PIXL.ONE

Concepts array and practical applications research reference sheet

"WHITE PAPER"

Preface

The PIXL.ONE project has been designed to operate in a decentralised environment, utilising blockchain technology and leveraging other existing and emerging technologies to enable sustainable, long-term viable, and modular development and research. The project is by design modular, scalable and adaptable.

Global events, market fluctuation, and mutations in the technological environment require transparency and flexibility by design to maintain, orient, iterate, prototype and expand, and streamline for elegance in form derived from function.

PIXL.ONE is a long-term cooperative project that leverages individuals' experience and skillsets working together remotely to realise short- and long-term goals.
The current documented PIXL.ONE operational team is listed on **https://pixl.one/**

The core development and design team also co-operates with volunteers from the online PIXL community and utilises the talent and services of individuals freelancing specific areas of expertise as needed and our trusted network of partner projects.

PIXL.ONE takes pride in reciprocity by design, and our volunteers, freelancers, and partners are warmly credited for their work on our website and as is applicable.

Our modular crew tasking, combined talent, adaptive workflow, and pre-emptive design effort is how work of this scope and scale can be realised as all for all, yet none for just one.

PIXL.ONE

PIXL.ONE has been divided into development phases for
flexible and decentrally taskable work and scheduling
control and output monitoring.

Below is the phase design and roadmap for PIXL.ONE
explained in terms of conceptual abstraction and
in practical terms of events, products, and actions taken.

Phase 1:

Emergence

In the abstract

Identify the project's core concepts and ideas.
Assess necessary tangible requirements and
establish practices to enable and pre-emptively
support the success of the following phases.

Phase 1 elements in practical terms:

Phase one consists of the following milestone elements. The temporal order of execution of events or
production of elements must be kept adaptable to leverage or compensate for variables outside of
PIXL.ONE's control to maximise impact and utility given the larger strategic goals of all development phases.

I

One Million PIXL page

The One Million Pixl page introduces the framework that will bring utility to Pixl. Building off the successful
internet phenomenon in August 2005, Pixl will have one image compromising one million pixels – with each
pixel being sold and used as an interactive billboard.

Payment will only be accepted when made in Pixl. The Pixl received from these payments will be utilised in
two ways:
A portion of it will be utilised as liquidity for our currency exchange.
The remainder will be secured within the Treasury, reducing the available supply.

In the later stages of the project, the partners who wish to further invest in PIXL will have the opportunity to
exhibit their own virtual space created with a soon-to-be-launched utility token called PIXL Charge. Each
area will be able to be visited by our supporters.

When acquiring space within the image, investors will acquire multiple Pixels to be utilised as advertising
space. This space, displaying the partners' choice of image (in compliance with Pixl T&Cs), will link to their
desired content (social media, website, blog, etc.). The Million Pixl page will continue to evolve until all one
million pixels are purchased.

Those wishing to have a presence within this page will be purchasing real estate within the PIXL ecosystem.

To do this, they'll be buying directly from the exchange then transferring funds to the PIXL treasury itself via the PIXL Store. Removing liquidity from the exchanges will ensure that PIXL Coin will continue to transition out of the economy and into the Treasury, contributing to Pixl coin scarcity while ensuring the further growth of our project.

II

Advertisement partnership integration

The core principle of PIXL and its underlying strategise lies in the importance of aligning partnerships across all networks and economic boundaries, both inside the decentralised finance space and beyond. Mutual exposure is key to remaining a relevant force in future markets. As PIXL aims to lead the world in blockchain advertising, we will strive to radicalise our practices and provide exposure to our partners in return.

One such example is our Coin of The Week program. Within this program, every Coin of the Week becomes a partner. We will display a list of all such partners on our website. It is important to note that Pixl, Pixl Admins, or Pixl Contributors do not act as Financial Advisors. We strongly recommend that you do your research when reviewing coins we highlight within our Coin of The Week program.

Traditional Marketing channels, such as TikTok, Youtube, Streamers, etc will continue to be utilised as Pixl continues to build out the underlying platform that will power the Pixl utility through later phases. As a community token, we welcome any contribution that you may wish to make; as such, if you believe you know of any such marketing channels that we can utilise, please introduce them to the Pixl Admin team. on https://pixl.one/ or one of our administrators on social platforms such as Telegram.

III

Arcade games

The games are not about entertainment as such.
Pixl is about bridging gaps across socio-economic platforms.
Our arcade games allow us to introduce new holistic ways of advertising and coordinate elements of plans that we will leverage and explore as we move through different phases of PIXLs development.

With weekly competitions and new games coming out more frequently – this is a massive part of the PIXL project, and we hope you are as excited as we are.

IV

Exchange and Wallet
A decentralised exchange, essential for us to build and maintain control over our project, will integrate the existing pair (PIXL and BNB) and our partnered coins.
Sovereignty over our economy will allow us to operate seamlessly while allowing non-PIXL holders to transition into our ecosystem easily.

The PIXL Wallet is designed to provide a space for all PIXL partnered coins and collectibles integrated directly into the PIXL ecosystem. This is how we effectively guide our supporters into adopting the more significant parts of the project like PIXL Co-Labs.

Doing this gradually over time allows us to focus on the aspects that work and address anything we see could hinder overall development.

V

Introduction of NFTs

NFTs are mathematically unique collectible digital assets. PIXL will be releasing four tiers of personalised PIXL NFTs. A short supply of affordable NFTs will be minted for public purchase.

All proceedings will go into a treasury, increasing the scarcity of PIXL Coin and increasing value. PIXL will also have these NFTs available in future games and our virtual spaces. In the mature operational phases, we plan to provide physical copies of NFTs, which will be supplied in conjunction with the digital assets.

"Minting" refers to the process of deploying digital contracts. The million PIXL page will consist of logos and pictures that can effectively be turned into NFTs and used interoperably between platforms in the PIXL ecosystem.

VI

PIXL Treasury

With every investment, we will aim to channel these into the PIXL treasury. We will hold our treasury in our community wallet to increase scarcity and the overall value of PIXL. Later this revenue will be used as liquidity pairs for our yield farms to generate interest for holders. These will not be sold for marketing purposes as we do not want to devalue PIXL in any way.

VII

Multi-signature donations Wallet

The PIXL team has implemented no developer funds natively extracted from PIXL sales, no team payments, or any revenue being generated for the PIXL development team.

We have removed this ability to ensure our investors feel confident that we will not have the ability to do anything that can damage the price of PIXL and put our investors' funds at risk.
After renouncing the contract, we have completely removed the ability to change this.

Furthermore, we are delighted with this decision. At its core, PIXL is, after all, a community-driven project, and we feel that no one individual should singularly gain unequal profit from its supporters. The multi-signature donations wallet will add an extra layer of security.

In simple terms if a member of the teams wallet is ever compromised, no one single admin can steal the funds without the authorisation and signature of two other core team admins. We create polls to steer the direction in which the PIXL community can affect the direction or bias of marketing safely within the overall long-term parameters of our core marketing strategy.

Phase 2:

Visualisation

In the abstract

Establish sustainable PIXL VR technology and introduce PIXL Charge token.

Phase 2 elements in practical terms:

I

Virtual Spaces

We will create a virtual space that correlates to the specific brand image of participating Partners. For example, if a car manufacturer wanted a PIXL showroom space. We would create a virtual exhibit for their vehicle inside. Our platform would allow supporters to interact with this product physically, allowing heightened levels of exposure to that product. Direct interaction is the kind of next-level advertisements we aim to bring to not just this crypto space but to the world. These virtual reality spaces will be possible to visit or watch via a live stream. Each VR Exhibit created will have a recorded stream uploaded on our website, so you can see how profound this is.

II

PIXL Charge token

PIXL Charge will effectively be the oil that keeps the wheels turning within our ecosystem. Partners will use it to purchase virtual products and real estate. They will also use it for the utility of their virtual exhibition spaces to make micropayments for processing power and blockchain storage.

Phase 3:

Commerce

In the abstract

Orchestrate the initial cultural and economic support pillars to self-governance.

Phase 3 elements in practical terms:

I

Inaugurate governance and PIXL gov token

PIXL development stage 3 introduces PIXL governance tokens.
These tokens will allow supporters of PIXL to have their say concerning changes when strategies are employed.
Actions can range from the next game developed, the next project initiated, or an additional pair added to the liquidity pools.

The governance token will also provide the framework around which future phases run on, including the underlying principles that give direction to the project's overall development.

Based on the ideology of Isaac Asimov's three laws of robotics and configured to meet the ever progressing state of technology, the principles implemented in the governance token are:

• Care for the project
• Follow the strategy
• Do no harm

Asimov's laws for robotics had to be presented in a particular order.
Otherwise, there would be negative or unpredictable compounding subsequent real-world implications. Even if the same laws are used but in different configurations, the results could lead to many other unintended future outcomes.

We want to ensure that the future of PIXL is prolonged and profitable. We must set in stone an official charter from which everything flows, yet it must be simple enough not to restrict the project's success.

First, we must ask if our actions inhibit PIXL's growth. Secondly, does the choice follow the strategies outlined under the first rule? Finally, are we harming our investors and partners if we do implement this proposal?

Until the Jettison phase, we will be here to safeguard the project until it is fully autonomous and governed fairly by its supporters.

We already vote for anything we consider to be mildly egregious to the way PIXL operates. We work by a natural consensus of agreement. If there is a disaccord between admins, we open the questions up to the broader community. Eventually, the supporters of PIXL will hold total power over its governance within the outlined structure of its charter and strategies.

II

PIXL Governance Airdrops

PIXL airdrops the Governance token to PIXL holders who meet the investment criteria within PIXL. These governance tokens interact with our strategy and allow PIXL holders to vote on changes to PIXL Defi and collaborations, as long as the decisions do not go against our core beliefs, our system, charter, or damage the project.

III

PIXL Pools

PIXL provides staking pools within the PIXL exchange to enable holders to benefit from combined staking pools. In turn, we are earning interest from staked liquidity provided by the treasury against our affiliated partners' projects that are PIXL affiliates in the ecosystem.

IV

PIXL Commerce

 ollowing governance, commerce will be conducted directly between manufacturers and customers, alleviating marketing per se.

Users of our platform create, deliver, share and experience creations within their self-defined and chosen areas of preference. These areas of preference are detailed via the interaction of users with the environment within the PIXL ecosystem.

In turn, these interactions identify, inform the partners and creators of the items and creations that are most sought after.

As the PIXL Store monitors all interactions within the PIXL ecosystem, every commercial interaction rewards and benefits all PIXL Coin, PIXL Charge, and PIXL Governance holders, providing a stable, transparent passive income source to all holders.

The underlying idea is to build a self-governing ecosystem that requires no 'employees' or 'ownership.' It will not need administration. Effectively like the old Bill Hicks joke suggests, PIXL removes the marketing middlemen from the equation and allows the end-users to freely interact with the creators and influencers that would enable them to discover new commodities.

Phase 4:

Maturation

In the abstract

*Finalise, optimise and adapt the supporting commercial pillars to allow
a self-sustaining ecosystem.*

Phase 4 elements in practical terms:

I

PIXL Co-Labs

PIXL Co-Labs hinges on the idea of creativity without undue intervening communication.

The project automates the cycle of retail without the need to advertise in traditional ways.

Supporters will interact with the creators of tangible and digital products through a straightforward process depending on their interest in the work.
Creators will then get direct feedback from the people who buy their work.

Rewards for direct sales incentivise creators, influencers, and partners to be virtually carriers for these products they interact with within this system by looking at the creator's work and products and services.

They will be upvoted by how much time the work is looked at without needing any tactile interaction. Co-Labs then automates the process of these products being made, "minted" in NFT format, and forwarded to industry partners to create physical versions.

A lot is lost in translation when we communicate ineffectively.
Moreover, it may even be an inherent flaw within the boundaries of our shared languages.
We may all speak English, but we do not share the same understandings.
It would appear reasonable to think that no one would view a stunning performance of Swan Lake and suggest it could be better if there were more talking bits.

The communication between its performers is native to the artform and invisible to those looking in. Like Marshall McLuhan famously suggested, with the medium is the message.

Blockchain is the technology around which progress will shape society; regional dialects will fall silently on the ears of the underlying language of blockchain.

The central idea behind PIXL Co-Labs allows for industry to operate in pools of creativity without the need for communication beyond the subtle and nuanced gestures that govern its processes akin to the unspoken inflections made by the well-choreographed dancers.

II

PIXL Co-Labs bridged with PIXL VR

PIXL Co-Labs will be a dapp, a decentralised version of something between Amazon prime and Tinder.

How is this different from any other shopping process?

It begins at the genesis of a product and even before that.
You will be creating an infinite feedback loop between users, creators, influencers, and manufacturers. It is the world we know today but fully integrated within itself, without the middlemen of industry.

There is no need for agents to facilitate the process.
Their work was essentially being followed from its inception.
Furthermore, the rewards transfer from their sales to their supporters proportionally to how involved you were in the process.
If you were one of the people who swiped in support of that creator's work, you would share its success.

PIXL Co-Labs will mint an NFT of the item that has been successfully pushed for distribution. Affiliated partners will then be forwarded the instructions and requirements directly from the creator and the supporters to whom manufacturers will supply the items.

PIXL Labs and PIXL VR will allow for a fully realised entertainment, education, and commercial suite. We enable complete conception of ideas and products within the PIXL platform in a truly virtual world where your reactions, interactions, and engagements will allow you to engage with ideas or find products suited for your needs.
Within this space, products will be crafted and will be available to purchase directly.

Pixl products can be as simple as a printed picture and a digital NFT of the same item. This idea will become more complex as we progress from physical items such as books and wearables. You will get a digital version to encompass anything that can be bought or sold eventually.

In turn, this also builds a system of passive income and rewards for supporters, creators, and influencers.

The supporters that hold PIXL Coins and PIXL Governance tokens will receive interest generated by the liquidity pools within the decentralised finance structure of PIXL. While working within the premise of the user-defined preference fields, PIXL Co-Labs will enable Geo spatial advertising; allowing PIXL to tender products and services to people efficiently and effectively depending on their geographic location. Our user base can benefit from using their geospatial location when looking to buy products, find creators and influencers that will be relevant to their environmental experiences.

III

PIXL Integration

PIXL is not designed to be purely insular.
Our partners can expect a platform that will also interact with traditional audiences.

As part of this, PIXLs platform will be an external-facing marketing platform integrated into more traditional media. PIXL Places will allow for any medium that incorporates it to adopt and display new marketing campaigns.
Think about billboards in movies or TV shows being updated to reflect a real-world advertising campaign. Currently taking place – or fresh food or drink brand launch having their merchandise placed in situ within a film made years ago but whose creators adopted PIXL products. The PIXL platform will provide additional income to both content creators and the entire PIXL community due to the tokenomics of the underlying support tokens: PIXL, PIXL Charge, and PIXL Governance.

Phase 5:

Sovereignty

In the abstract

Establish and enact the final requirements which will allow PIXL to progress forward, under the rules of community governance, without the guidance of PIXL administrators.

Phase 5 elements in practical terms:

I

Towards our Core Principles

PIXL has been designed to remove the Marketing Corporate Behemoths who touch our daily lives and the future for people to own their digital selves truly. Given that the premise of PIXL and the platform around it is built on the foundation of trust. The supporters, having complete control of your interactions within the PIXL platform, the fulfillment of our core principles will mean that you are the only beneficiary of your digital avatar and its value.

II

Expansion of LP pools and yield farming

PIXL LP pools will continue to evolve.

We will add additional pools, continuing in line with our partnered projects and with financial instruments that will allow supporters of PIXL to benefit.

III

PIXL Governance chooses the strategy

PIXL Governance will continue to evolve, with the supporters of PIXL automatically being attributed governance tokens if they hold PIXL Coin and PIXL Charge tokens.

The community will continue to define the strategy that PIXL will follow. PIXL will become a self-governing and self-fulfilling system, building based on the core principles and rules.

Phase 6:

Jettison

In the abstract

Release control of PIXL in its entirety to
the governance of its self-sustaining community.

Release

We have decided to release PIXL once the project has fulfilled its core principles of freeing its users from the traditional practices of advertisers and marketers.
By this point, looking back, we will consider project PIXL's development complete. We look forward to having been along for the long ride and having taken part in creating a holistic, self-governing ecosystem that rewards its users with a passive income.

PIXL will grow, continue and thrive.
PIXL will be entirely self-curated by the mature long-term community.
This leaves us with one final step.

If you truly love something, see it set free.