IRI

Objectives, Goals, Prizes, Sponsors in XMOS Series Games

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The objective of this memo is to develop the ways that there will be modular, reconfigurable, easily-changeable entities including avatars, vehicles, buildings, landscapes, and various media objects within the XMOS Games produced and marketed by IRI for mass-consumer users and also for corporations in game-sponsorship and knowledge-engineering contracts.

There are several lists here. Several of them are "1-2-3" ventures at coming up with the different ideas that a group of people may offer in the course of a "brainstorming" meeting. In this case, there is basically one person doing the list-making. From these, perhaps there are paths to explore and develop in terms of our documents and presentations for investors, sponsors, and others.

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[1] First, some background as to *Why the Games in the first place, Why the XMOS methods and styles*?

Consider the Purposes of the Games (online and arena) from the Corporate Strategy perspective (note: we do not tell this to many others, only very selectively) ---

1. Obviously, there is the Game as a profitable product. Revenues from sponsors, other advertisers, players, spectators, and down the road, other residual and extended product income, just like with the movies. This is in "first place" for IRI strategy and tactics, but it is "tied in first place" and that is what this short text is about.

2. The purpose of IRI doing Games, and XMOS-type games, goes deeper than simply making money in the usual and conventional way that all gaming companies have gone about their business up until now. This

pertains to all the revenue-source types, but more than only gaming per se, because IRI is more than gaming. This gets into OASIS, SELDON, and also IBANK. And we'll keep our focus in these domains, because whatever other products and services emerge in the future from IRI, they will either fit directly into one of the four business domains (components) or they will be contained within subsidiary units or companies.

Let's consider this list of what we want to do through our Games, and gradually, successively, through the other IRI components – OASIS, IBANK, SELDON. This is a "long brainstorming" list, and think about it as if several different people were all raising hands in the room and suggesting their opinions:

- Bring people into OASIS, as a totally new "virtual + real" world, way beyond "Second Life" or newcomers like "Dual Universe".
- Be Revolutionary and Evolutionary with people, and change their thinking, their behaviors.
- Build a loyal and self-sustained community of users.
- Create games that people will want to play more than in a "fad" way, and that they will follow when there are new versions, a game that will develop a trans-generational tradition (like "Monopoly")
- Create a much different and better and more pervasive and diversifying social network than Facebook or any of the others that are on the internet thus far.
- Give people the total freedom to express themselves in a way that gives everyone else comfort and security from being hassled, 'nuisanced', preyed-upon, bullied and insulted.
- Give people the total privacy that they deserve and the comfort of feeling that privacy.
- Give people total cybersecurity like it does not exist on the internet now, particularly with anything connected to Google, Microsoft, Apple, Facebook, Twitter, Amazon and the rest.
- Give people real and personally-controllable freedom from being pestered, spammed and bombed with advertisements and the Google-Microsoft-etc nonsense that "we know better than you what you want, think, feel".
- Give people things that are useful, practical, entertaining, fun, and high-quality in all aspects, so that they feel they are getting something valuable out of whatever they are doing with our product.
- Give people something that is "more than just a game" but which they can connect and link with their everyday life, home life, work, school.
- Give people better-feeling ways to Communicate, Collaborate, Make, Educate, Entertain and Trade (COMEET) with each other as individuals and groups of varying and open-ended sizes and types.
- Get people to do a lot of things that involve them making choices, decisions (all sorts and types, it does not really matter), including actions that clearly matter to them because it involves their

money (virtual or real) or their opportunities to win and gain things (including money), and to buy/sell things (both really and virtually).

- Get people to subtly learn without feeling that they are in school.
- Get people to innovate and invent without feeling that they are being pushed to do so.
- Get people to think of information – personal or professional or in-between – as being a form of money, a type of non-monetary currency, a savable, investable, tradable security, a new type of gold that is not metallic but informational but which can be easily traded and sold for the metallic gold or any other common and available standard of money.
- Gather and collect all possible data about how large and different-bounded, different-scoped groups of people think, act, feel, and what are their beliefs, dispositions, fears, habits, memes, proclivities, trends.
- Get people to feel and believe that IRI is the one and most certain corporate entity that they can trust and not fear and that IRI is on their side to help them self-actualize, self-realize, and be fulfilled and happy in life.

Yes. ALL That.

And how?

Through Games and through the gradual popular, population-based construction and inhabitation and cultivation of OASIS, and through the gradual introduction of the IBANK and SELDON components and their products.

[2] Why Games? Why games at all, and why games first? And why this XMOS approach? Why not something different or more familiar, more in line with the way games like e-sports are today?

First, because Games are:

- Popular, fun, ways to simply plan – but also to win prizes including big ones, and to achieve status, popularity, everything else that goes with that. Games are a Quintessential Human Activity.
- Easier and faster and cheaper to implement and get out there in the Market than the rest of IRI.
- Easier and (etc.) and more reliable for drawing in and engaging large numbers of (all types of people and companies) and for establishing some partnerships with companies that make tools, other games, and who have arena/stadium type places for more mass-audience paying-events.
- and - they are the natural precursor and avenue to building the Worlds that make up OASIS and to get large (massively large) numbers of diverse and different people to get into OASIS and start building and doing things. Large numbers = massive data = "thermodynamic informing."

Second, because the XMOS model is not only attractive but just-right for today and the long-term future of society and the internet. Consider some of the key features and functions:

- Realistic but not simply "ho-hum today" or like watching a documentary.
- Futuristic, or in some undefinable time (maybe now or anytime near, but not totally unrealistic).
- Linked, conceptually, into a Contemporary Mythos that will "build and grow itself" much like we have seen with some similar mythic art-forms from movies (.g., Star Wars, Star Trek) and be trans-generational.[1]
- Linked with themes, motifs, and Characters who will be also in the media world through graphic novels (and probably regular text novels), but not dependent upon those characters exactly in any gameworld or gameplay – just a "semantic and thematic connection" in a way.[2]
- Rich with different adventures, clues, intrigues, mysteries, hidden meanings, double-entendres, and things to make people not only think during actual direct gameplay, but to interact more with one another, to have dialog, conversation, even outside gameplay, and even with others who are not players (e.g., friends, family, co-workers).[3]
- Conflicts, fights, races, weapons, and all of those usual and expected features and functions, but not limited to only that and definitely more than "how fast are you with pads, buttons, and gestures".
- Able to incorporate monsters and sci-fi/fantasy "regular type stuff" but emphasizing quality design and artistic, aesthetic elements in everything, including the use of VR and all 3D CGI imaging, textures and animations. Giving people the "special effects" but with more class, taste, style. People today, really and truly, have been super-saturated with "hyper-overdose-ADHD special-effects" and huge numbers of people actually do want Something Different Now. That includes:
    - "more realistic-like" (not the same as "realism") [4]
    - less blasting flashing sensori-everything

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[1] Suggestion to read things by Joseph Campbell and especially by Carl Jung and other Jungian psychologists, including Anne Baring.

[2] For example, Cyber Robin and the Hood, and the League of Extraordinary Operatives, the two protagonist groups active in a series of books and graphic novels now in development, of which the first has the title "Detroit kNights" (and this has been described (lightly) in other, earlier IRI documents.

[3] Some of these phenomena can also be "distractors" – things to confuse and mislead players, like the "dead ends" in mazes or various symbolic references in paintings or films that are not what they may at first seem.

[4] This gets into art history, art criticism, and there is a lot written about "realism" and other forms in the fine arts, especially painting and sculpture, that is very relevant for the worlds of computer-generated environments, figures, and everything to do with virtual reality. However, most of the people wrapped up in the latter have not formally studied or practiced the fine arts!

- more people that look like people, animals that look like animals, etc.
- more people interacting with people
- more dialog, more encounters that take time to develop
- more need to think, learn, figure out, guess or guestimate, and consciously take risks in making decisions [5]

People Really Do Want More of This. We, IRI, can and should and must be at the head of the pack, taking the lead, doing this for people, and we will reap the results by having them want us, come into our "fold", and be "ours for keeps".

[3] Thus, with **XMOS**, we are doing **Dynamic Reality** (DR), a richer and more integrated way of weaving together DW and RW, the digital/virtual with the physical/real, in terms of media and the experience, the action. This is not new technology in terms of algorithms or hardware, but it is content and style of using the DW (VR) and RW in a meaningful, directed, purposive context, rather than just for flash, enhancement, and "special effects". Some things close to DR are being explored in educational and professional training contexts, but it is not like IRI is developing DR and it is not in the gaming world of today.

But XMOS is not only about computer technologies and artistic/gaming design/play techniques. XMOS is about having a game include the action – the transits, races, conflicts, flights, with:

- Purposive directed adventure – having missions, goals, things to accomplish in the game, and also as a result of playing the game, outside the game (e.g., prizes, winnings, awards, and these, too will have some seriously "adventurous" qualities - as will be described further below).

- Capability to "make and break" teams and groups in the course of gameplay, "all depending upon" how the players are doing, how they are thinking and doing.

- Strategic and tactical thinking, critical thinking, risk-taking, decision-making, that really involves players (individually or acting as teams) spending some time and that may mean during a specific gameplay period or else getting out of the actual gameplay (with all the consequences of such decisions), and spending some time thinking things through for the next steps, the next actions.

- (very importantly) having the Game be both online, totally through some electronic device interface for play, and onsite, through specific tournament games held in specific arenas (stadiums), and where content-elements and even action-elements of both the online and the onsite games can, optionally, play important roles through media display and other factors in the respective other gameplays (i.e., content from the online in the arena game environment, and vice versa).

[5] Remember – we are aiming to cultivate Intelligence, Social Intelligence, "Renaissance" Thinking in people, but without being overt, obvious, upfront and explicit about doing so. Think of it as "subliminal suggestive psychology" that is intended to not only "sell" something to a person but to cultivate their sensitivity, dexterity, intelligence, cognition, and intuitive abilities.

- (and very importantly) Being active (optionally, not necessarily as a requirement for all players) in some aspects of the Game Design in different structured ways that pertain to any and all of these – in both the online and onsite gaming:
    - Tools including weapons
    - Clothing and other apparel for player-avatars
    - Houses, offices, "safe-houses" and other settings that fit with being under the control of player(s)
    - Vehicles and machines used by players (under their direct and full control, or as semi-autonomous or fully-autonomous robots (e.g., auto, truck, tractor, boat, UAV, UGV, AUV)

[4] Now a few more points before getting into some of the game design fundamentals about how we will implement objectives and goals for players – including everything regarding points, prizes, and winnings of all types – cash/currency-convertible, holiday trips, scholarships, home rehab and remodeling, etc.).

(Note: We are not dealing here with software technologies and tools. That is discussed elsewhere, and that is relatively easy and straightforward. We discuss how everything will get done with different software tools and components, but we are not discussing specific algorithms and codes here.)

[4.1]

We are emphasizing here the ways that the games will be "supremely and absolutely modular and reconfigurable" in a manner that can be compared with the changing of "skins" in different digital content. It will not require a major design change, within IRI teams, to change a game to fit a different set of sponsor interests and that includes player-population interests. It's more like moving from one part of a big book to another, or from one book or movie in a series to another, rather than rebuilding the whole game environment, rule set, and other play-control systems. (More on this further below.)

All of this is focused upon what we as IRI want to do with corporate and other institutional sponsors – the entities that will be putting revenues into IRI and also valuables (cash, material prizes, other forms) into the hands of winning players. So, now, a few words about our sponsors…

[4.2]

XMOS Game Sponsors

These are mainly corporations with some products (physical or as services), usually a large selection of offerings, that are for mass-markets and also large specialized markets worldwide, but with a lot of variations to fit those different demographics. They give IRI money and they provide the capital for various awards, prizes, and even tournament-event hosting, in order to have Massive Visibility both in and out of the games and their "local" audiences. They get "seen and heard" a lot. We as the game-makers go all-out to ensure that people "totally Feel" all the desired qualities, products, aspects of the sponsor's world.

In addition, we provide something else, something very special, to the Sponsors – and that is Data, Information, Knowledge. This is totally new in terms of the gaming world. We are collecting data about

everything that players do, and to the extent possible, what spectators and followers do, but not about them as individuals but as statistical groups. (If there are individual-focused interests, then this enters into "simulation projects" undertaken for sponsors, with the full engagement of and also compensation for the players who may be involved in such ways.)

This data is about player actions, choices, dispositions, preferences. It comes from the gameplay.

CLAIM: There is no better way than with media of games and entertainment-interaction to get such massive, variant, and easy data from large numbers of people, and to have it come with a minimum of "filtration" and "review" by people. (Thus it is more "natural" in terms of how people think and act.)

CLAIM: The information that can be gathered and organized from XMOS-type games – and also from spectator "performance" – is more valuable to companies who have products, services or business interests pertaining to the mass-market and to massive populations of consumers, than the type of data being collected up to the present by social networks, internet companies and conventional media enterprises (e.g., TV, radio, print, others), because it involves the people actually Doing things which have value propositions for them (whether purely a gameplay or something that also incurs costs or the chances of winning prizes, etc.).

CONCLUSION: Combining the two (2) values we bring to a sponsor – the visibility, the ads, the presence, the images and other media, plus the "use-case" behavioral information – makes the IRI proposition to any sponsor all the more valuable, convincing, and worthwhile.

[4.3]

XMOS Game Sponsorship Examples

Here are some examples of potential sponsors, with a few representative companies in mind:

- Automotive and trucking (Mercedes, VW, Volvo, Peugot-Citroen-Mitsubishi, Toyota, Ford, Chrysler, GM)
- Agricultural equipment (Klaas, Deere, Holland, Kubota, Rostelmash, Caterpillar)
- Food products
- Airlines
- Semiconductor and electronics companies
- Specific large companies that have been e-sport sponsors include:
    - Intel (since 2006), Coca-Cola, Comcast, T-Mobile, Mobil (oil brand), Audi, Airbus

<u>Game 1 Example</u>

This can be "Detroit kNights" (name can change, of course). The game theme is based upon a novel and graphic novel of the same or similar title in the "Cyber Robin" series.[6] Players must travel to different points

[6] MJD's fiction writing that is in progress

of an urban landscape that is full of unknowns, obstacles, threats, conflicts. They must find various objects including clues. All of their behaviors result in gaining or losing points. Points and actual purposes enable players to acquire different things including tools, powers, information, access and entry, etc. There are many situations for decision-making, for "hard choices". There are opportunities for racing as well as simple driving, using vehicles. Attainment of some final goal is based upon points and other performance criteria. Winners obtain prizes of different sorts. Points are convertible [7] into prize values. The prizes may be cash, other forms of securities including actual gold, or an automobile, a holiday trip, a scholarship for study at a university, or other options.

During this game, there is a large amount of visibility to one particular sponsor and its product line. For example, it may be Mercedes Benz, and so the players are driving Mercedes vehicles, but they may be many different types, and they may be somewhat improvised (e.g., a "Steampunk", "MadMax" or "Far Future" version car or SUV). There are other "non-player" vehicles, mostly Mercedes in some recognizable form or another. There are signs, banners, and other "media" that all bring in subtle form or in more explicit form the content of "Mercedes Benz".

Game 2 Example

This may be a game named "Agri Challenge" – something to do with a world where there is demanding competition for optimized growing of crops in harsh climates and under various other extreme natural and social conditions. Consider that the game in "Game 1" is now altered to match with the sponsor interests and requirements of a different corporation in a different industry. Consider John Deere as a sponsor. They are interested in agricultural markets for their farm equipment and other products. Game 2 is not a radical technology shift or major project to implement. The game environment will be different – more rural than metropolitan and downtown. Different landscapes. Different vehicles, too. The gameplay may involve requirements of doing certain types of actions in farm fields or inside farm buildings, using John Deere equipment, in order to achieve points, find objects and clues, obtain final goals.

There are three key points here. First, it is simple to change one XMOS game to another, the main tasks being the revision of scripts and the changes in media, in geometrical objects and textures. Second, the game can be tailored to make a strong emphasis of a given sponsor's products and to have major imaging and "visual texture" that fits the interests of the sponsor. Third, in all cases, there is information generated about how players behave in problem/decision/risk situations, and this can include the handling and operations of different pieces of equipment including vehicles.

Daimler-Benz and almost all other major auto/truck manufacturers are engaged in major research into all facets of self-driving vehicles and also traffic management and inter-vehicle communications using IoT ("internet of things") devices in vehicles and in highway networks. They are also deeply engaged in AI research connected with individual vehicles and masses of vehicles and drivers. John Deere and other agri-equipment manufacturers are engaged in similar research pertaining to AI, IoT, and self-driving machinery within agricultural settings, and they care about same general types of problems faced on the highways. IRI

[7] This can be almost like the credits one receives from many Visa/Mastercard credit-line issuers.

can serve them very well by tailoring XMOS games to match both the advertising/media/PR desires and the simulation/research desires of the sponsor institution.

[4.4]

A few remarks are appropriate concerning other implications, dependencies, and impacts from and with other IRI business components.

There's a few other reasons OASIS as a massive-number-of-intense-busy-users is necessary for the data and information needed to do SELDON. And, while IBANK can develop somewhat on its own, not requiring much else from the other IRI components, and truly not wanting to be too involved directly with them, IBANK will grow and thrive better, all around, by IRI having a busy and dominant world of games and OASIS activities – and that big community of users, players, and followers.

Here's a simple comparison-example.

SELDON needs data and users who produce data, just like Google or any search engine needs a web full of URLs and documents to search, sort, rank and list.

OASIS needs a lot of users to build, populate and make-busy the tracts, districts, regions, etc. with their streets, shops, clubs, private spaces, maker-spaces, fab-labs, galleries, art fairs, shows, and whatever else they make and do.

"Games First" means wider visibility among more types of people and thus offering more appeal to more types of sponsors, and a faster track on all important paths for more revenue, visibility, and more data of the sort that can be converted into Information and Knowledge for use in serving the same sponsors and, through SELDON maturation and use, more and more clients including ultimately almost any type of individual, company, or institution, private or public.

[5] Here we get into an important "closure point" of this memorandum – XMOS is "modular everything" to attract and satisfy a diverse population of sponsors at the same time as players and all others.

The Games are designed to be entirely modular and this means in terms of action types and basic functions performed by players with their avatars, as well as what can be done by non-player entities (buildings, bridges, streets, the weather, the basic climate, and not only "agent" types such as other people, animals, etc.

Every object in the game is implemented through a combination of software such as and including OpenSimulator, LSL, and various tools, primarily for animation and visualization effects, such as Blender, AutoCAD, Maya, Unity, UnrealEngine. Ultimately there are all those objects that can be active as agents, whether associated with players, built-in software agents, or simply "the environment". Just as avatars can have "skins" to change appearances, so can vehicles, buildings, and parts of the landscape (the "terrain"). All of these functions can be modified without a major reworking of the code or any extensive amount of

time – or any risk of crashes and failures of the system due to introduction of too many variations and novelties.

A vehicle in the game may be defined by its type and this leads to something like:

vehicle.gv.automobile.Mercedes.SLS 500.[all its specific attributes]

This can be changed into

vehicle.gv.tractor.Deere.5100MH.[all its specific attributes]

For that matter, a vehicle can be creatively improvised, either by IRI's internal development team, or by something to be developed in the future-path of XMOS games, an option for user-contributed, player-initiated vehicle, tool, and other object designs. Thus, there could be a flying electric-powered ion-propulsion vehicle: [8]

vehicle.gv.flying-automobile.Mercedes-like-machine.[all its specific attributes]

As for changing simpler and non-moving media within a game environment, from one "module" to another, this can be managed very easily with conventional object-oriented and relational software methods, all very well-established now with all common languages and application development tools. A building changes in its dimensions and everything else connected with it changes according to simple associated object-attributes. On the high-rise building, for instance, is a big neon sign. In Game 1 it shows a Mercedes Benz automobile. In Game 2 the building is different and the neon sign is changed in appearance and position, showing a John Deere combine.

Thus, XMOS Games can be adapted, making little or a lot of change to the gameplay, for making significant changes to what is shown that pertains to the interests and purposes of the Sponsors.

That is the whole point here, and it is an important and valuable one.

[8] There was a recent announcement of an ion-propulsion aircraft by a team at MIT, one that has "no moving parts" – it creates air flow and lift by an interesting method of generating positive ions that then flow toward the rear of the aircraft. Now, why would this be interesting to even consider for a Game? Because it is far-out, futuristic, but not too futuristic; i.e., there is an actual experiment that someone has done and it worked.

