of works and receive recognition for their product quality through voting. Points are awarded as a reward for activities to facilitate the creation and distribution of digital content and to lower accessibility.

A certain amount of points is paid according to community activities such as visiting dApp, registering creators, posting creations, and participating in voting. Points held by members can be used for all services implemented in the dApp, such as issuing NFTs, exercising voting rights, paying for items, and participating in crowdfunding.

< Community coverage >





### 3-2-1. community composition

The community is formed with the goal of meeting the demand for virtual human modeling through the registration and sale of creators' creations, securing diversity through competition, and applying it to digital content of various genres. By giving clients who produce digital content of various genres, such as music, videos, promotional materials, and models, the opportunity to produce content with virtual human modeling applied, demand for virtual humans increases and creators can participate. Zexicon Management purchases virtual human modeling registered in the NFT market as needed and contracts with creators to produce 'Digitainer ZEXI' in real-time rendering to produce digital idols.

### 3-3. Virtual Human 'ZEXI' Management

Zexicon Digitainer ZEXI participates in the production of various genres of content such as music, drama, movie, and game. Individual ZEXI releases daily vlogs through social media, maintains activities in reality continuously, and opens content channels accompanied by AI chat to form a fan base. As a musician, he releases KPOP music and participates in MV production.

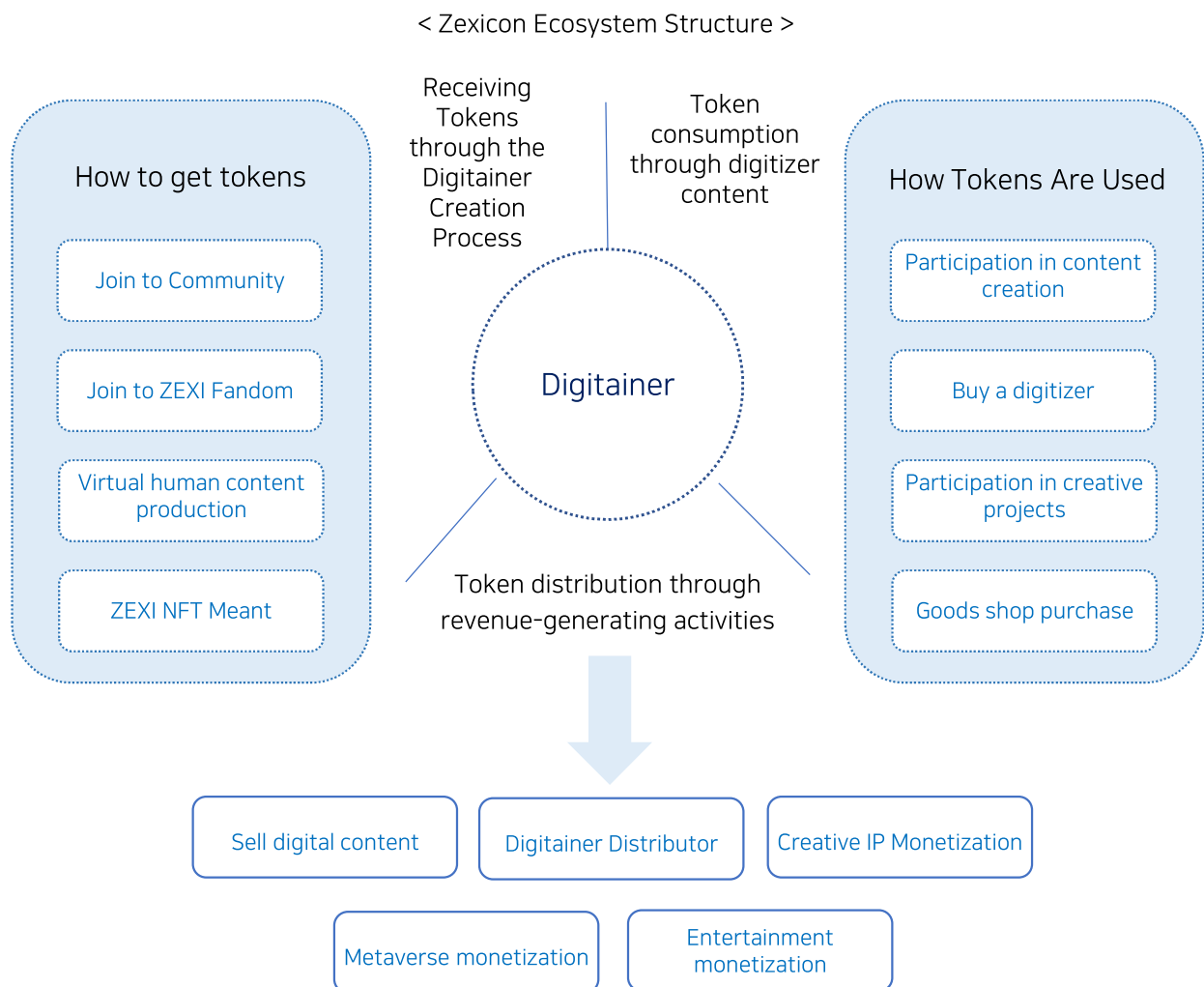
- **Music** – KPOP music production, MV production
- **SNS** – PR and model activities through daily vlogs
- **MOVIE**- short film production composed of virtual humans
- **Metaverse** – Presenting activities on various metaverse platforms



< Virtual and real ZEXICON Management >

## 4. ZEXICON Token Ecosystem

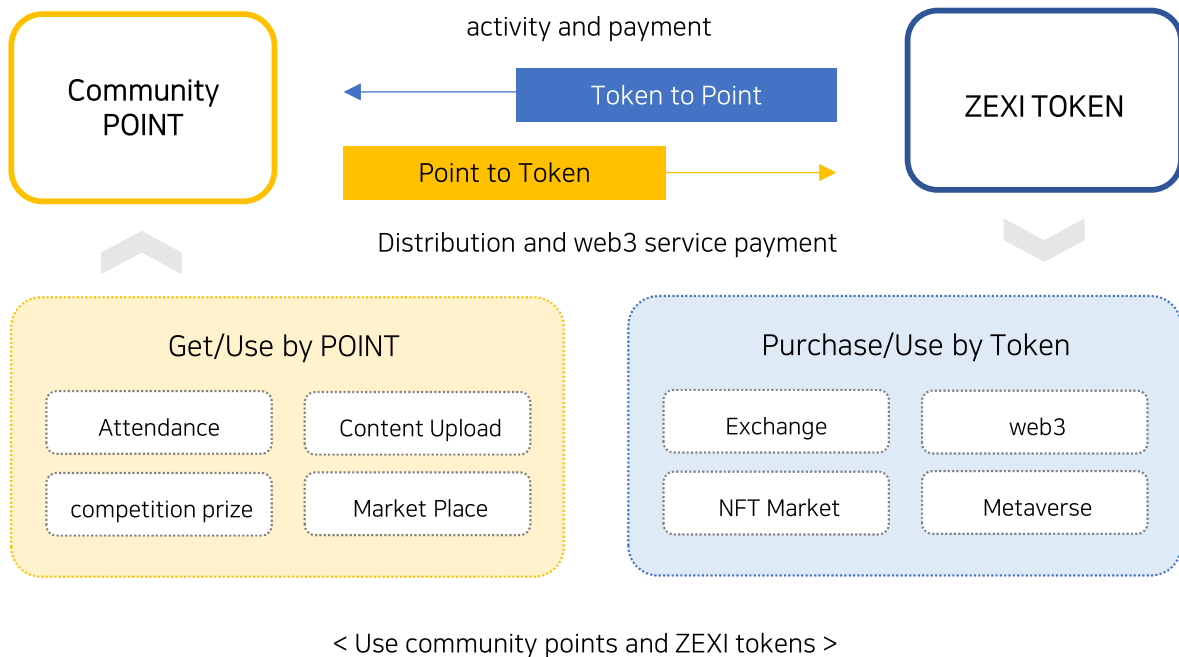
The ZEXI token is a Polygon ERC20-based utility token used on the Zexicon platform and constituting its ecosystem. ZEXI tokens can be acquired in the form of rewards to fans who have contributed to community activation and artist promotion activities, and can be used as a means of payment for voting, purchasing digital items, and consuming content. ZEXI's token economy will continue to improve the value of ZEXI tokens by expanding the use of ZEXI within the ecosystem and designing a structure that can provide additional benefits and benefits in actual use. Zexicon will also create a fully realized digital metaverse ecosystem that crosses the boundaries of the physical and virtual worlds. Arcade, marketplace, business, exchange, community governance, etc. will embrace the token ecosystem.



#### 4-1. Get ZEXI Tokens

Points are given according to the contribution of various activities on the Zexicon platform, such as activities to revitalize the community or promotional activities to secure awareness of artists. Activities to vitalize the community include checking attendance, writing posts, commenting, purchasing items, etc. Activities to secure artist awareness include creating content and promoting artists on other sites.

Points can be exchanged for ZEXI when a certain number of points are accumulated. Points are valued at the same rate as Fiat Currency, and the exchange rate is applied according to the ZEXI market price at the time of exchange. However, from the user's point of view, since it uses the automatic exchange system within the platform, it can be easily exchanged for points without difficult procedures.



#### 4-2. Use of tokens

ZEXI Tokens can participate in Zexicon Social Production. Voting is conducted through the transmission of ZEXI tokens, and the records and results transmitted by the blockchain are permanently stored in the blockchain, which can be publicly verified by anyone, guaranteeing the transparency of voting. In addition, within the Zexicon platform, ZEXI tokens can be used as a payment method for purchasing all products, services, and content. Services where tokens can be used include marketplaces and communities.

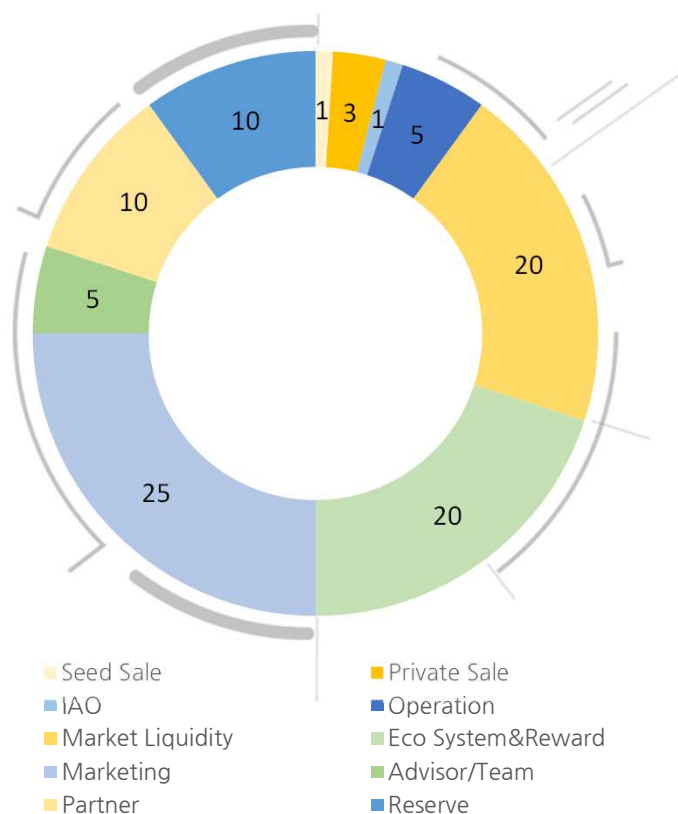
### 4-3. Token mint and Distribution

#### 4-3-1. Token information

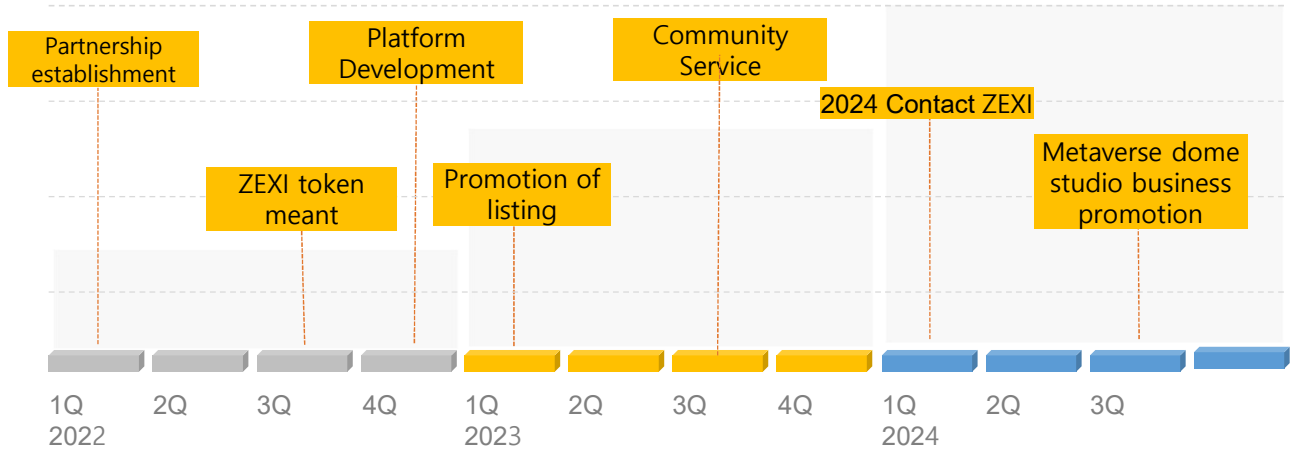
Name	<b>ZEXICON</b>
Ticket	<b>ZEXI</b>
Protocol	<b>MATIC ERC20 (polygon)</b>
Total Supply	<b>990,000,000</b>
Contract	<b>0x0C93709C4389b6eeBdB0a4d3d60092Bb61446382</b>

#### 4-3-2. Token Distribution

Reserve	10%
Partner	10%
Advisor / Team	5%
Marketing	25%
Eco System&Reward	20%
Seed Sale	1%
Private Sale	3%
IAO	1%
Operation	5%
Market Liquidity	20%



## 5. Roadmap



### 2022

- JAN. Established ZEXICON partnership
- APR. ZEXI 3D modeling and content agency partnership
- AUG. Meant of ZEXI tokens (Polygon Matic ERC20)
- SEP. ZEXICON media development, web3 development team operation
- DEC. Announcement of ZEXI 3D modeling

### 2023

- Feb. Promotion of listing on exchanges
  - Lbank, gate.io, Coinbase, bitFlyer, Upbit, etc.
  - Parallel promotion within the top 20 in global trading volume
- APR. Virtual Human 'ZEXI' public activity
- JUN. ZEXICON web3 platform service launched.
- AUG. ZEXI KPOP album release
- OCT. Entertainment AI learning programming design and building AI server
- NOV. Started ZEXICON digital content community service
- DEC. Started metaverse platform 'ZEXICON' service

### 2024

- 1Q. Host of '2024 Contact ZEXI' online performance
- 2Q. Established an online virtual studio and held a virtual human audition
- 3Q. ZEXICON NFT-based metaverse dome performance studio business promotion
- 4Q. Hosted '2024 ZEXI Star Award'

## 6. Team

### **James Cook/ Founder**

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- President, Law of International
- Chairman, Coronet Metals
- Chairman, AlphaOmega Foundation

### **Moon Mee-Hwa / President**

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- CoronetMetals Korea co.,ltd President

### **Chang Soo Lee/ CTO**

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- Ph.D. in Computer Science and Engineering, Seoul Venture University
- Decipher Team Project Deliberation and Evaluation for Engineering

### **Jeong Jong Chel / CPA**

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- Tax Advisor, Export-Import Bank of Korea
- -SAP Korea Advisory Committee

### **Ray Chan/ Head Director**

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- OneAsia(thailand) Founder
- Creamfield Asia CEO
- SIAM Songkran Music Festival Co Founder

### **Sin Min Chel / Head Producer**

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- ZP 1<sup>st</sup> Main Director
- ZP Media Contents Manager

### **JUN KANG / Contents Advisor**

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- CEO, SM entertainment Town Travel
- TV Actor

### **Kim Jeong-Hoon / Financial Advisor**

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- CEO of JHS (JHS Co, Ltd)
- CEO of Mwave Global Co., Ltd

### **Cha seong-kyung / producer**

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- ZP Project Director

## 7. LEGAL NOTICE

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- The distribution or dissemination of this Whitepaper, any part thereof or any copy thereof, or acceptance of the same by you, is not prohibited or restricted by the applicable laws, regulations or rules in your jurisdiction, and where any restrictions in relation to possession are applicable, you have observed and complied with all such restrictions at your own expense and without liability to ZEXI;
- You are fully aware of and understand that you are not eligible to purchase any ZEXI if you are a person from any restricted locations as set forth in the Terms of Service (or equivalent document) of the digital token exchanges where ZENX is listed;
- You have a basic degree of understanding of the operation, functionality, usage, storage, transmission mechanisms and other material characteristics of digital tokens, blockchain-based software systems, blockchain technology and smart contract technology;
- You are fully aware and understand that in the case where you wish to purchase any ZEXI, there are risks associated with digital token exchanges and their business and operations;
- You agree and acknowledge that ZEXI will not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you, including in relation to:
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