WHITE PAPER

NABI PLATFORM

WWW.NABI-COIN.COM

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1. Prologue

Current Smart phone and Distal Media status

The candlelight revolution is a huge social transformation movement that took place in the smartphone era. Seventeen million citizens held candles in one hand and held smart phones in other hand. Candles lit up the square, and smart phones associated even more citizens who failed to appear at the square. huge of millions of articles, millions of photos and hundreds of thousands of on-site videos have been transmitted and shared. Twitter, Facebook, YouTube and Instagram remained up throughout the night. Innumerable candlelight-related news and contents have deprived people of their sleep.

In this revolution, which won the most peacefully in the history of democracy, it was smart phones that were as significant as candles. In other words, it was a social media and messenger app that was implemented Live broadcasts and photos and messages using smartphones have connected citizens together. The motto of the square was unified into hashtags. Hashtag assumed a role in connecting and unifying the voices of individuals scattered in social media and messenger apps as one

Smartphone activism is one implicitly and completely new models that can contribute to positive change in democracy. Citizens of spontaneous speech is a declaration that the individuals holding the smartphone in hand no longer unilaterally prisoners as an active producer of messages. Of the individual's experience and achievements worth seeing explosive point, the message is like an earthquake that shakes the world instantly. Participation and empathy, solidarity has made the flow of new human beings flows did not try once bewildering experience for existing media power.

Oxford University's annual report on journalism demonstrates that the percentage of people consuming news via smartphones usage is expanding drastically each year. The fact that smartphone use is common is apparent by taking the subway, regardless of whether you don't look at the statistics. News utilization through smartphones in Korea outpaced PCs, including laptops. It is the fastest level in the world.

Smartphones convey news at the speed of light. Actualize the concurrence of non-similarity that makes time differences meaningless. News application possesses a spot in the smartphone gives an boundless information according to the user's consideration. Forward skater news that it will vanish within 10 years, interest in the news of what some media outlets. The nine global companies such as Google, Tencent, Facebook, Alibaba will perform a variety of roles, replacing the media.

The single album of rock group Duran Duran, released in February 1993, is titled "Too Much Information". Duran Duran speaks in this song. 'to sell you things that you don't need / it's too much information for me' In other words, there is too much information to sell what is not needed, but it is critical as if it is prognosticated this times.

We live in a surge of a lot of data. It's pouring in more than we need. As it were, the content we produce is just noise to some. But when civil right movement activist, Martin Luther King stated 'I have a dream,' the audience moved.

Now is the era where anyone can have media, and anyone can elicit a reaction. The life of a messenger is valuable, and if it is made into a message, it turns into a powerful media in itself.   anyone can convey their message straightforwardly without having to utilizing existing media. Individuals' messages soon become media. Messages instantly make instant messaging a powerful media outlet and elicits reactions.

A new perspective makes our future extravagant, we have to be the fundamental player in the age of smartphones,

2. Introduction

2-1 Smart Media Ecosystem

Currently, there are in excess of 50 million smartphones in Korea. This implies practically all Koreans are utilizing smartphones. we can undoubtedly find people on the subway who socialize, surf the news, or talk through the messenger app. That's how the podcast market is built. The podcast has been the most influential challenge that has emerged in our media landscape over the past few years.

The digital news report 2017, a report that has been distributed annually since 2012 and is perceived as the world's leading in the analysis of the digital news ecosystem, is a collaboration between the Reuters Journalism Institute at the University of Oxford and the Korea Press Promotion Foundation. The 2017 report surveyed 36 countries, with 71,715 individuals from the world and 2,002 in South Korea.

In light of an inquiry regarding different reactions to "media with news experience for a week," South Korea had the highest digital use, including social media, at 84 percent. The average of 36 countries was 83%, similar to South Korea In other words, Koreans are consuming news using Naver, Daum search services and television. when people are asked as 'Choose only one source of the main news', the result was the highest in digital news, including social media, at 50%, followed by television at 44%. .By age group, the lower the age, the more digital news was used, while only 32 percent of those aged 35 or older used digital news, while 61 percent still relied on television.

In response to the question "What devices have you used for digital news over the past week?" South Korea's smartphones outperformed 58% of PCs at 65%.

This indicates that news usage through smartphones is relatively high compared to the average of 56 percent for

smartphones and 58 percent for PCs in 36 countries.

In any event, when requested to "choose only one device for news," South Korea accounted for 49% of smartphones, outpacing 38% of PCs by more than 10%. South Korea positioned seventh among all surveyed countries with smartphone utilization. Accordingly Koreans consume news from digital platforms in a personalized space with their smartphones.

It tends not to be consumed on the website of the press that news prodcued by the press. The news roams through search portals and social media, and readers don't want to know which media outlets reported or which reporters wrote when they clicked on the news of interest in the news list.

Just 4% of respondents said they consumed the news through the media's website. Considering that Japan, the third lowest-ranking 35th-largest media company with 16%, has the lowest use rate of the korean press website, it is safe to say that there is little use of the website of the Korean press. On the other hand, 77% of South Koreans consume news through search and news collection service platforms. This is 14% higher than 63% in second place Japan.

In South Korea, the consumption of news through social media appears to be retreating. The utilization rate is 8%, which is the joint worst with Japan. In most countries except the US and the United Kingdom, social media usage is declining compared to 2016, which appears to be closely related to the rise of the Messenger app. Users who are reluctant to share news or express political views in open spaces such as Facebook, Twitter, and Instagram have expressed preference for a closed space, such as the Messenger app.

On the question of the news credibility of Korean media outlets, South Korea ranked last with Greece. The average of 36 countries was 43 percent, compared with 23 percent for South Korea.

South Korea's news credibility is lower than in Malaysia, where censorship systems are located, and Slovakia, where the government and the media are in dispute, the report says. South Korea's top 10s and 20s had only 10% news credibility. This can be analyzed as a result of the high reliance on political power and conglomerates.

The development of communication technology, digital imaging technology and the increase in free Wi-Fi inevitably promote video consumption. The sharp increase in video consumption led to an increase in the number of one-man stations. One of the biggest characteristics of the social media era is that an individual can set up a newspaper or broadcasting station without owning a means of production. Star YouTubers are appearing not only in the world but also in Korea. A growing number of YouTubers are also making profits in terms of channel advertising alone.

Independent video media channels such as dotface are also in the spotlight. The dot-face Facebook page has about 120,000 followers and mainly deals with Riveral issues, known as non-mainstream in our society Dotface's videos are expanding their channels to YouTube and others as they rapidly increase the number of views.

According to the Korea Media Culture Foundation's 2017 Social Media User Survey, 82.9% of social media users reported seeing the news on social media within a week. Social media has become a major channel for news use. Social media became a daily routine, not something special. The most important feature of the social media era is that individuals can have a means of producing media. We can have our own media without having a huge broadcasting machine, even if we don't have an incredibly expensive printing press.

2-2 The issues of smart media era

Recently, it has been persuasive to argue that social media is not really free. We must provide personal information on a regular basis to create an account. Furthermore, everything we do on social media platforms becomes data of platform companies, and that data becomes the asset of that company. All the data that users live in is being absorbed into the company's pockets.

In the era of social big data, data is accumulated that is not personal information at the time of creation, which can be fatal personal. For example, if you click or share "Like" on Facebook, the act alone does not mean that it is serious personal information. However, just by analyzing the pattern of a particular individual 'Like' you can see whether he is politically progressive or conservative. If he posts restaurants frequently, you wll know where he's going and his food tastes. If you accumulate a little more data, you'll also know his sexual orientation. And if more of this data is accumulated and tens of millions of users are classified, there is a good chance that the platform company or third party will exploit it politically and commercially.

With the rise of online video platforms such as YouTube and African TV, the market is becoming increasingly competitive. In particular, in recent years, there has been a active movement to break away from YouTube and partner with other platforms or build a unique platform. These attempts, of course, reflect the growth of the online video market, but have recently been cited as a leading contributor to YouTube's exclusive tyranny. In fact, YouTube has changed a lot from its initial open policy by strengthening its investment in original content, preventing it from providing non-company platform content for one year after investment or until the return of investment, or taking 45% of its advertising revenue.

Korean companies are taking the initiative in U.S. companies such as Google, Apple and Facebook, even though they have the world's best competitiveness in internet search, MP3 players, and social networking services (SNS), and in retrospect, they have failed to build a social network ecosystem such as iLove School and Cyworld, and have given the market to Facebook and Twitter. These failures and difficulties mean a lack of understanding of the platform of domestic companies and the lack of platform strategy. What is notable about the platform strategy is that the content, software, and hardware must be integrated into the platform strategy.

3. Smart Media Ecosystem

3-1 Social Media Services

In the age of social media, anyone can have media, and anyone records their activities in writing, photography, and video, so there is a risk that not only their superficial activities but also their inner emotions can be dated.

Also, even if we don't do explicit activities like "like" and "retweets," platform companies like Amazon can tell us what we're doing. the data also records of people who are not reactive in order to leave no records. For example, it is to find out what kind of posts he stayed on and how many times he visited.

In the age of social media, hundreds of millions or billions of documents are produced per day. Posts, photos and videos are seamlessly uploaded to twitter, Instagram, Facebook, YouTube, Weibo, KakaoTalk, Snapchat and many other media platforms. Twitter, a 140-character short blog, revolutionized human character life. Based on short documents, Twitter sparked more people's engagement, and the advent of smartphones has given twitter's birds wings to fly.

The development of the Internet has spurred the growth of Internet broadcasting platforms such as YouTube, African TV and Ustream. Acquired by Google, YouTube has grown into the world's largest online video platform. YouTube currently uploads 100 hours of videos per minute to one billion visitors per month. One of the biggest implications of the emergence of global broadcast platforms such as YouTube is that it allows the average person, not an expert, to create and upload content on their own. Some people are now more than amateurs, running professional private broadcasters, or producing videos, in videos that are often popular.

In Korea, there are a typical African TV video platforms such as YouTube. African TV has grown to be the largest internet streaming private broadcaster in Korea, comparable to YouTube. Things like Eating shows are introduced to the outside world, and viewers have introduced a business model that presents paid items called star balloons to the moderators, and currently African TV has an average of 5,000 real-time, cumulative 100,000 broadcast content per day.

Now is the time for everyone to build a station if they want to. Nowadays, more and more students are dreaming of becoming a Youtuber. YouTube stars are often more famous than the stars of traditional stations. In the past, between traditional television stars and fans' relations is the one-way but now they have an interactive relationship that is always connected to their fans. YouTubers who are active in games, beauty, trends and more are earning more than a billion dollars, with hundreds of thousands to millions of subscribers, according to youtube's advertising policies.

The emergence and prosperity of one-man media proves that the era has arrived where anyone can create an influential media if they have a message that reflects their experience and values. If the message is enough to be read, heard, or

seen, anyone can now access and subscribe to the media, regardless of time or location. In other words, if the message is worth it, it will soon become the media. the message is media has become a daily routine in the smartphone era.

The recent global trend is characterized by the evolution of social media platforms around mobile Messenger, a communication platform rather than traditional social network services. Mobile Messenger, like KakaoTalk, is a communication platform service that is shared and used through text or photos via smartphone. There are certain operating system-based messengers such as Apple's iMessage, and third-party applications in the form of cross-platform forms that work on many operating systems such as WhatsAPP and KakaoTalk. These mobile messenger services are not just simple providing text but they build their own ecosystem through platforming and supply a variety of additional services.

3-2 Smart Media Consumption Patterns

The era of smart media can be distinguished before and after the iPhone. The smart revolution sparked by the advent of various mobile devices and the combination of information and communication technology infrastructure has created the concept of "smart media" since the advent of the iPhone. Because of convergence between various media, it is now possible to implement cross-platform that allows users to freely use contents. The era of smart media began with the advent of smart devices called smartphones. It is easy to search for and receive information on the Internet, which was difficult on existing mobile phones, and it is possible to utilize variety of applications or use social network services.

Thus, the smartphone has developed into a authoring tool, that is, content creation terminal device to produce content from the consumption terminal that consumes content by enhancing high-quality multimedia functions and equipped with a high-performance camera capable of filming. This change in the technology environment will gradually eliminate restrictions on the use of content. Smartphones will intervene more broadly in our daily lives throught multi-mode connectivity that benefit selves as media as advantage of its individuality and constantness. In addition, with the development of high-tech technology, the function of smartphones will be further advanced, and more media and services will be fused.

Communication technology and high-tech technology are combined with smartphones, bringing about a content distribution revolution that allows many creators to freely distribute high-quality, high-capacity creations. By mass-producing and distributing information in real time, a large number of social media users are rapidly changing the communication form from vertical to horizontal. Users are creating interactive communication tools by providing an always-on environment that is always connected to the Internet.

Most of the major platform operators, such as Google, Facebook and Amazon, are web-based. Not only are domestic story platform-based businesses growing rapidly based on the web, but web-based content such as web novels, webtoons, and web dramas is growing rapidly. The structure of information through the information design of the mobile web has an impact on the improvement of the mobile user experience and plays a very important role in the proliferation of social media and smart media.

Domestic smartphone Possession rate is 85%, and the average weekly smartphone is used more than 14 hours, the average internet usage time per week was investigated to be 8 hours 29 minutes (average 1 hour 13 minutes per day). Among the types of applications used mostly by smartphone users, 78.3 percent were "chatting, searching and other communication," followed by "photo and video," 62.2 percent, "news" 54.4 percent, "game" 22.7 percent, "music, media" 18.7 percent, and "navigation and maps" 16.2 percent, the data showed. It can be seen that 'leisure activities' are one of the main purposes of using the mobile Internet and that they consume a variety of media through smartphones.

3-3 Story platform

The platform is mainly located in the middle of consumption and supply, and seeks to create value and evolve through connection, not pre-made. The digitization of content and advances in Internet and network technology have made it possible to use a variety of devices, i.e. platforms, rather than specific media services and content on a single platform. The purpose of the platform is to create value for all participants by making it easy for users to find the optimal combination they want, and to facilitate the exchange of products, services, and social currencies. The platform also provides efficiency to lower the transaction cost in transactions between the two sides.

The Nabi Platform is an environment built to allow content providers such as writers, publishers, creators, and recipients (users) to exchange the values that each group wants through a fair deal, an ecosystem that enables interaction between participants and provides an open participation infrastructure that provides new value and benefit to everyone. These Nabi Platforms offer the following services and features:

'Filitering' finds contents with conditions that users want.

'Curation' edits a number of alternatives to suggest content.

'Match-making' provides a structure and system that allows the trading of users (readers) and suppliers (writers and creators).

'Escrow' eliminates the uncertainty of monetary transactions.

'Stable Service' provides reliable and continuous service to the content purchased by the creator, as well as providing efficiency to reduce transaction costs in transactions between users and creators.

Nabi Platform combines blockchain such as hardware, operating system, middleware, application and payment system to build an environment and create an ecosystem where users can provide content.

The Nabi Platform is a business based on allowing external writers (creators) and readers (users) to create value by interacting. it provides an open infrastructure that encourages participation and build governance accordingly. The most important purpose of the platform is to allow users to meet and exchange goods, services, or social currencies to create value for all participants.

The Nabi Platform collects community responses to content quality or reputation of production provider, and works that receive negative feedback are not exposed or completely disappeared from the platform. The Creators are allowed to 'free entry' but maintain self-cleaning capabilities and balance through a curation process that filters and controls users' access, activities they participate in, and relationships they have with other users.

Currently, the 15th largest traffic site in the domestic Internet company distributes webtoon contents illegally. Since the Webtoon market in Korea is based on a "preview service," there may be concerns that piracy will destroy the webtoon ecosystem. The Nabi Platform allows creators to preview beta versions of their creations, look at the market reaction, and then convert them into paid services. In the case of webtoons and web novels based on the story, platform can generate interest through a free serialization method to attract users, and then continuously encourage the consumption of creatives and generate revenue.

Nabi Platfrom provides the infrastructure for these two groups, such as places, systems, payments, troubleshooting, reading tools for readers to view stories, and cloud-based authoring systems for the creation of artists because there must be interesting works to connect between the artist group and the reader group, Through this, it will strengthen the ability to connect with writers and readers. It provides time-consuming and costly functions when processed individually, such as story registration and distribution, marketing, operations management, and maintenance. In addition, by building a specialized brand to ensure a certain level of service quality to the user to give the user a sense of stability and trust.

3-4 Social media and identity

In general, platform refers to the computer operating system. This narrow-meaning platform has been interpreted as a single chapter through the smart revolution, and the commonality of companies that are shaking up the world and driving the market, such as Apple, Google, Amazon, Twitter, and Facebook, the protagonists of the smart revolution, have all succeeded in building their own unique platform. Apple and Google are platform providers that compete with other components and hardware components of the software around their OS, while Google and Apple are acting as OS platform providers, forming a platform of optical support that connects and mediates these platform providers and users.

Even though apple's iPhone had already taken place on many platforms, such as the PC platform and The Windows Platform, the platform suddenly started to gain attention because Apple's platform has attracted a large number of consumers through innovation and has become a competitive consumer ecosystem. Since Apple's success, platform power has been under the spotlight, finding common elements throughout the entire process of designing, transporting, and selling various kinds of products offered by a company, and building a system that maximizes the leverage effect of

sharing and utilizing them.

A platform can be explained from a variety of perspectives, but in the smart era, it can be likened to a platform as a "station." station must arrive to reach a specific location and a mode of transport is required to pick up the arriving person. Here, the person who wants to use the means of transportation is the user, the platform can be seen that the contact point between the person and the means of transport, or the intermediary point of the intermediary between the person and the means of transportation. In the smart era, internet providers, content providers, users, device manufacturers, and other entities meet various entities. In the age of smart, core competencies and values come from platforms, and the platform is becoming increasingly important.

4. Nabi Platform Ecosystem

4-1 Nabi Platform Mission

The Nabi Platform supports a variety of creators who work on YouTube, African TV, Facebook, Instagram, Twitter, and more, and helps them receive fair rewards. Creator selects not only one-person producers who produce images such as news, fashion, information and art, but also talented producers who prepare creators, giving them value to be active in the Nabi Platform and creating an ecosystem for users to access new creations.

Currently, youtuber's revenue from youtube, the largest video content, is the majority of ad revenue, and it's forced to rely on advertising to create new creations. The Nabi Platform pays the creators a reward for watching the creation in order to support the free creative activities of these filmmakers, and the creator can focus on producing high-quality videos in order to receive the rewards.

Social media users such as YouTube, Facebook, Instagram, and Twitter are on the rise, and as more and more users learn information or get interested through these social media. the word creator, influencer, is now familiar with popular keywords. In the future, internet media will become more life-like, and market influence will only grow. The Nabi Platform supports content users to receive reasonable rewards from content users, and creates an ecosystem that can coexist with them.

The Nabi Platform is valued as a mediator while constantly connecting users, services, content, and devices, unlike the existing media system, which is not evolved. As there is nothing an Isolated content can do, there is also nothing an isolated user can do. Only objects can survive as they continue to evolve through the connection process.

The Nabi Platform combines blockchain technology with a variety of media content to further revitalize the diverse content community, enable more users to participate, and create a fair and efficient ecosystem. This new ecosystem of media content can explain the direction the Nabi Platform wants to realize.

Many content creators want their videos and posts to be exposed to more people and hope to be distributed. However, Nabi Platform will provide a variety of compensation systems by Nabi Coin so that they can be more efficient in exposing their creations in the face of a large number of content being produced every day.

In addition, the content ecosystem is aware the unfair revenue issues but it is impossible to improve the contents ecosystem as the producer is a user on the platform. The Nabi Platform supports direct compensation paid the User to Crew with Nabi Coin, and by operating an additional distribution system according to the payment section of Nabi Coin received support contents production of continuous quality.

By voting with Nabi Coin, users support the exposure of production costs and content to the final selected creators to ensure a sustainable and stable settlement to establish themselves as new creators by recommend, select, and select talented content creators to support content creation through user votes, and to identify creators who create new and creative content to encourage the creation of a variety of content.

4-2 Nabi Platform Structure

People's content consumption creates continues "link", and the expansion of the network has the result of evolving media. The Nabi Platform is a network that evolves organically through the pay activities of nodes.

Nabi Platform is a many-to-many network based on subscriptions. They can subscribe to each other, but they can subscribe one way, and they can deliver messages through the "@ + counterpart electronic wallet address" mark, without having to be in a two-way subscription state to respond to a subscriber's tweet. they can also form a friendship relationship through two-way agreement, and a link is created when one tell 'the other party has added me as a friend' and the other 'confirm him as a friend'.

In general, many-to-many network is assumed that multiple nodes can simultaneously form links, and the data is generated in two ways. It is created independently without hyperlinks or refers to postings, newspaper articles, etc. The way to create a link is to create media independently or to recommend media that has already been created. Here, the relationship between the content is completed while interacting with the content structure through the network between the user and the subject, that is, creating and connecting the content as a requirement that can be easily established.

The Nabi Platform forms a 'subscription' relationship. If social media such as Facebook and Cyworld are based on a relationship of friend-to-user relationships, that is, applying and accepting friends in both directions, the Nabi Platform can subscribe to the other side. The friend network requires a two-way application-acceptance process between the nodes, which is difficult to connect between nodes quickly. And there is a high probability that a community between minority

groups will be created.

Subscription networks between users, such as "subscription networks", are not randomly generated. Subscribers can be concentrated in users who continuously produce celebrity or informative information, and therefore are similar to the one-way network of mass media. However, unlike mass media networks, there are two differences.

First, the principle that the link is generated is that it is one-way, but it is capable of forming an indirect two-way link by subscribing to each other. In the case of celebrities, the number of people who subscribe to that person is much higher than the number of people they subscribe to, but in most cases, their followers and follow-up lists are quite overlapping. This means that by empathizing and interacting with each other, there is a high probability that they can discuss topics of interest in both directions and share information with each other. In the case of mass media, users can choose which newspaper to subscribe to, but newspapers do not subscribe to the information or thoughts that readers generate and communicate in both directions.

Second. The user network of the Nabi Platform has a hub, but the center does not exist, the mass media network has a single center, and only one node can deliver messages. There are no other activities allowed by recipients other than receiving messages. On the other hand, in a subscription network that is created and expanded by the active selection of the user, there is a plurality of hubs, not a single center. Multiple hubs and nodes cannot take complete control or distort information. With real-time emphasis, fabricated or misleading information can be easily disseminated, and the facts are often later known. However, it can be quickly modified and tracked the spreading path.

The Nabi Platform is a hybrid network that combines a following and a user that called nods. For example, "mention" the author of the original article with the "electronic wallet address" can be linked to a third user who I do not follow along with the follow-up action. The more content users create and follow, the more likely users are to follow the creator, and the more active the subscription network, the more likely the follower is to be created and connected. Causes synergy between subscription and reference.

When you subscribe to someone you're interested in, you'll automatically find posts on your homepage. You can also send instant feedback by paying for articles that you want to empathize with or respond to while reading a subscribed article.

The Nabi Platform serves as a mediator for the first time to produce content as sowing the seeds on the network. Sowing seeds can create new relationships while throwing new thoughts, hears, and things to see. This includes many activities, such as writing, taking photos, and uploading them. All of our publications, including the timeline text 'I am eating this,' are mediated and soon to be created.

In order for newly registered content to drive user interest, a lot of information is needed to help users make decisions. Instead of simply following, they communicate their opinions through sharing, creates a new branch, and adds value to what have already been created, and acts as a medium to overlay new creations, which in turn actively distributes content. Here, the key is how many users the content or services attract. Each reinvention medium is grown organically through

active pay.

Nabi Coin is responsible for producing content and bringing quantitative proliferation, and you can expand your content by informing you that you have been sympathetic, such as paying and following Nabi Coin. Through the expression "Like" and "dislike", pay acts as a way to replicate and spread content, expanding quantitatively and increasing visibility.

Some people may think, "I've never liked or voted," but search is a simple act of consumption, but it's a typical act in itself. My consumption creates real-time search rankings and increases the accuracy of search engines. All this directly or indirectly mediates people directly or indirectly with content or others, although I am just using, reading, viewing, and purchasing what I need.

The mediation goes beyond simple delivery. In the process of mediation, many stories are created by the user's ever-changing movements. This is because the process of creation, reinvention, reproduction and consumption takes place simultaneously and in a series. In other words, mediation is more productive than anything else, and this is the power to evolve the Nabi Platform. As many connections determine our lives, the constant, recorded, and interactive parameters gather to shape the future of the Nabi Platform. Connecting creates and evolves the media world that dominates the world.

5. Features of the Nabi Platform

5-1 Traceability

All the actions we see, hear, write, search and purchase on the Internet remain intact. My path on internet is traceable in some form without my knowledge that can be reveal the my personal information. In order to ensure the production activities of free and unrestricted content, the Nabi Platform will initially block this traceability and eventually design it so that only it can establish access rights to its entire data, allowing it to freely determine its access rights, and record it in the blockchain. This minimizes constraints on content-making activities and eliminates room for others to engage.

5-2 Visibility

It may be a problem that many negative data are tracked on the Nabi Platform, but it is also a problem that there is no data at all. A person who is not subscribed to any SNS and has no record looks strange. Organization is no exception. It's hard to trust the company that doesn't have search results. Individuals and organizations are now opening themselves as much as they can to be trusted. People create content to exist. Most SNS use their real names and there is a phenomenon where the more they are shown, the more reliable they are. In many shared services such as Airbnb, social media is being used for the confidence index. It is a so-called social credit. The longer a person has shown and shown himself in the Nabi Platform, the higher the score. Visibility is now a new way of being. The range of people watching me

is much wider than I thought. Not just my acquaintances, but all the users connected to their friends, and by extension friends, will be able to make me stand out more quickly through the Nabi Coin Pay.

5-3 Privacy

They are as open as possible to be trusted with each other, but that doesn't mean they don't have a desire to protect their privacy. A frantic network is created and grows as each other sees, shares, and watches with each other. Nabi Platform uses a blockchain symbolized by decentralization to consolidate all records of users producing content to be stored and managed to block the path in advance where personal information can be leaked and, in principle, makes it impossible for external malicious access.

6. Nabi Coin

6-1 Nabi Coin Structure

Nabi Coin generates a Block using a PoW (proof of work) algorithm based on the blockchain structure for security and remittance processing, and remittance uses the UTXO method.

Nabi Coin's remittance and Wallet is processed as an electronic signature, security is different from the hash value of the block and the actual Block value calculated from the receiving side of the Block, the block is rejected to fundamentally defend the Block manipulation attack, and the difference between Nabi Coin and the remittance is inconsistent with the Nabi Coin prior to the transaction, the transaction is not completed.

Nabi Coin's mining difficulty level remains constantly, and if the mined Block's reward is another manipulated amount, not 1 Nabi, the miner's reward will be revoked.

Nabi Coin has reduced the time spent using the database to process a certain amount of Block in memory for faster processing speeds, and the overall processing speed is faster by offsetting the time spent on security processing with the time it is secured.

6-2 Nabi Coin issuance

Nabi Coin is issued to build the Nabi Platform infrastructure.

Nabi Coin generates blocks as soon as 20 transactions occur, and is designed to generate blocks every five minutes when 20 transactions do not occur. It is designed as a dual system to generate and propagate a block in one transaction propagated during Nabi Coin transactions to ensure proof of transaction, and immediately generates and propagates blocks to shorten processing time.

Nabi Coin was developed independently by the Nabi project team without going through an ICO and will only be distributed through the exchange listing.

Nabi Platform Team 5,000,000,000 Nabi

Advisors & Partners 3,000,000,000 Nabi

Exchange Listing and Marketing 7,000,000,000 Nabi

• Initial distribution up to 7,000,000,000 Nabi

6-3 Nabi Coin Economy

The Nabi Platform creates a new ecosystem of content based on blockchain and issues Nabi Coin, which will play an important role in maintaining, developing, and interacting with the ecosystem. Nabi Coin will link the relationship between the many content creators and users that will arise from the Nabi Platform ecosystem, and Nabi Crew will reward content creators with appropriate rewards for using the content. Starting with the basic philosophy of supply and consumption, Nabi Coin will act as a lubricant for chain action to supply and consume a variety of content, such as video and writing, and create a content market that has evolved across a wide range of existing and different genres.

Nabi Coin is a reward-type link to facilitate the circulation of content creation, sharing, and reward, and equipped with a compensation system for each existing social media such as YouTube, African TV, Facebook, in addition to these existing rewards, it provides more accessibility of compensation with direct and easy functions through Nabi Coin.

For example, if Nabi Platform Crew uploads a video produced on YouTube, users can instantly reward within the Nabi Platform by sending Nabi Coin and the creators can use it to create the next content as a reward received. In addition, if the User recommends BJ, creators, influencers, such as Nabi Platform Crew, it is possible to provide periodic sponsorship and support, which will be the driving force of the creator's steady content creation activities.

Content creators, on the other hand, may reward users who sponsor or support themselves through Nabi Coin, which allows them to interact organically through bilateral transmission, rather than one-way transmission between the creator and the user.

7. Roadmap

2019 1Q

      Nabi Platform Project launching

      Nabi Platform White Paper Release

2019 2Q

      Nabi Coin Development

      MainNet foundation

2019 3Q

      Nabi Coin Beta released

      System Enhancement

2019 4Q

      Nabi SNS System Deployment

      Promotion of exchange listing

8. Notice

This white paper is intended for reference purposes only to provide information about the Nabi Platform, which is not intended to encourage investment in the Nabi Platform. The user is responsible for any actions arising from this, and is not responsible for the Nabi Platform and its developers.

This white paper has not been reviewed legally and does not guarantee the accuracy or completeness of the information.

1. Nabi Platform may from time to time revise, supplement, or delete information in this white paper in order to avoid related legal risks.

2. Due to the unforeseen leave of development personnel, the development of the platform may be temporarily suspended or suspended, and development may resume if sufficient development personnel are available.

3. During the development of the Nabi Platform, there is a risk that the development of the platform will not run or run as planned for various reasons, such as the control of digital assets, legal formulation of cryptocurrencies, or falling prices of Nabi Coin, and lack of development funds.

4. The development of the platform may be hindered in various ways, such as malware attacks by hackers, nabi coin seizures, etc., and development can be resumed when the supplement is completed so that it is determined that there are no security issues.

5. The development project may be terminated without external notice if it is determined after an internal review by the Development Team that nabi Platform development cannot continue due to unforeseen issues other than the above mentioned.