

SoundsOfThings

A Metaverse for sound content that is turned into non-fungible tokens (NFTs) and traded on the blockchain.

Author: Germano Marano

Contributors: Sergio Talente, Tomasz Korwin-Gajkowski, and Daniel O. Nyairo.

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DISCLAIMER

The information shared in this whitepaper is not all-encompassing or comprehensive and does not in any way intend to create or put into implicit effect any elements of a contractual relationship. The primary purpose of this whitepaper is to provide potential token holders with pertinent information in order for them to thoroughly analyse the project and make an informed decision.

Prior to your participation in the purchase of SOT coins, we strongly advocate a careful study of this whitepaper all the documents associated with the same, including the contract in relation to the purchase of the same. You may even engage the services of appropriate experts to help you with investment analysis.

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The world's first sound Metaverse

How would it be to fly being a butterfly or experience a spacewalk in a new world created just with sound?

Differently from the visual Metaverse, the good news is that the technology for creating immersive audio is already here in most parts.

The Metaverse is a \$13 trillion opportunity based on a Citi group report¹. Nevertheless, Visual Metaverse face challenges that, at the moment, raise doubts about its mass adoption; here are some examples.

- -Visual Metaverse isolates people.
 - -Has hardware limitations in terms of safety, health and costs
 - Brands deserve their space in the Metaverse...how they will interact with the consumers before this idealized Visual Digital world becomes just a giant version of Times Square?
- Arthur Vincent -Composer / Sound designer*

So it seems that this is the perfect timing for a Sound Metaverse; it allows you to enjoy reality without isolating yourself from other people. Music affects our mood and emotions every day. It has been proven countless times that high-quality audio is more important than high-quality images.²

With podcasts, voice assistants, AirPods, and ASMR ushering in another age of sound, apps for creating and consuming sound content becoming available on App Store and Google Play Store and portals for composers and business users coming online, [SoundsOfThings](#) (SoT) is already attracting brands and composers from around the globe with interest in creating innovative sound identities.

SoundsOfThings (SoT) is a platform conceived and developed to revolutionize communication and branding for individual and corporate users. It is the first Metaverse whose primary content is SOUND which is highly disintermediated.

Our approach is that; rather than focusing mostly on seeing the world, we should also build the capacity to listen to it and appreciate the different melodies it emits, including those we create ourselves. Listening puts us in a fascinating relationship precisely because of the physical nature of the sound itself. Communication that is based on sound places us in a relational state that plays more on our emotions and amplifies our sense of community as that is how we evolved for millions of years before we could read and write.

Why SoundsOfThings is different from other Metaverse

SoundsOfThings challenges the prevailing assumption that for a Metaverse to succeed, it has to be based on images and videos. Our research has shown us that sound content can be as engaging and stimulating. We introduce the mechanism by which users can share what we've called *Sound Emotions*.

Metaverses are social: what SoundsOfThings does better? In the Web 2.0 era, social operators control the data of social users to make profits, with little benefit to users.

Social media platforms make money by selling ads based on their user traffic. The platform benefits from greater traffic and engagement in the form of billions of ad revenue, whereas the users receive only the benefit of using it.

¹ <http://citi.us/35GyALq>

² <https://www.soundobject.io/sound-of-the-metaverse/>

Soundsofthings sees these benefits as unequal, allowing users to monetize their influence and use. Blockchain technology enables Soundsofthings to improve data rights attribution, making user data collection transparent, secure and protecting privacy.

Also, SoundsOfThings introduces the innovation of the strong link between digital and physical socialization through Sound Villages (described below). It augments physical places so that users can only listen to particular *Sound Emotions* based on their physical location.

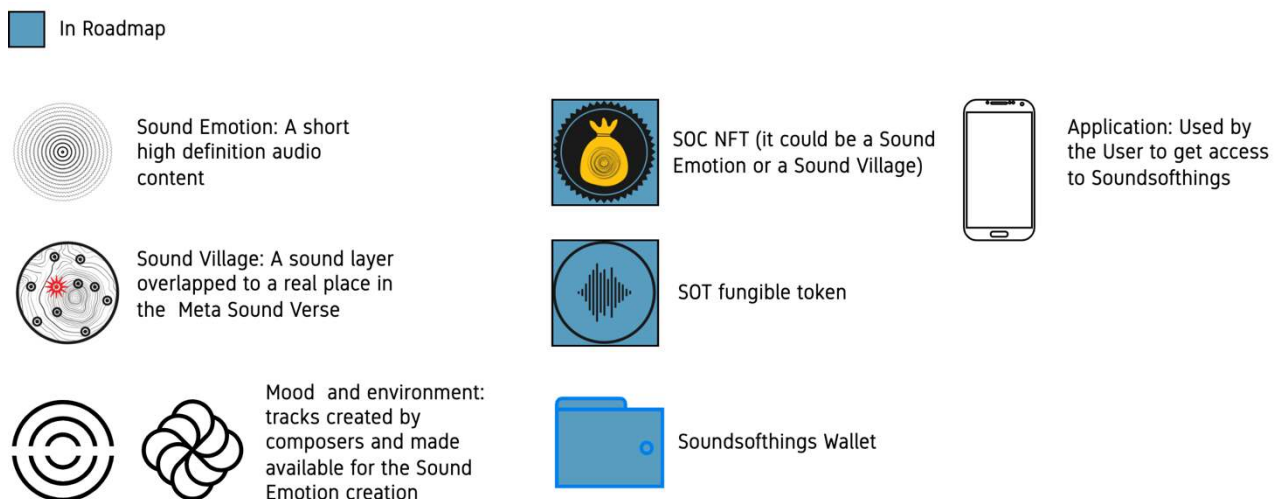
Last but not least, SoundsOfThings incorporates blockchain technology to enable users to not only have true ownership of their content but also monetize it for their own gain.

How SoundsOfThings works

The advent of voice technologies reduces the time we can spend watching our smartphones. How we interact and communicate must change both in personal life and business activities. To help with this process, SoundsOfThings has created a new world; a MetaSoundVerse, where users create, share and trade with short audio content named *Sound Emotions* (SEs).

In Soundsofthings, through the universal language of sound, immerse in a reality augmented with sound, we have an ecosystem of actions and behaviors that create a new economy. This new economy needs a currency: the Sound Token (SOT).

The Sound Emotion represents the artistic expression of the user, and it is of value to an interested public. To understand how Soundsofthings works we must introduce its basic elements:



In the Soundsofthings Metaverse the physical reality is mixed with the digital innovation meant to evoke old tribal dynamics inside the Sound Villages.

In the Sound Villages, villagers are people, composers, creators, and companies. This ecosystem respects all the basic parameters of a society. And our new society needs a currency, not a generic one but one that is coherent with all the aspects of our economy.

In addition to the NFTs representing the Sound Emotions, Sound Villages and soundtracks produced by accredited composers, we will have a native coin that will serve as the medium of exchange in the transactions involving creators and consumers of content. It will be a programmable unit of value that can work with smart contracts on the blockchain.

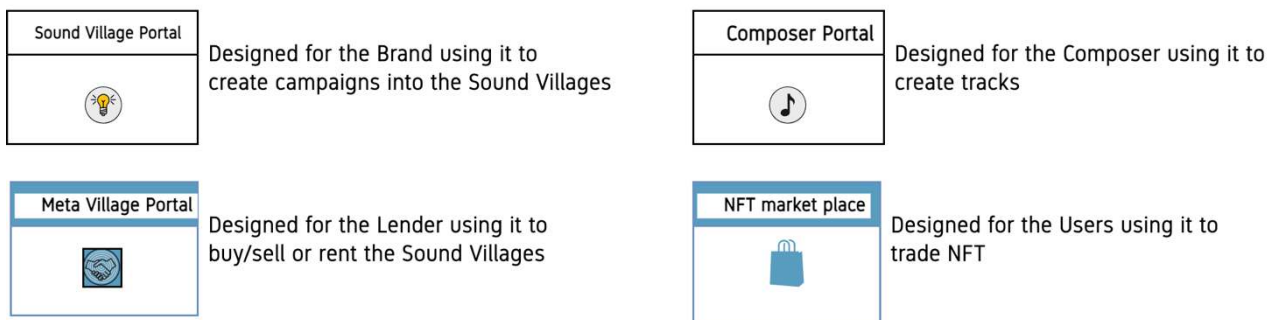
We, therefore, have two digital tokens on the blockchain:

- The Sound Coin (SOC): the tradable non-fungible tokens (NFTs) linked to Sound Emotions, Sound Villages and soundtracks

- The Sound Token (SOT): a fungible token also on the blockchain used as a medium of exchange in smart contract transactions.

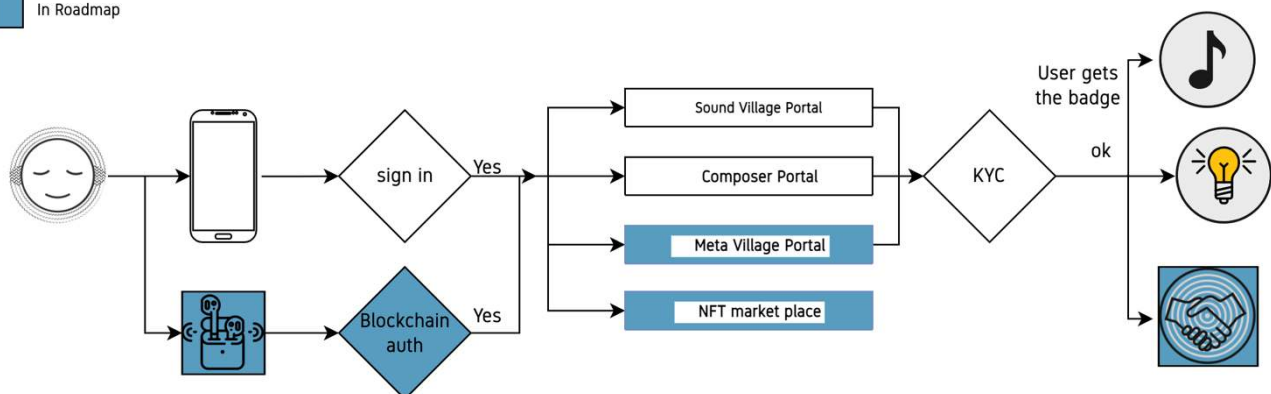
We have designed a marketplace on the platform where users can sell and buy NFTs. The marketplace uses blockchain technology to guarantee the highest security and reliability of transactions and ownership transfers. On the blockchain, a Sound Emotion, a Sound Village or a Track exist as non-fungible tokens (NFTs) and this is independent of SoundsOfThings. Besides the marketplace, in the Metaverse users find several other portals:

 In Roadmap



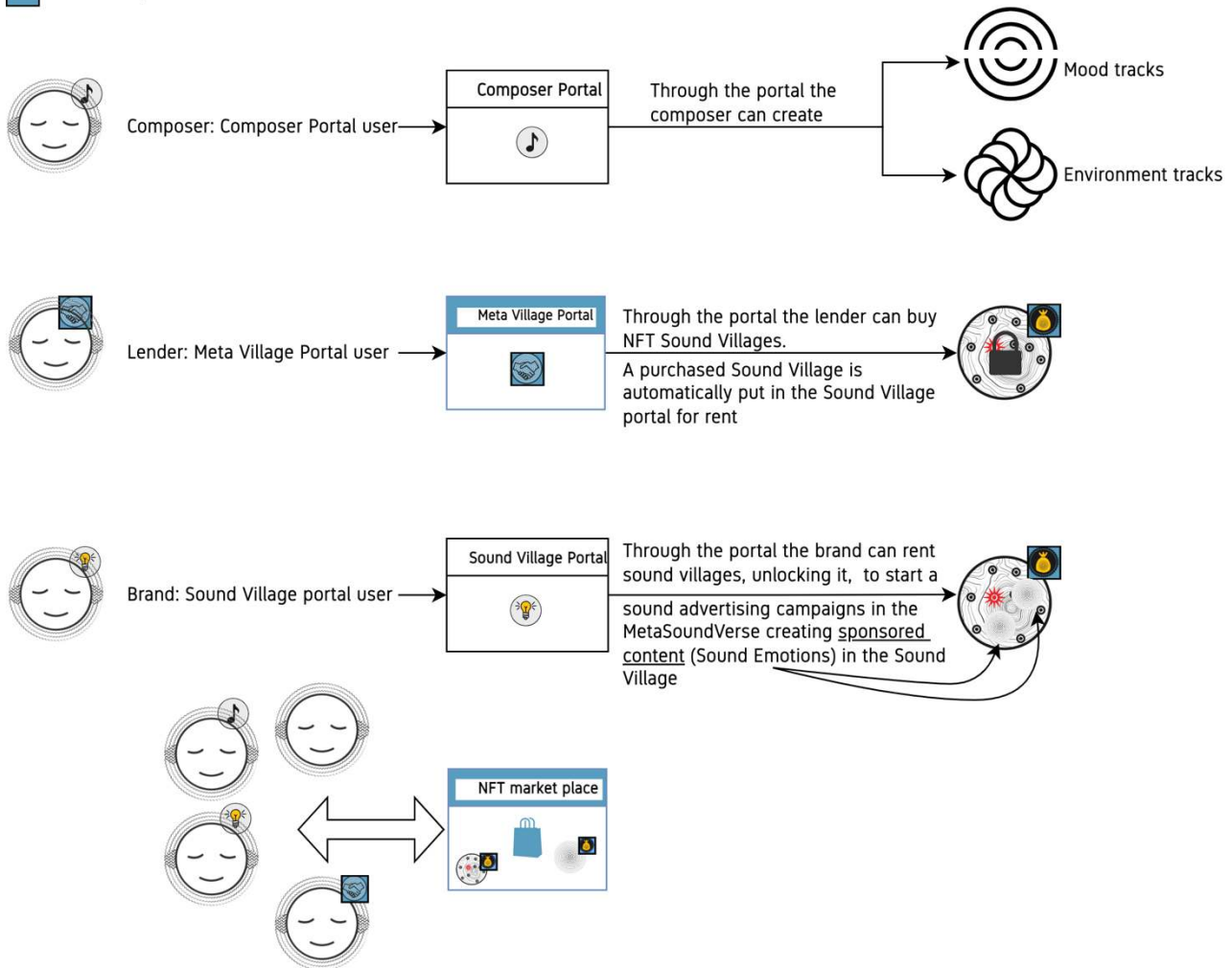
A user getting access to the Metaverse, today with the application, can easily upgrade to get access to the portals:

 In Roadmap



And here are how users can interact with the portals:

 In Roadmap



Users can sell their digital assets through non-fungible tokens in the blockchain. Sound Emotions, Sound Villages or Tracks are then traded as a digital asset on an open market. A smart contract capability enables the process. It executes the trade after confirming that the seller owns the NFT and the buyer has enough liquidity for the purchase.

The smart contract simultaneously exchanges the NFT with the agreed price in native tokens. Once the transaction is completed, the buyer can view the Sound Emotion in their wallet on SoundsOfThings.

It is important to point out that only voted Sound Emotions generate NFTs on the blockchain.

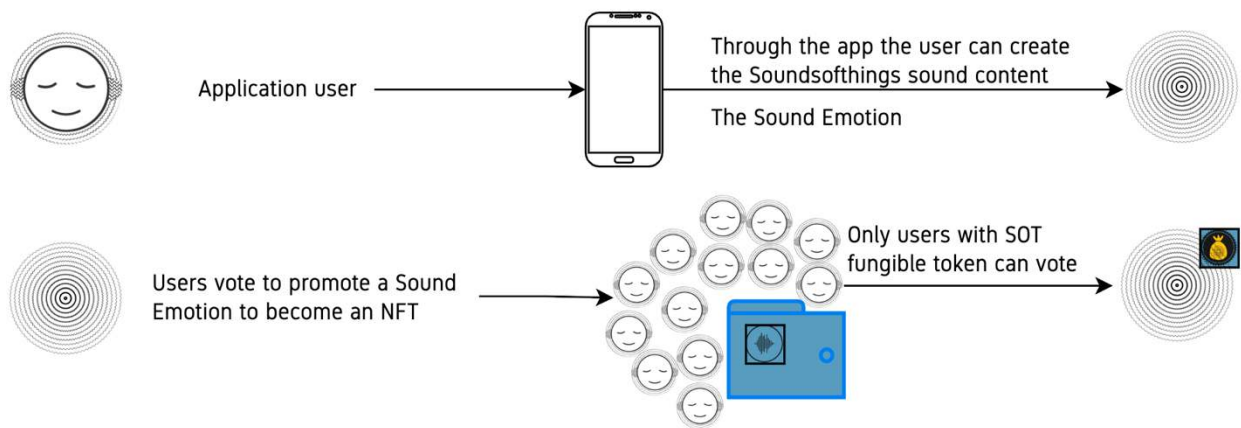
Sound utility tokens (SOTs) ownership is a requisite to obtain the following rights:

- Vote³ for Sound Emotions eligible to generate NFTs. Only the best Sound Emotions will have the chance to have NFT based on criteria related to likes, views, comments and other parameters.
- Vote for Brands' Sound Emotion, therefore, influencing the popularity of Brands' sound identity
- Getting composer Portal pass to get access to exclusive sound filters and tracks
- Getting pass to get early access to exclusive Sound Villages⁴

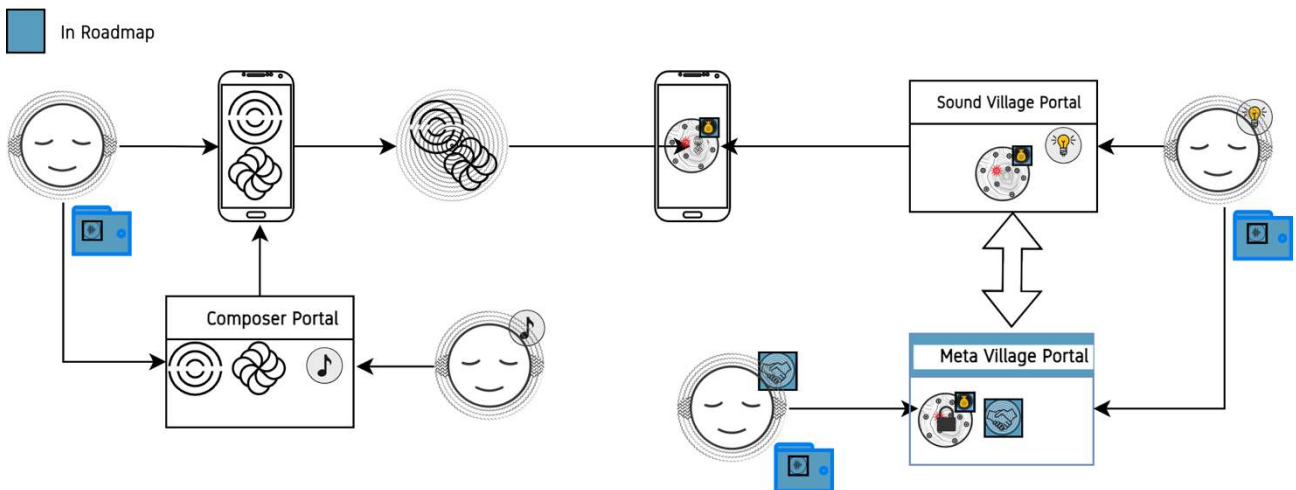
³ A new Vote function will be introduced in the app. obtaining the right to vote will also be linked to the user's level of participation in SoundsOfThings activities

⁴ A sound village is overlapped to a real place, in the case of Nutella it was the Nutella café in Manhattan, having a pass to a Soundsofthings Sound Village is like to have a pass to get access to a real exclusive place

 In Roadmap

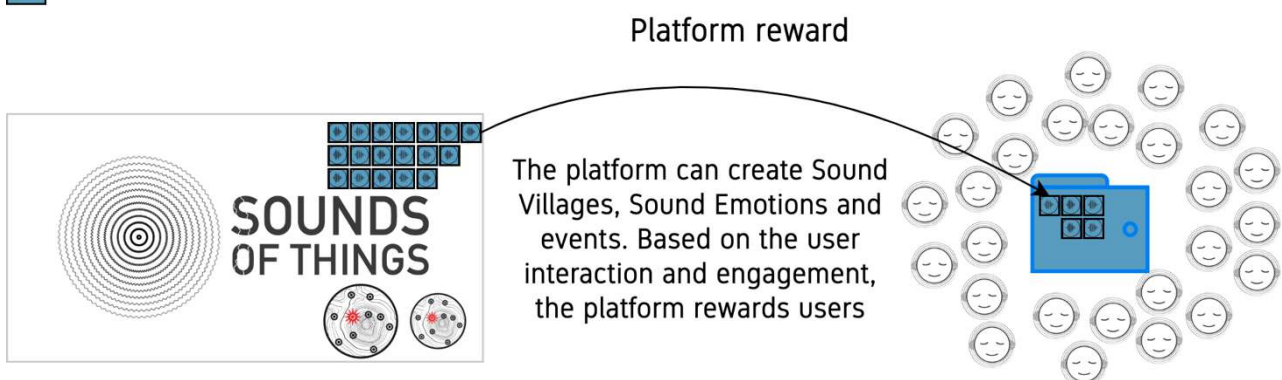


In the following use case, a user creates a Sound Emotion by purchasing composers' tracks and putting them in a Brand Sound Village.



Soundsofthings rewards users just because they participate in the Metaverse:

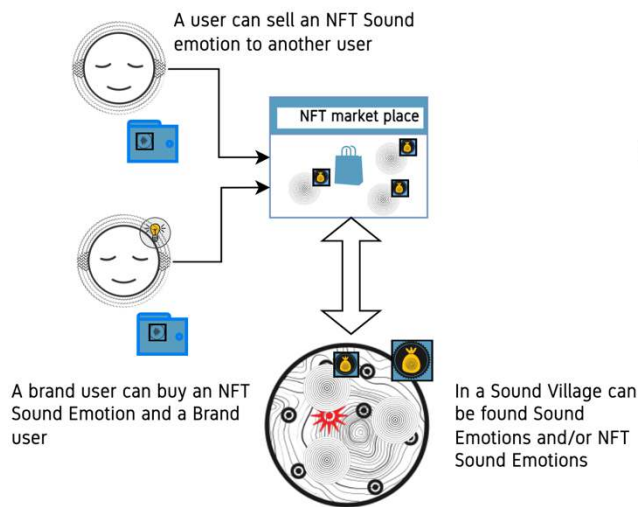
 In Roadmap



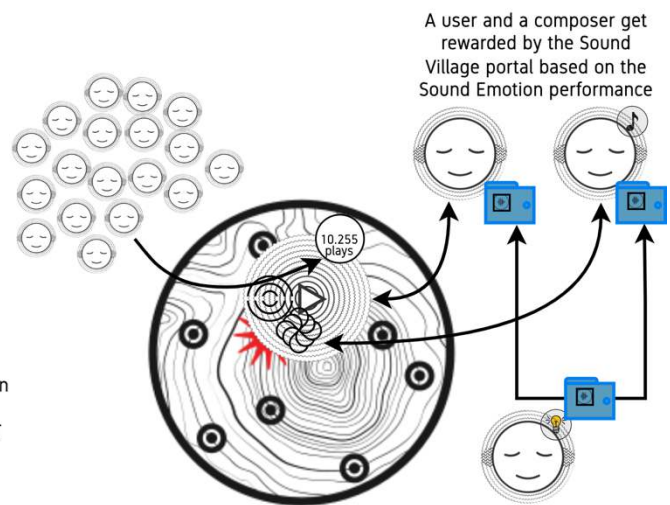
Users can sell or buy NFTs using the market place but they can also get rewarded in Sound Tokens for visiting Sound Villages and, playing Sound Emotions as described in the following use case:

 In Roadmap

Buying Sound Emotion



Reward

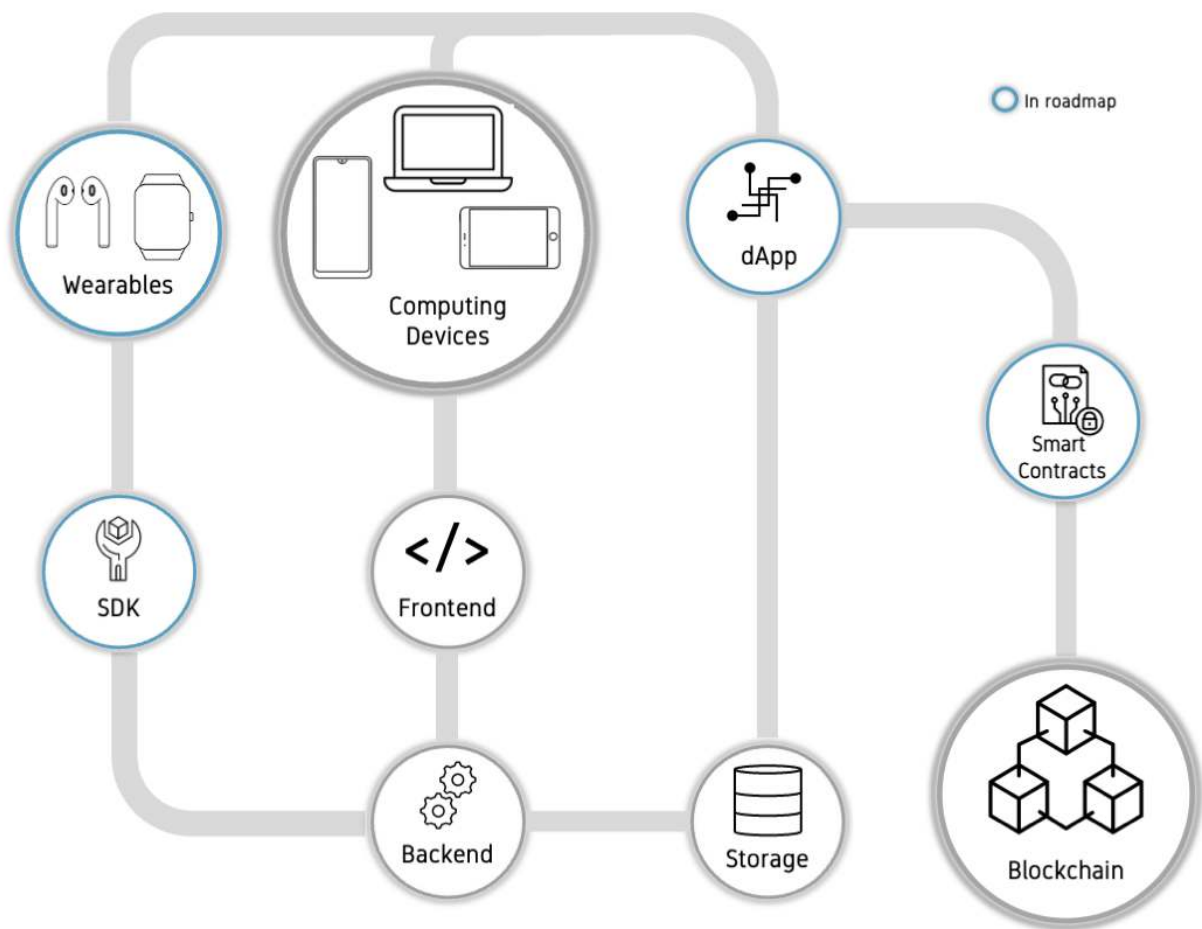


Meanwhile, Sound Emotions generated as NFTs will be managed and shared on a decentralized, open-source, and immutable file storage similar to the Interplanetary File System (IPFS).⁵

Also, composers creating soundtracks may decide to create NFTs, also shared on an IPFS-like system.

⁵ Option in the roadmap https://en.wikipedia.org/wiki/InterPlanetary_File_System

SoundsOfThings technology



SoundsOfThings platform is composed by several components, each of them designed and built to provide a modular system easy to extend and to scale-up.

Storage: SoundsOfThings uses three different types of storage combined between them: the first, in noSQL technology, aimed to store structured data; the second, in object-storage technology, dedicated to user created content; the third, in real-time memory cache technology, to support real-time communication between platform's components.

Backend: SoT delivers two backend components: one aimed to provide API services to frontend components; the other dedicated to asynchronously process users generated content.

Frontend: SoT platform provides three frontend: the mobile app, the SoundVillage Portal and the Composer Portal

SDK: SoT SDK are multi-platform software libraries designed to enhance wearable devices with SoundsOfThings functions.

dApp: Provides the user with the user interface needed to activate the project use cases, orchestrating the information flow and related processes to extend the current platform into the sound meta verse.

Smart contracts: They rule the execution of transactions that implement all use-cases in the project.

Technology Stack: The stack of technologies used in the platform includes Angular, Ionic, Capacitor, Node.js, Express, Loopback.io, MongoDB, Redis, AWS S3 Object Storage, Imagga, OpenStreetMap.

Thanks to the dApp and the underlining smart contracts, the user will be able to convert its Sound Emotions in NTF to trade them on the blockchain. The same dApp will rule the execution of transactions required to transfer Sound Tokens when an event occurs, such as a Sound Emotion that becomes part of a Sound Village, a user buys a Composer's track, etc.

SDK availability on the most used wearable devices will be crucial to enable the user exploring the SoundsOfThings sound metaverse free of borders.

Market sizing

Although it is known that the Metaverse is a \$13 trillion opportunity, Soundsofthings can initially focus on the following market:

NFT: NFT market was worth \$41 billion in 2021⁶

Impressions: Ad spending in the Digital Advertising market is projected to reach US\$515 billion in 2022⁷

Subscriptions: "VSCO [selling visual filters - ed] is on pace to surpass 4 million paying users in 2020, up from 2 million paying users in late 2018, the company said. Approaching \$80 million in annual revenue"⁸

Several major businesses already have sound logos and are using sound in other ways to grow their brands. The following are some examples:

- **automotive:** BMW and Audi have sound logos.
- **travel:** Expedia⁹ is an example of a brand exploring the power of sound content, especially in describing destinations and sharing customer experiences.
- **food:** McDonald¹⁰ is actively using sound to promote its service and grow its brand

A culture of sound in everyday communication is growing. The goal of SoundsOfThings is to offer a valuable alternative to the market. Even more, one that connects more with human nature. We are also building an infrastructure that allows brands to create a sound identity¹¹ for the first time, after decades of focusing on visual marketing.

To all this Soundsofthings adds the Audio market opportunity: according to *Marketresearchfuture*,¹² "the global consumer audio market is estimated to reach USD 138 Billion by 2026."

According to Statista, the annual global music revenue reached US\$53.77 billion. The previous year's revenue stood at US\$51 billion. The figure is projected to surpass US\$65 billion by 2023¹³

⁶ <https://earthweb.com/nft-statistics/>

⁷ <https://www.statista.com/outlook/dmo/digital-advertising/worldwide>

⁸ <https://techcrunch.com/2019/12/05/inside-vsco-a-gen-z-approved-photo-sharing-app-with-ceo-joel-flory/>

⁹ <https://www.createfuture.com/work/expedia-sound-travels>

¹⁰ <https://youtu.be/qCdP54ZVsaw>

¹¹ <https://www.bbc.co.uk/news/business-46425420>

¹² <https://www.marketresearchfuture.com/reports/consumer-audio-market-10465>

¹³ <https://www.statista.com/statistics/259979/global-music-industry-revenue/>

Despite the growing market for music services, a lack of innovation and protection for user-generated content and smaller artists persists. Many have no power to position, distribute and negotiate the sale of their content or sponsorship deals by big brands.

Growth in Sound-based communication is also an opportunity for hardware manufacturers. For many years, smartphone manufacturers, in particular, have focused mostly on the video camera features as a critical selling point.

With user-generated sound content platforms like SoundsOfThings, the microphone quality could become another opportunity to differentiate devices. Over time *Sound Emotion recorded using an AirPods¹⁴* could be regarded as highly an image taken by an *iPhone*.

¹⁴ <https://www.soundsofthings.com/en/this-sound-emotion-was-made-with-airpods/>

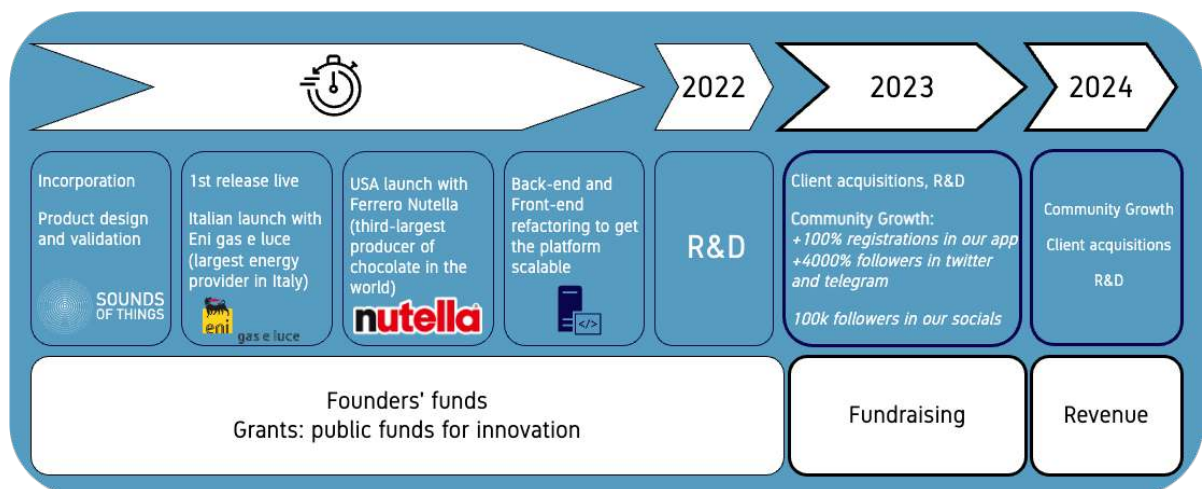
Roadmap

The following are the milestones we have achieved so far:

- 2017: Incorporation
- 2017/2018: Research and development. We also designed and validated the business model.
- 2018: Italian launch in collaboration with **Eni gas e luce (commercial partner in the energy sector)**
- 2019: **USA launch in New York** in collaboration with Ferrero Nutella
- 2020-2022: Back-end and front-end refactoring to get the platform scalable

We have a great story to tell about the past, but the best is yet to come, our roadmap is full of important milestones we are on track to achieve. They include:

- Growing a creative community using the application, the composer portal, and the sound village portal.
- Developing the business attracting brands to create sound identities in Soundsofthings and implementing advertising campaigns
- We may decide to implement a closed economy based on the Sound Token (in the same way we see in Roblox or Fortnite) with all the use cases described in this document before the ICO.¹⁵
- Integrate or implement blockchain technology and develop a mechanism for generating sound NFTs and issuing the utility token.



¹⁵ This step is also appropriate, considering the temporary instability of the crypto sector.

The Team



Germano Marano

CEO - Chairman - Founder

Electronic engineer, former GM in tech companies, 23 years work experience



Sergio Talente

CTO - CIO - Founder

23 years experience in R&D former CTO/CIO in leading travel companies



Gaetano Gangemi

Investor



Demetrio Rando

Investor - Legal Advisor



Giovanni Capitta

Chief Commercial Officer



Daiana Tripodi

Communication



Nathaniel Adediran

Community growth



Chandra Mani Sharma

Community growth



Ferda Kert

Advisor

Serial Entrepreneur

Investor & Mentor



Daniel O. Nyairo

Blockchain copywriter

Blockchain content strategy



Tomasz Korwin-Gajkowski

Consultant

Blockchain R&D expert

Tokenomics

The public emission of the Sound Token will be decided after an incubation period of the Soundsofthings economy as described in the roadmap. The following tokenomics must be understood as a hypothesis.

Sound Token (SOT) hypothesis

Token name: SOT

Total Supply/CAP: 20.000.000.000

Format: BSC / Polygon / Solana or ERC20¹⁶

Distribution: (Table below)

| PARTIES | DISTRIBUTION | ALLOCATION | PRICE (USD) | DISCOUNT | EXTRA DISCOUNT ¹⁷ | FUNDING TARGET (USD) | UNLOCK ED | # UNLOCKED |
|------------------------------------|--------------|-----------------------|-------------|----------|------------------------------|----------------------|-----------|----------------------|
| INSTITUTIONAL | 4% | 800.000.000 | 0,00025 | | | 200.000,00 | 10% | 80.000.000 |
| PRE-SALE | 12% | 2.400.000.000 | 0,001 | 10% | 10% | 1.920.000,00 | 20% | 480.000.000 |
| PUBLIC SALE (IDO/IEO OR LAUNCHPAD) | 18% | 3.600.000.000 | 0,0015 | | | 5.400.000,00 | | |
| LISTING | 4% | 800.000.000 | 0,0018 | | | 1.440.000,00 | 100% | 800.000.000 |
| PLATFORM REWARDS | 15% | 3.000.000.000 | | | | | 0% | 0 |
| AIRDROP | 1% | 200.000.000 | | | | | 0% | 0 |
| RESERVES | 12% | 2.400.000.000 | | | | | 0% | 0 |
| TEAM | 15% | 3.000.000.000 | | | | | 0% | 0 |
| MARKETING & PARTNERSHIPS | 15% | 3.000.000.000 | | | | | 5% | 150.000.000 |
| ADVISORS | 4% | 800.000.000 | | | | | 5% | 40.000.000 |
| TOTAL SUPPLY | 100% | 20.000.000.000 | | | | 7.520.000,00 | | 1.550.000.000 |

Vesting Rule:

1. Institutional round: 10% unlocked at TGE, 6 months cliff then unlocked over 12 months
2. Presale round: 20% unlocked at TGE, 1 month cliff then unlocked over 6 months.
3. Public sale: Depends on launchpad condition.
4. Listing: 100% unlocked
5. Team: 0% unlocked at TGE. 24 months cliff then unlocked over 24 months
6. Advisor: 5% unlocked at TGE, 12 months cliff then unlocked over 12 months

In Soundsofthings users can earn rewards per day from utility token (SOT) staking. In Soundsofthings, we'll introduce a SOT emission regulation mechanism planning to burn 10% of the transaction fee.

Sound NFT hypothesis

Token name: based on the collection

Circulating supply: no limit

Format: ERC-721 (NFT)

¹⁶ The choice will depend on the most convenient situation at the public sale.

¹⁷ For selected investors

The first Sound Token will be minted in collaboration with an iconic Brand. It will be selected from among the most incredible and exciting sound emotions produced on the platform.

Immediately after, the first hundred Sound Tokens will be produced and distributed. Brands, early adopter users, celebrities, and influencers will participate in the minting of the first hundred selections. After this initial phase, everyone using Soundsofthings will be able to mint theirs.

Conclusions: The Metaverse is the Global Village

The medium is the message. That is an idea renowned Canadian philosopher Marshall McLuhan¹⁸ espouses in his book *Understanding Media: The Extensions of Man*, published in 1964. He writes, *"The medium is the message because it is the medium that shapes and controls the scale and form of human association and action."*

Today the prevailing medium of communication is electronic, and it has significantly shaped the society we live in. For thousands of years, it was writing. However, before electronic and writing, the primary medium for messages was sound. Its major limitation was that the source and receiver of the sound message had to be in close proximity, which had the natural effect of creating closed tribes.

The invention of the art of writing, however, destroyed tribal culture and opened up society. According to Marshall McLuhan, *"humans left the closed world of the tribe for the 'open society,' exchanging an ear for an eye using the technology of writing."* The process was accelerated further after Johannes Gutenberg invented the printing press in the 1400s.

Initially, the internet, which is now the main highway of information, was designed to mimic the writing media. Information was written to be read on screens. With improvement in the technology, images joined the text, and for a moment, the technology catered more for the eye. Slowly things have changed, however, as technology has created more opportunities for rediscovering the lost power of the message collected and interpreted through the ear.

About this phenomenon, Marshall McLuhan writes: *"By imposing unvisualizable relationship that are the result of instant speed, electric technology dethrones the visual sense and restores us to the dominion of synesthesia, and the close interinvolvement of the other senses"*¹⁹

The engagement of the ear has continued to grow with the development of video streaming platforms, and that has been followed up with content consumed entirely through sound. A case in point is the rise of podcasting.

Indeed, we can now say that *the sound* is back to being at the center of the human experience. Only this time, the source and the receiver don't need to be in close proximity because the World is now a Global Village, a Metaverse not virtual but augmenting the reality with Sound. That means the around the ear we can build global tribes whose members evoke one another's deep instinctive stimuli to the beauty of sound.

¹⁸ https://en.wikipedia.org/wiki/Understanding_Media

¹⁹ "a sensation produced in one modality when a stimulus is applied to another modality, as when the hearing of a certain sound induces the visualization of a certain color."
<https://www.dictionary.com/browse/synesthesia>