

SENSORIUM

White Paper

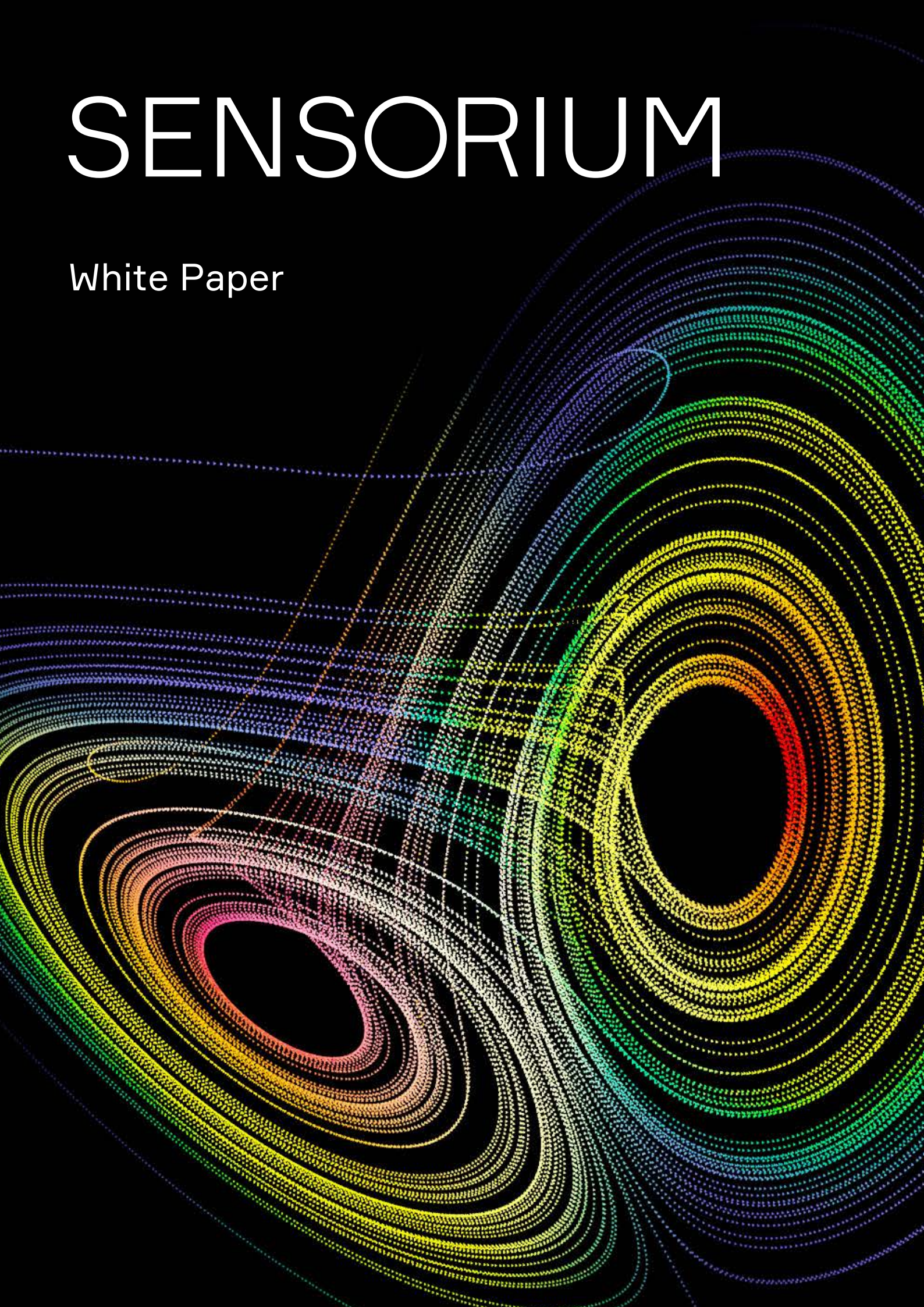


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Glossary

Virtual reality means a world created by technical means, perceived by a person through his or her feelings and corresponding to the criteria of origination, relevance, autonomy, sociality and interactivity.

Singularity means the identity of perception of virtual and real worlds.

Media platform means a global digital aggregator that provides the technological capacity to store, stream and deliver VR content to consumers, and acts as a single hub for interaction between consumers and content producers.

Sensorium brand means an integral and unique image and intellectual property right to the Sensorium trademark, which unites the trademark of the media platform and other services and products of Sensorium Corporation in the global entertainment market.

Content means next-generation VR content, created on the basis of modern innovative solutions that establish the effect of virtual transfer of the viewer to the offline space (e.g. concert, festival), immersion in the atmosphere of the event providing new level of sensation due to high fidelity and authenticity of the experience.

Entertainment and content partners mean world-famous concert and club venues, as well as record labels and artists interested in the development of VR technology who confirmed their willingness to participate in the Sensorium project.

Technological partners mean content producers, providers of streaming and distribution services, developers of VR technologies and socialization systems that establish the process of creating and delivering VR content to consumers.

Sensorium Lab means an R&D center based in Sensorium Hall Moscow focused on experimental products and technological solutions in the areas of augmented and virtual reality, including technologies of VR socialization for verbal and visual communication between consumers within virtual environments.

Streaming of the multimedia content means service that provides real-time streaming of audio/video content over the Internet through buffering and data compression.

Virtual world means an artificially created world built by means of computer technologies.

Social VR means a technology that allows remote users to immerse themselves in the space of the virtual world with the possibility of interactive visual and verbal interaction with the virtual environment, as well as with other users and characters inhabiting the virtual world.

Virtual Reality

in the Entertainment Industry

Problem Statement

Virtual reality is a product of technology and content synergy that is set to bring the identity of perception of the virtual and real worlds, known as Singularity Effect, for the Entertainment Industry customers.

The industry, betting on the technological component of VR, could not provide users with the necessary format and quality of VR content in a timely manner.

Along with the development of technologies, the societal understanding of the boundless possibilities of virtual reality is actively developing. VR technology is at the stage of forming technical solutions, and societal expectations have already been formed by socio-cultural triggers:

- Cinema
 - Matrix
 - Surrogates
 - Avatar
 - Westworld
 - Ready Player One
 - Black Mirror
- Gaming
 - World of Warcraft
 - Minecraft
 - World of Tanks
 - GTA Online
 - Fortnite
- Literature
 - N. Stephenson "Reamde" and "Snow Crash"
 - W. Gibson "Pattern Recognition"
 - V. Pelevin "The Watcher" and "Secret Views of Mount Fuji"

These cultural codes are based on a single format description – a parallel universe, formed by the existing reality, with its own laws of existence and autonomous being.

There is already an expectation of living limitless virtual lives via the constructs of the VR technology. Each virtual life can be seen as a chance to achieve self-actualization and recognition.

The scientific and philosophical community has adopted the following criteria for virtual reality:

Origination – virtual reality is produced by another reality that is external to it.

Relevance – existence at the moment of observation, "here and now".

Sociality – ability to interact in real time with other participants and users.

Interactivity – opportunity to influence the course of events, change scenarios and context, interact with the environment.

Autonomy – presence of own laws of being, time and space.

Introduction of next-generation content to the market that meets the canonical criteria of virtual reality – will open endless opportunities for the entertainment-industry.

Current state of VR in the entertainment-industry:

- **Technology:**
 - High availability (VR helmets, computing power, streaming technologies)
 - Prospect of radical dramatic improvement in 2-3 years (high-speed 5G Internet, virtual retinal monitor, etc.)
- **Content:**
 - Societal expectations raised by socio-cultural triggers (humanities, film and literature) regarding the possibility of VR technology to provide humanity with an alternative to living in a real, cruel and unjust world have shaped the demand for a global product that meets these expectations.
 - Local VR products, available on the entertainment market today, are disappointing for the consumers, as they mostly replicate current disparate entertainment content that does not bring the expected "bright future" any closer.

General Conclusion:

- Makers of VR hardware technologies have significantly outpaced content producers.
- Users have a sufficient number of VR devices (according to various estimates: from tens to hundreds of millions of units) and have formed an unmet demand for actual content.
- The VR content presented in the modern entertainment market does not meet the expectations of the society, as expressed by visionaries, who have formed the society's ideas about the infinite possibilities of the "true" VR technology.
- Virtual worlds are actively used in the game industry, but the bulk of the content in this genre is released in 2D format for viewing on computer screens.

The key problem for the use of VR technology in the entertainment-industry is the lack of a full-fledged content product that meets global audience demand and canonical criteria of virtual reality. A product that can conquer the market must overcome the main drawback of existing technologies, the state of loneliness and social exclusion of the user.

Solution to the Problem

Creation and introduction of entertainment content to the market in the Social VR format - a next-generation product that meets the canonical criteria of virtual reality and global expectations of the target audience.

We present Sensorium Corporation – a technological paradigm created to achieve a breakthrough in the field of entertainment, based on the Sensorium Effect – the synthesis of modern practices of the gaming industry, show business and cinema, embodied in an innovative product – Sensorium Galaxy.

Social VR technology will allow remote users to immerse themselves in the space of the virtual world with the possibility of interactive visual and verbal interaction with the virtual environment, as well as users and characters inhabiting the virtual world.

Social VR enables previously unattainable level of user's emotional immersion in the virtual or broadcasted events.

Product of Sensorium Corporation

Sensorium Global Digital Media Platform is a Social VR content aggregator.

The uniqueness of the Sensorium project is in providing users with the opportunity to communicate with friends and virtual entities in the social virtual world, which is the next step in the evolution of social behavior.

Aggregation of VR content and its streaming into the virtual environment is carried out in partnership with the Redpill VR technology platform.

Content of Sensorium Media Platform

Social VR content of the Sensorium Media Platform is an exciting and ever-expanding virtual universe that is blurring the boundaries between the real world and the virtual world – the space of a boundless matrix the size of human fantasy.

The content is designed to provide interactive access and social communication to remote users in VR and 2D formats.

The concept of Sensorium Galaxy is presented in Annex No. 1.

Mission of Sensorium Corporation

Achievement of a breakthrough in the entertainment industry based on the Social VR technology.

Descriptor of Sensorium Brand

Future of Senses

Objectives of Sensorium Corporation

Creation of Sensorium Galaxy in accordance with the Concept and ensuring its evolutionary development by means of gradual saturation of virtual worlds with content product.

Stage 1

- Content creation for the virtual worlds of Music Planet and Dancing Planet.
- Development of innovative solutions, as well as adoption of existing ones, for the formation of next generation of content in the format of Social VR. The content shall establish the effect of viewer's immersion in the atmosphere of a concert / real-world performance broadcasted in the space of the virtual world, promoting the next level of experience and communication, that is only possible in the space of Social VR.
- Creation of a large-scale library of musical and choreographic content in the Social VR format in cooperation with the entertainment-partners alliance, made up of the world's most acclaimed concert/club/theatre venues and performers, who are also focused on VR technology.
- Provision of global Sensorium Galaxy Media Platform with the rights to broadcast content created in collaboration with the alliance's entertainment platforms.
- Providing distribution and sale of VR content on own and industry-leading platforms, scaling up the audience through the broadcast of content to social media in volumes comparable to the audience of online video streaming.

Stage 2

- Content creation for all the virtual worlds of Sensorium Galaxy (as per Concept).
- Growth of Sensorium community with the help of social marketing tools, strengthening emotional connections, involvement and retainment of the platform's users.

Organizational Structure of Sensorium Corporation

- **Sensorium Corporation,**
- **Sensorium Galaxy Media Platform,**
- **Structure of Sensorium Corporation:**
 - Alliance of Entertainment and Content Partners
 - Sensorium Lab (Annex No. 2)
 - Service technology partners.

Sensorium Corporation

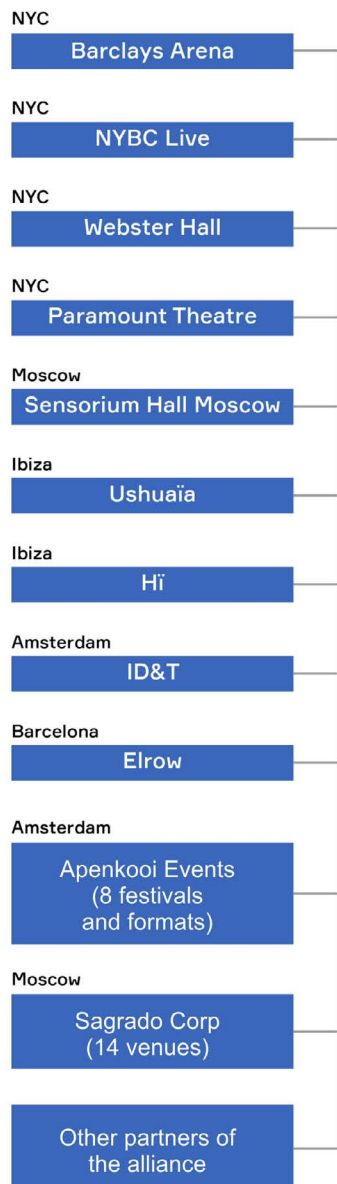
- Name – Sensorium Corporation
- Jurisdiction – Cayman Islands
- Ultimate beneficiary – Mikhail Prokhorov
- The strategic goal of Sensorium Corporation is to increase the capitalization of the Sensorium brand through the development of the Sensorium Galaxy media platform and its services based on the infrastructure of the Corporation.

Sensorium Galaxy Media Platform

- a global digital aggregator that provides the technological capacity to store, stream and deliver VR content to consumers, acting as a single hub for interactions between consumers and content producers.
- The main objective of the Sensorium Galaxy platform is to provide its users with a set of services that include:
 - Download of Social VR Content
 - Access to live streaming, video-on-demand with a complete line of gadgets available to end users (phones, tablets, PCs, game consoles and virtual reality helmets)
 - Participation in various activities on the Sensorium portal.

Flowchart for the Organizational Structure of Sensorium Corporation

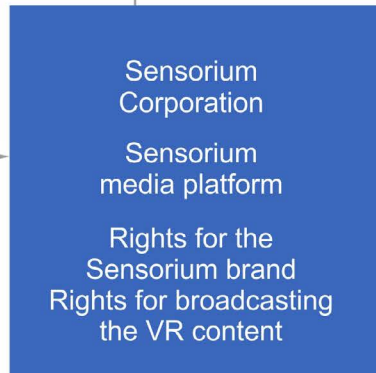
Entertainment partners of the platform



Rights for broadcasting
the content

Media
audience

Streaming
of the content
(SVR, 3D, 360°)



Shares
in the
Company,
27%

Technology partners of the platform

Strategic partner in the
publishing and scaling
of the project

Epic Games
Game engine
Unreal Engine

Creation and streaming
of the Social VR content

Technology
platform
REDPILL VR

Development of avatars,
facial actions

ICONIC ENGINE
by DIGITAL DOMAIN

Development of images
(avatars)

H+ Creative

Creation of the content
(SVR, 3D, 360°)

Independent
creators of the content
(SVR, 3D, 360°)

Application of the AI for
non-linear behavioral
scenarios (avatars)

Temporal Games

Technology for
virtual and
augmented
realities

SENSORIUM LAB
VR/AR Innovation
Center

Project Roadmap



Description of Sensorium Galaxy Media Platform Product

Stage 1. Music Planet, Dancing Planet

Unique Selling Proposition Sensorium Social VR

Artists' performances in club, concert and theater venues broadcast in real-time online and on-demand formats from Sensorium Galaxy virtual environment spaces using Redpill VR (RP) Social Virtual Reality (SVR) technology.

The Social VR technology developed by Redpill VR has been demonstrated to the community:

- Art Basel, Miami (December, 2018)
- Netflix Party, LA (December, 2018)
- Grammy Party, LA (February, 2019)
- E3, LA (June, 2019)

Status of the Sensorium Product Line. Stage 1

- The Social VR technology allows both the performer and the remote viewer to immerse themselves in the fantastic interactive environments of Sensorium Galaxy virtual worlds of various genres, with the possibility of social communication between the participants of the event (visual and verbal between a group of remote viewers, between users and virtual characters of the environment, as well as users and virtual avatars of artists and influencers).
- Target audience: music fans, connoisseurs of art, gamers, influencers' followers, active audience of social networks.
- Broadcast music events in 360° 3D in virtual worlds allowing the viewer to experience the atmosphere of a real event (concert, performance, etc.) with a high degree authenticity and addressed to the performer's fan community.

Access Algorithm for Sensorium Galaxy Media Platform Content:

- The user visits the website of Sensorium Galaxy media platform (sensoriumxr.com) using his/her gadget:
 - Smartphone,
 - Tablet,
 - Personal computer,
 - Game console,
 - VR headset.
- The user downloads the Sensorium application and gets access to the Social VR portal of Sensorium Galaxy media platform.
- The user moves to the Sensorium Galaxy space, which is a configuration of different thematic virtual worlds with a high level of photorealism, and makes a few choices:
 - Personal image (avatar) from the gallery for further visits of music events,
 - Avatar dimension (may be changed at any time by user),
 - Appearance of the avatar (clothing, makeup, tattoos, accessories, etc.),
 - Itinerary (events to visit),
 - List of companions,
 - etc.
- In Sensorium Galaxy, user learns the intuitive tracking technique and ways to move in the virtual space, as well as the techniques of interacting with the environment, and practices the verbal and visual communication with other participants.
- The user's avatar can perform independent meaningful actions and communications based on the technology of controlling the avatar with neural networks.
- Further, the user is teleported to one or the selected sequence of virtual worlds, carrying out immersion in them through portals leading from the space of Sensorium Galaxy to the spaces of thematic virtual worlds entertainment-partners of the media platform. The partners of the project are the world's leading concert, club and theater venues, in the virtual interactive spaces of which the photorealistic avatars of famous performers perform concerts, as well as in the status of guests of the event there are avatars of influencers from the world of celebrities.

Status of the Virtual Worlds of Sensorium Galaxy

- Stage 1 content is created by Sensorium Corporation in cooperation with an alliance of content partners.

The starting lineup of the alliance of content-partners of Sensorium Corporation is given in Appendix 3.

- Sensorium Corporation, in cooperation with technology companies, creates a thematic virtual world for each of the project's content partners, including an individual, branded virtual world of a partner, which has high artistic value and atmosphere, and also inhabits this world with unique characters and thematic images.
- Sensorium Corporation forms, in order to fill virtual worlds with virtual content, a library of performances of famous world performers:
 - photorealistic avatars of the artists;
 - recording the tracking (movements) of artists and their soundtracks.
- The project provides for the development of personal images of mythologized virtual artists (fictional and folklore characters) capable of performing thematic musical and choreographic programs in virtual worlds for partner platforms.
- Sensorium Corporation forms a database of avatars of influencers (photorealistic avatar and its personal tracking).
- Operating with the base of virtual worlds, library of avatars of performers, influencers, fictional characters, Sensorium Corporation forms the program of events of the worlds of Sensorium Galaxy in 24/7/365 format.
- It is expected that the formed environment of virtual worlds will be organically saturated with a game component, drawn from the practices of game-industry.
- Accordingly, the concept of project monetization will be developed on the basis of proven practices in the game-industry of product interaction with the user environment.

Relevance of Social VR

- Involvement of influencers in the list of active participants of the broadcast event allows to apply trendy and effective technologies of Sensorium product and brand promotion using the coverage of the fan audience of tens and hundreds of millions of potential users by influencers.
- SVR's 3DVR scanning technologies will enable you to participate in the virtualization market and create many additional, monetizable features and products within the platform (virtual DJs, user rooms and worlds).
- SVR technology supports streaming (broadcasting) from VR space into 2D formats (YouTube, Twitch), which is a significant feature of the project and allows to expand the potential audience to billions of users (views). This has great potential to attract new audiences (content consumers) and opinion leaders (content creators) to the platform.
- In the future, with the development of the platform, users will be able to create their own virtual content, which may create a new trend in the global network and world culture.
- Involvement of gamers in the project means the formation of the audience of the media platform, which has a traditional experience of paying for access to content and purchasing additional options in the process of content consumption.

Financial Forecast of the Operating Activities of Sensorium Corporation

The information set out in this section is not public. In the course of preparation of materials for publication, this section may be changed in any way or excluded as a whole. Sensorium Corporation makes no representations to the authorized recipient of this document regarding the information that will be included in the public documents of the project.

Beginning of the Project

Forecast of income from operating activities of Sensorium Galaxy media platform at the start of the project (period of using investment capital for content creation)

The project involves using the Freemium business model.

Income Indicator	2020	2021
Number of users (million per year)	0.6 million	1.5 million
Percentage of paying users (per year)	20%	22%
Number of paying users (million per year)	0.12 million	0.33 million
Income from microtransactions, advertising and other types of monetization per year, USD	\$150	\$182
Annual income from subscription to platform content, microtransactions, advertising and other forms of monetization, USD	18 million	60 million

The annual income of Sensorium Corporation shall be distributed among the media platform, the alliance's partner venues, performers and rights holders on the basis of individual agreements between them.

The activity of Sensorium Corporation is based on the created infrastructure, which assumes the distribution of income among the participants of the project - partner platforms, labels, artists with the possibility of receiving fair income for each of the parties involved. The alliance's partner platform bears the costs of signing artists, covers the costs of the share of profit generated by the platform from the sale of content.

Ways to Increase the Operating Income of the Media Platform:

- increasing the number of entertainment-partners
- Increasing the number of content distributor partners
- audience growth
- Increasing the volume of content, game scenarios, and monetized services

Project Scaling

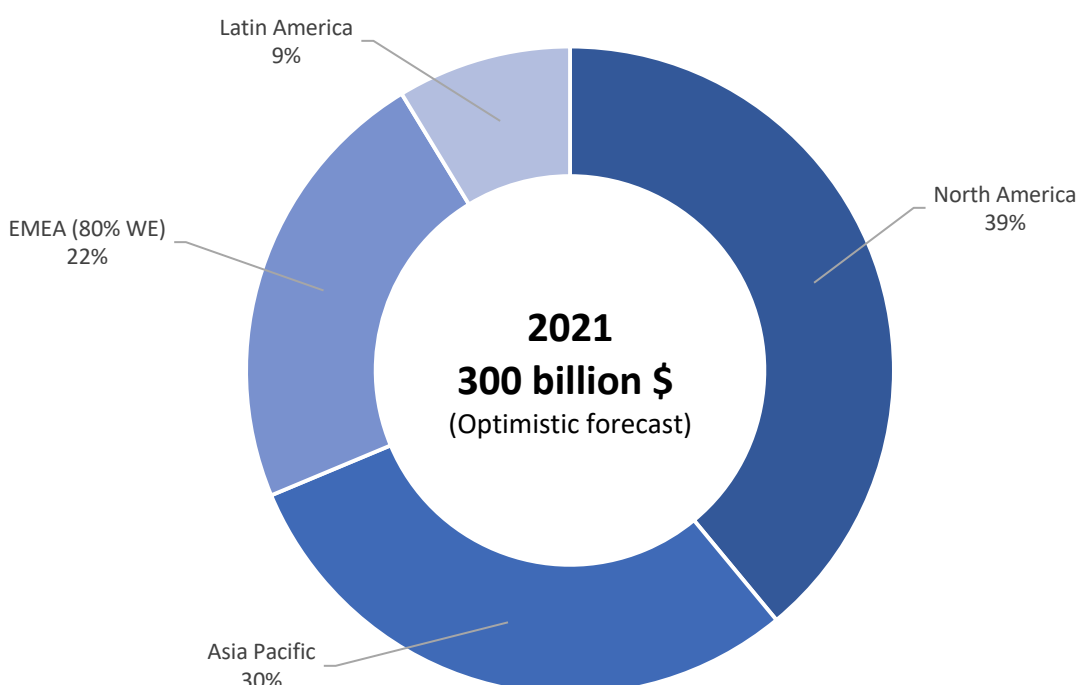
Forecast of income from operating activities in the sale of content by Sensorium Galaxy media platform to end users when reaching self-sufficiency.

Revenue	2022	2023	2024	2025
Number of subscribers (million per year)	3.5 million	5 million	6.7 million	9 million
Percentage of paying users (per year)	24%	26%	28%	30%
Number of paying users (million per year)	0.84 million	1.30 million	1.88 million	2.70 million
Income from various types of monetization in Freemium business model per one paying user per year, USD	\$298	\$254	\$256	\$259
Annual income from sales of platform content, advertising and other forms of monetization, USD	250 million	330 million	480 million	700 million

Transition of the Media Platform to a self-sufficient operation:

- A set of media platform content that allows for 24/7 broadcasting (live and archived content)
- Formation of own brand audience sufficient for functioning of autonomous business model (from 5 million and more subscribers per year)

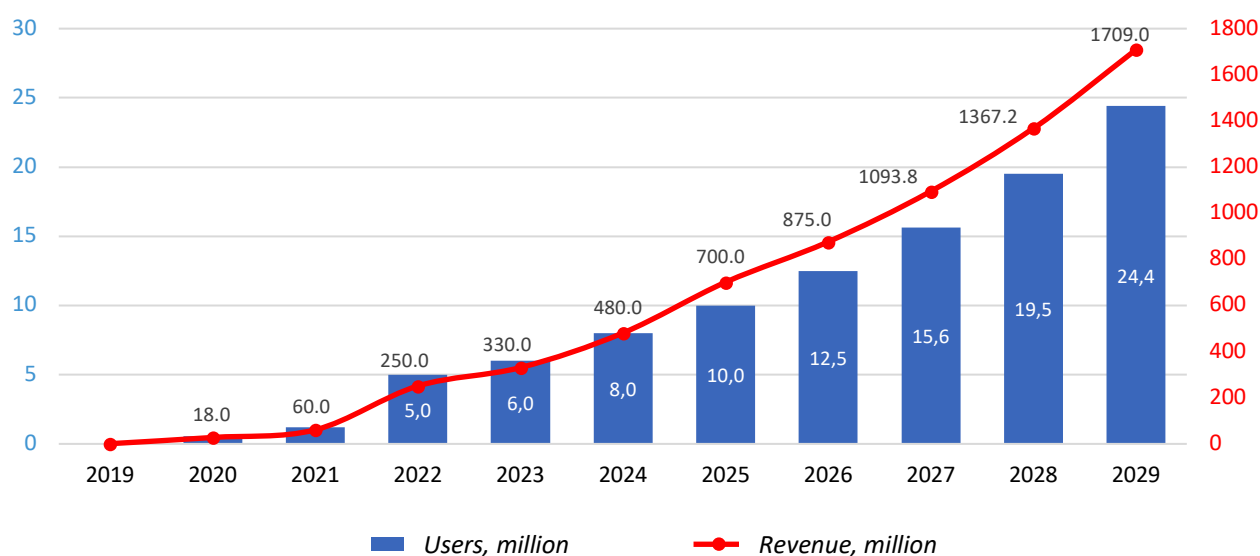
Geographic distribution of the Media Platform target market



The target markets for the media platform are North America and Asia. Together, those two markets are projected by Technavio's Global Ticket Market to account for 69% of its total volume in 2021.

Forecast of changes in operating indicators of Sensorium Corporation

Year	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029
Users, million per year	0	0.77	1.5	5.0	6.0	8.0	10.0	12.5	15.6	19.5	24.4
Percentage of paying users (per year)	0	20%	22%	24%	26%	28%	30%	31%	32%	33%	34%
Number of paying users (million per year)	0	0.12	0.33	0.84	1.30	1.88	2.70	3.88	4.99	6.44	8.30
Income per single paying user (USD per year)	0	150	182	298	254	256	259	226	219	212	206
Revenue, million USD	0	18	60	250	330	480	700	875	1093	1367	1709



Expense side

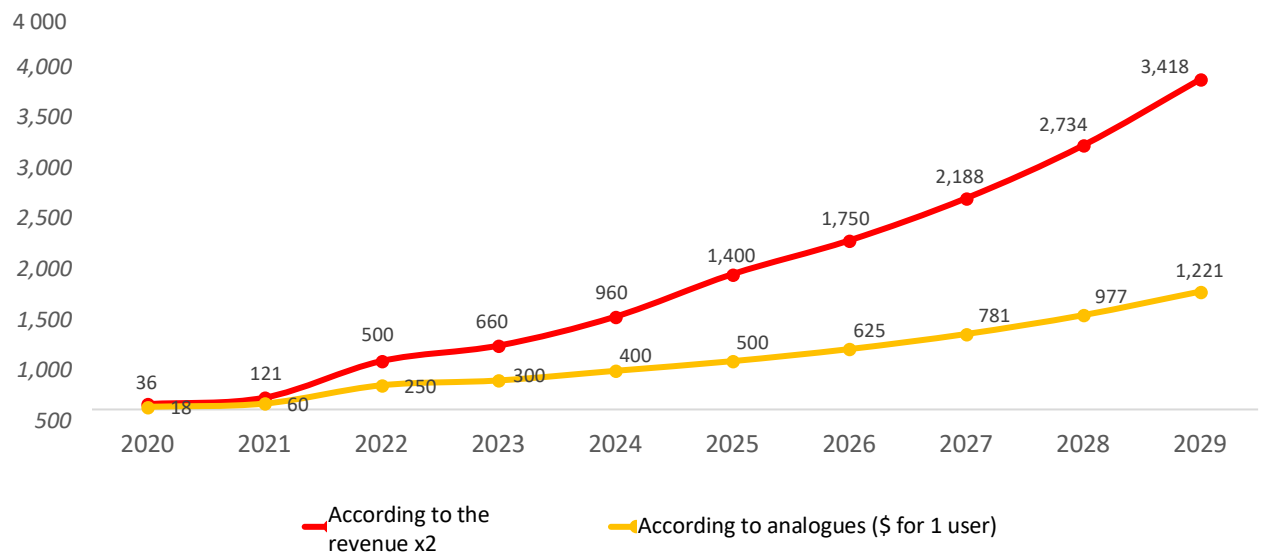
Primary Costs in 2020-2025

Types of expenses	2020	2021	2022	2023	2024	2025
Creation of virtual worlds, million USD	5	8	9	9	10	10
Content creation (recordings of the performances of artists), million USD	5.5	16.5	16	18	18.5	20
Administrative expenses, million USD	7	10	11	11	12	12
Broadcast expenses, million USD	0	3	4	4	5	6
TOTAL	17.5	37.5	40	42	45.5	48

Primary Profit Indicators in 2020-2025

Indicator	2020	2021	2022	2023	2024	2025
Revenue	18	60	250	330	480	700
Expenses	17.5	37.5	40	42	45.5	48
Profit, million USD	0.5	22.5	210	288	434.5	652

Sensorium brand value forecast 2020-2029



Technology for Attracting Investment

Investment plan parameters

The total volume of token emissions is 7,692 million units.

The ratio of 1 token = 0.1 USD is taken as the nominal unit in the token calculation.

The investment plan provides for the attraction of funds in the equivalent of USD 769.2 million:

- Volume of issuance – 65% or 500 million USD (Hard cap),
- Project reserve fund – 35% or 269.2 million USD.

Issue of tokens in the amount of 65%, or 500 million USD will be directed to the sale in the following ratio (in 2 rounds):

Closed round for qualified investors

- Token Sales Volume: 200 million USD (Soft cap),
- Period: October, 2018 – September, 2019.

Token listing on cryptocurrency exchanges

- Token Sales Volume: 300 million USD
- Period: September, 2019 – December, 2019

The reserve fund is a source of ensuring the future stable development of the project (after the period of token issuance) and can be distributed no earlier than in 12 months.

Parameters of token issuance	Volume, USD
Total volume of issuance (100%)	769.2M
Volume of sales (65%) (Hard Cap):	500M
– Closed round (Soft cap)	200M
– Sales of tokens on the exchange	300M
Reserve fund volume (35%)	269.2M

Token name: SENSO token

Graphic image of the SENSO token:



The exact token name may be changed at the discretion of Sensorium Corporation without prior notification of the authorized recipient of this document.

At the stage of closed subscription (closed investment round) the maximum acquisition package is set at USD 20 million.

Token Status

SENSO-token is a utility-token used within the framework of a closed system - Sensorium platform, developed on Ethereum blockchain (ERC20 standard) and having the following characteristics:

- Combination of payment token and token properties confirming associated ownership of the Sensorium brand.
- As a payment instrument, the token will be used by users to pay for content (digital ticket, subscription, access on demand, payment for services provided to users in the process of consuming content) and for the purpose of transferring funds or valuables within the framework of the Sensorium Galaxy media platform.
- The cost of the content will be nominated in fiat money, and the payment for the content can be made, inter alia, using the project token at the rate determined by the platform on the day of payment. For the purpose of determining the rate of payment by tokens, the average rate of the project token to the fiat currency, in which the cost of the content is set, will be calculated daily. Thus, the platform plans to eliminate the exchange rate risks of both the user and the platform itself, associated with possible fluctuations in the token exchange rate. Also, for fans who are not token holders of the project, it will be possible to pay for the content using fiat money.
- The share in the right of ownership of Sensorium brand will be provided by the license agreement as a part of smart-contract of token in blockchain on Ethereum platform.
- As a tool for mediating the right to participate in the development of the brand and its value, the token will be a part of the license agreement through which the participants join the project on the platform. However, the scope of the rights of users as licensees is limited by the joint ownership of the brand granted by the license agreement, which does not mean the transfer of ownership interests in the brand. Brand ownership allows for the formation and development of a brand community, formalizing the participation of token owners in a global project.
- In order to strengthen the emotional involvement of token holders in the community project it is planned to issue electronic certificates for co-owners of the brand. This authority does not provide for the payment of any income received by the platform from the monetisation of the brand and the revaluation of its value. Brand sharing power also does not entail any obligations of the platform to pay license fees to token holders, which eliminates the risk of token recognition as a security (based on the receipt of remuneration without the active participation of the token owner for this purpose).

Token Circulation

After the end of the closed investment round, the token will be available in the following ways:

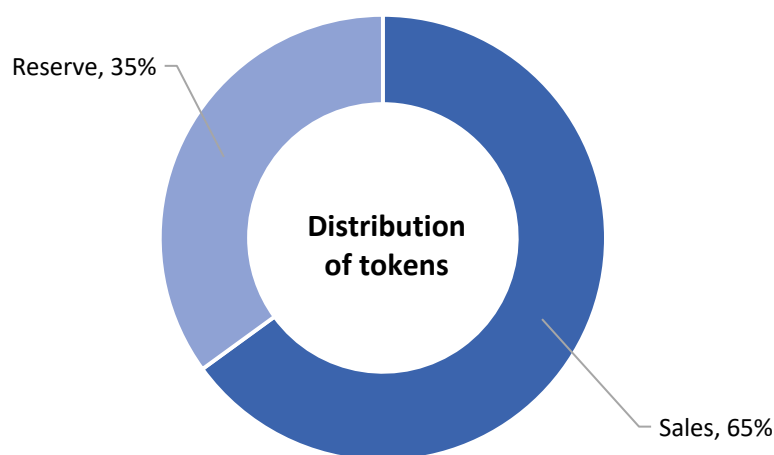
- Purchase on the exchange
- Social Mining as a Remuneration for Sensorium Brand Promotion in Public Space
- As a reward for content production

The uniqueness of the Sensorium token release project is connected with the peculiarities of the placed token and the created ecosystem:

- Connection of token with Sensorium brand
- Active participation in brand development (partnership program to motivate users)

All VR content purchase operations within the platform using SENSO tokens will give users a 20% discount on other payment methods (fiat, cryptocurrencies, etc.).

Planned Distribution of Tokens



Distribution of Funds of the Reserve Fund (269.2 million USD, or 35% of the Issuance):

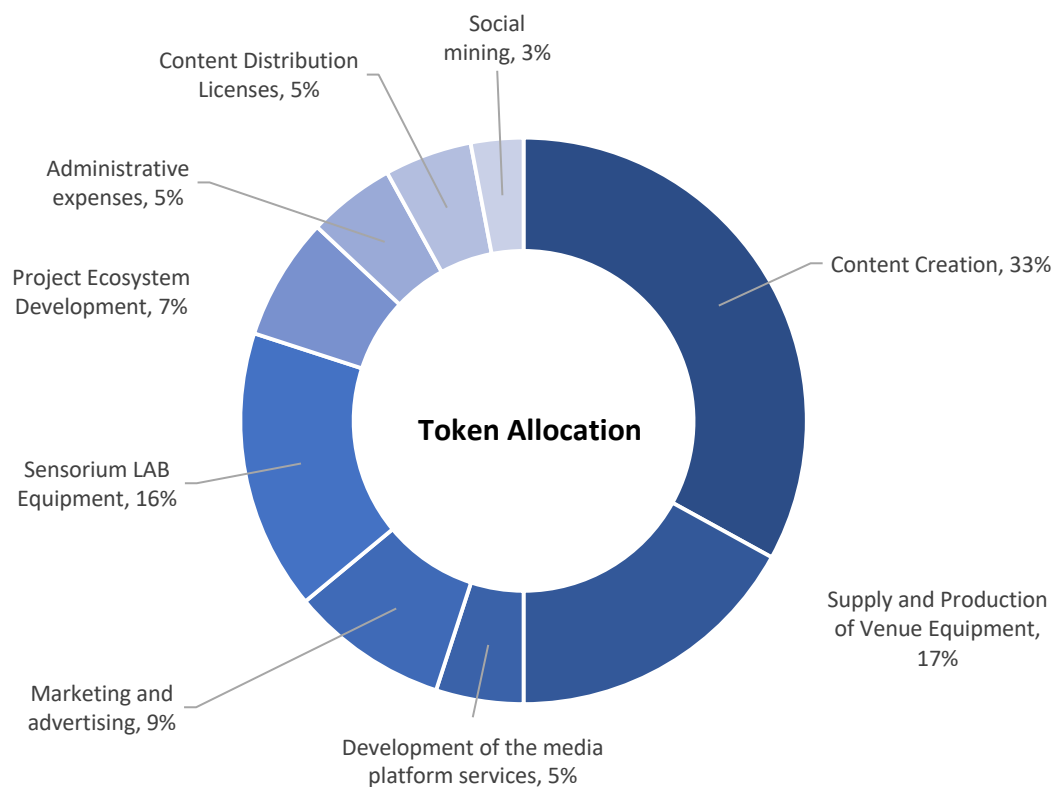
Direction	%	Volume, USD
Advisory (operating)	5%	13.46 million
Advisory (non-operating)	2%	5.38 million
User loyalty program	15%	40.38 million
Incentive program for working with partners and technological agents on the project	12%	32.3 million
Team, developers and participants on the project	7%	18.84 million
Maintaining the security and sustainability of the project	47%	126.52 million
Formation and moderation of the ecosystem community	12%	32.3 million
Total	100%	269.2 million

The project initiators have established restrictions on the use of the fund's resources, which will be blocked for a period of 12 to 24 months. The reserve is a source for ensuring sustainable development of the project after the token placement period.

A part of the fund's resources may also be allocated to non-operational and operational project advisers on a 12 to 24 month holding basis. A significant part of the fund's resources will be spent on implementing a loyalty program for media platform users and building and moderating the project's community ecosystem, including its components and business units.

The media platform model assumes that users owning tokens will be able to participate in the development of the Sensorium brand as brand development agents through partnership programs and other activities, thus increasing the value of the content created and ensuring the growth of the project brand value and its promotion. Brand development agents receive bonuses from SENSO for creation and distribution of branded content on social networks, in their own blogs and accounts, in personal messages and other ways that lead to increased brand awareness and popularity.

Distribution of Attracted Funds (500M USD, or 65% of the Issuance):



Planned use of raised funds	Soft cap, USD	Listed sales volume, USD	Hard cap, USD	%
Content Creation in the Social VR format	66 million	99 million	165 million	33%
Provision of all shooting areas with the relevant equipment in order to ensure the creation of the SVR content	34 million	51 million	85 million	17%
Acquisition of shares in the authorized capital of technology partners	10 million	15 million	25 million	5%
Marketing and advertising	18 million	27 million	45 million	9%
Sensorium Lab equipment	32 million	48 million	80 million	16%
Project Ecosystem Development	14 million	21 million	35 million	7%
Administrative expenses	10 million	15 million	25 million	5%
Content Distribution Licenses	10 million	15 million	25 million	5%
Social mining	6 million	9 million	15 million	3%
Total	200 million	300 million	500 million	100%

Initial Project Team

For the purpose of investment attraction and token listing, Sensorium Corporation has formed a start-up project team. In the future, as necessary, its composition will be extended by managers and experts in the corresponding fields of the platform's core activities.

Beneficiary and Visionary Mikhail Prokhorov		
CEO Vladimir Kedrinskiy Sensorium Moscow	Art Director Alexandra Tityanko Sensorium Moscow	International Business Director Igor Goldman Sensorium Moscow
Marketing Director Nikita Bokarev Sensorium Moscow	Digital Director, Head of IR Alexey Blagirev Sensorium Moscow	Legal Advisor Dmitry Chirkin Managing Partner White Stone
Brand Development Advisor Daniel Gomez Korf CCO Palladium Group, IBIZA	Music Content Formation Consultant Yann Pissenem CCO Ushuaïa, Hï, IBIZA	Adviser on Gameplay David Mashashvili Blizzard Entertainment Digital Marketing Manager, Holland
Choreographic Content Formation Consultant Sergey Polunin President, Sergey Polunin Charity Foundation for Support and Development of Arts	Labels and Musicians Liaising Consultant Brett Yormark Co-CEO ROC NATION UNIFIED Ex-CEO Barclays Center USA	Adviser on Social VR Technology Laurent Scallie CEO, Redpill VR, USA

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Sensorium Galaxy Concept

As space exploration progressed, new and increasingly distant galaxies and star systems opened up to human civilization. Suitable planets were gradually inhabited by people sent out to explore new territories. One such galaxy became known as Sensorium.

Group of explorers consisting of top-notch experts and scientists was sent on a mission to organize Sensorium settlements. Minds were set on building a better world, one that would not be conditioned by earthly struggles and resource wars, one that would not limit the opportunities of its people. In the Earth history, the need to expand the means of stronger civilizations was met through expansion and appropriation of the resources of weaker nations, leading to conflicts and wars.

Not wishing to repeat the mistakes of human civilization, the first Sensorium settlers built their societies on principles of justice, equality and opportunities for all, with total and ultimate refusal of violence.

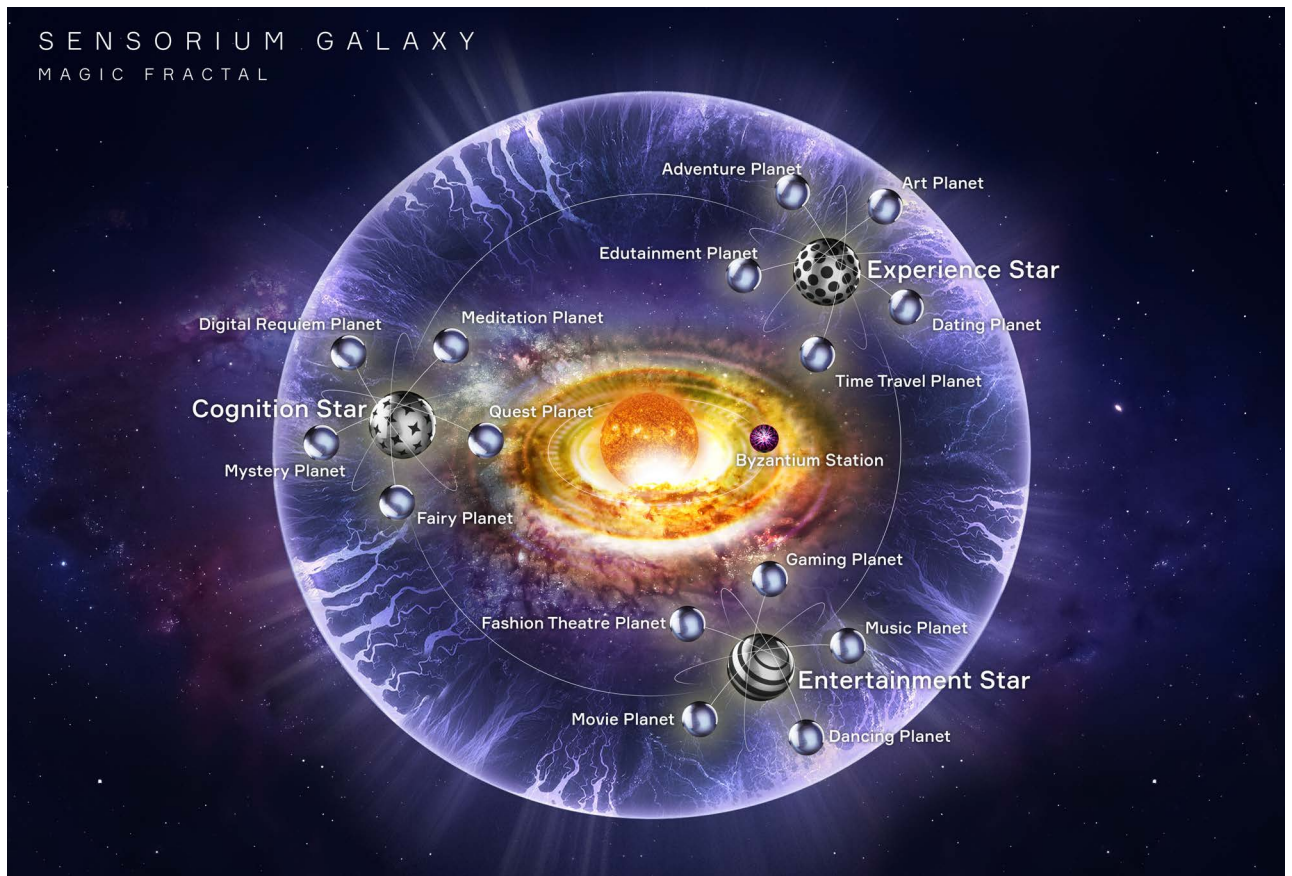
Peaceful developments in the new galaxy allowed settlers to build a social system based on a paradigm that excludes competition for resources. By applying best practices and technologies, the inhabitants of the new world have been able to gradually eliminate the need to obtain food and other resources necessary for life. The new paradigm was made possible by developments in fields of artificial intelligence and robotization, fully providing for the basic needs of population.

Thanks to the principles of equality and peacefulness, the planets of Sensorium Galaxy have been declared open for visiting by representatives of other civilizations. People managed to establish communication with representatives of other worlds, allowing them to live in harmony, as well as to significantly enrich the technologies available to people.

Losing the need for constant extraction of resources, settlers were able to focus on the search for other meanings of existence. United by values of humanism and self-improvement, people were able to devote their time and energy to scientific discoveries and research, to the creation of new works of art, as well as to the careful storage and transmission of all the best that mankind had created in the past to its descendants.

Sensorium became the world where one could find true Meanings through comprehension: Beauty through Art; Goodness through Self-knowledge and Religion; Truth through Science.

The galaxy and its planets were inhabited by representatives of all known civilizations, with each planet receiving its own concept of life.



Sensorium Galaxy is a trifecta of star systems rotating in a single cosmic rhythm around the center of the galaxy – Halo:

- Entertainment Star (beauty)
- Cognition Star
- Experience Star

Each of the stars, like our Sun, has its own satellites – the planets that accompany the star in its orbits. Each of the planets of star systems has its own unique world inhabited by intellectual races.

Civilizations in each of the star systems differ in their development vectors:

Entertainment star system civilization appreciates the beauty, uniqueness and identity. They are driven by emotions and the search for harmony with the cosmic rhythm above all.

Cognition star system civilization knows the world through rituals and myths. They are looking for traces of the Creator of the Galaxy in themselves and around them, all while exploring the mysteries of existence.

Experience star system civilization focus on the search for truth through science, the study of the world and its transformation through the proposal of new laws of existence.

Sensorium Lab



Sensorium Lab: Singularity Concept

Sensorium Hall is expected to be equipped with special tech allowing 360° projection on the dome with the area of 4,500 square meters. It is planned to use the virtual worlds of Sensorium Galaxy, developed in the Social VR format for the Sensorium Galaxy media platform, as the content broadcast on the inner surface of the dome.

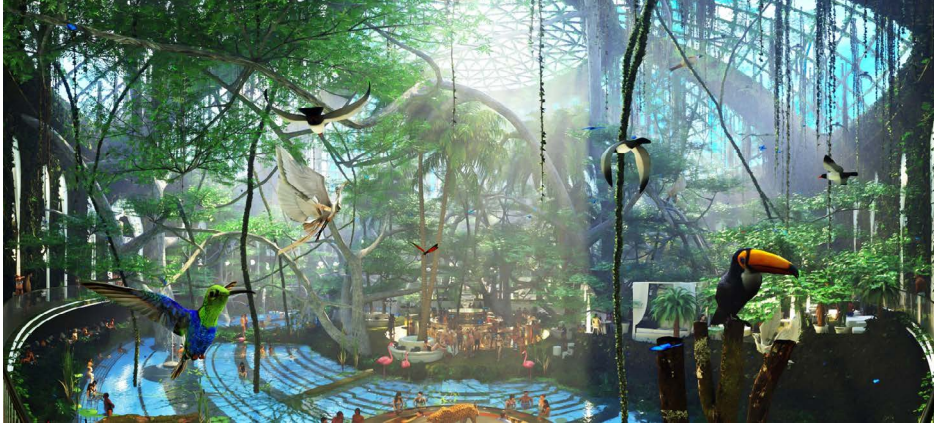
Artist performances, whose images will be teleported into the space of virtual worlds, as well as the interaction of virtual characters involved in the event, will be watched by visitors of Sensorium Lab, who would be physically present in the space of the object.

At the same time, any participant/participants of the real event will be able to immerse themselves in the virtual world by wearing a virtual reality helmet and interact with the virtual characters of the world of Sensorium Galaxy, moving inside it. Such an event participant, having teleported to the virtual world, will be able to carry out verbal and visual communication with the visitors of the real space of Sensorium Lab from the space of the virtual world.

Remote users of Sensorium media platform within the framework of Social VR technology will also be able to take part in cross communication of characters of virtual and real worlds.

Sensorium Lab develops AI technology for avatar control and management (verbal, visual, emotional contact and social interaction of avatars inhabiting virtual worlds with avatars of users).

Sensorium Lab: Designs of the Virtual Worlds



Tropical Island



Space



Sea World



Theatre World

Alliance of Entertainment Partners of Sensorium Galaxy Media Platform

Alliance starting lineup

- Barclays Center, NY.
- NYCB LIVE, NY.
- Paramount Theatre, NY.
- Webster Hall, NY.
- Sensorium Hall Moscow.
- Hï, Ibiza.
- Ushuaïa, Ibiza.
- Sagrado Corp (14 club/event locations).
- Apenkooi Events (European festivals and electronic music formats: DGTL, Straf_werk, Amsterdam Open Air, Elrow Amsterdam, The Gardens of Babylon, Valhalla, Pleinvrees, By The Creek).
- ELROW – Global music format, more than 130 events per year in 34 countries and 84 cities around the globe, up to 30,000 people, total number of visitors per year – more than 2 million people.
- ID&T – Music festivals and electronic music formats: Tomorrowland, Sensation, Mysteryland, Trance Energy, Festival Macumba, Milkshake, Welcome to the Future, Thunderdome.
- Sergey Polunin Charity Foundation for Support and Development of Arts.

Alliance starting lineup

