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KTV blockchain white paper

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catalogue

➤Blockchain Environment

- 1.Blockchain technology
2. National support policies for blockchain
3. Development History and Issues in the KTV Field
- 4.Blockchain - A Solution to the Problems in the Vaccine Field

➤Project Introduction and Private Equity Plan

- 1.About us
2. Technical parameters of KTV
3. Private placement plan

➤Practical Application

1. Blockchain+E-commerce
2. Blockchain+Traceability
3. Blockchain+Payment

➤Commercial Advantages

➤Dawn of the Future

➤Risk Reminder

1、 Blockchain environment

1. Blockchain technology

Blockchain is the core supporting technology of the digital cryptocurrency system represented by Bitcoin. The core advantage of blockchain technology is decentralization, which can achieve peer-to-peer transactions, coordination, and collaboration based on decentralized credit in a distributed system where nodes do not need mutual trust through the use of data encryption, timestamp, distributed consensus, and economic incentives, in order to solve the high cost Solutions have been provided for issues such as low efficiency and insecure data storage. With the rapid development and popularization of Bitcoin in recent years, the research and application of blockchain technology have also shown an explosive growth trend. It is considered the fifth disruptive innovation in computing paradigms after mainframes, personal computers, the internet, and mobile/social networks, and is the fifth disruptive innovation in the history of human credit evolution, following blood related credit, precious metal credit The fourth milestone after the central bank's paper currency credit. Blockchain technology is the embryonic form of the next generation of cloud computing, which is expected to completely reshape the form of human social activities like the internet, and achieve a transformation from the current information internet to the value internet.

At present, blockchain technology, as an emerging underlying IT technology, has been first applied in financial fields such as banking, insurance, securities, and gradually expanded to multiple fields such as transportation, real estate, healthcare, clearing, payment, data currency, commodity exchange, commodity logistics, customs, government services, etc. The application scenarios of blockchain technology are accelerating in China.

2. Policy support

Since the release of the "White Paper on the Development of Blockchain Technology and Applications in China (2016)" by the Ministry of Industry and Information Technology in October 2016 and the inclusion of blockchain as a strategic cutting-edge and disruptive technology in the "Notice of the State Council on Issuing the 13th Five Year Plan for National Informatization" by the State Council in December 2016, blockchain has increasingly received attention and attention from the Chinese government, Local governments have issued policy guidance and notification documents on blockchain. As of the end of 2017, a total of 9 provinces, autonomous regions, and municipalities in China, including Zhejiang, Jiangsu, Guizhou, Fujian, Guangdong, Shandong, Jiangxi, Inner Mongolia, and Chongqing, have issued guidance on blockchain. Many provinces have even included blockchain in their province's 13th Five Year Plan for strategic development. In addition, the State Council mentioned blockchain in four documents released this year. Blockchain

technology is receiving increasing attention from the central to local governments, and more detailed policy support documents will be issued in the coming years to promote China's blockchain technology forward. Previously, the State Council issued a notice on the "13th Five Year Plan for National Informatization", which first mentioned blockchain and proposed strengthening basic research and development and cutting-edge layout. The importance attached by the country, coupled with the advantages and characteristics of blockchain itself, "blockchain+finance" may demonstrate enormous development potential, which is expected to promote profound changes in the industry and assist in the profound transformation and rise of the financial industry.

3. The Development History and Problems of KTV origin

KTV originated in Japan and evolved from the early three person "walking band" in taverns to "karaoke". Karaoke means "empty" in Japanese, and "OK" is the pronunciation of the first two characters of "Orchestra" in English. The Japanese combined these two characters to form "karaoke", which means "unmanned band". Later, it spread to Taiwan, where karaoke was installed in a room and named KTV. "K" is the first character of karaoke, TV "is the combination of the last two characters of MTV (Music Television) to form KTV.

Development History

In the 1990s, karaoke was at its peak, but it also underwent a series of evolution. In the early days, I remember when I was a child, I once saw someone push a karaoke machine for a mobile business. It had two microphones and a cash box, and if the money wasn't put in, the machine wouldn't play accompanying music, and the microphone wouldn't work. This is very similar to the situation when Japan initially launched karaoke. During the period when the venue design changed from open to private, following the example of Japan, due to its high price and enjoyment, in addition to commercial gatherings and negotiations, most people chose to purchase a karaoke machine when economic conditions allowed. However, in recent years, home karaoke machines have been shelved, and karaoke halls in cities have developed into mass sales.

When the wave of Japanophile people began to prevail, the OK wind came into Taiwan in the late 1970s and was officially translated as karaoke. Hong Kong, mainland China, and Southeast Asia have basically inherited the style of Taiwan, mainly in the form of KTV. At first, Taiwan completely imitated Japan's open space design, but the effect was not good. Taiwanese businessmen have combined the original box style small audio-visual center with it, and after improvement, a KTV mainly consisting of boxes has emerged. You can both appreciate the visuals and sing loudly; Non interfering, dancing, performing. After decades of development, karaoke is not just a place to sing, but now it seems to be a derogatory term. After 1996, with the involvement of more diverse entertainment methods such as bars and D halls, karaoke lost its original dominance, and these four words were no longer seen on the

doorplates of entertainment venues. But karaoke is not willing to withdraw from the historical stage. It constantly changes its business model, and has repeatedly transformed itself into a KTV, Club, hotel private room, and mass-produced KTV. In the past, the simple singing place has derived multiple integrated services such as catering, entertainment, business communication, and so on.

At dances in the 1960s, traditional bands accompanied people. During this period, there has been a form of singers accompanying people with their songs and dances. This is the first time that accompaniment music and singing have separated into two independent parts.

In the late 1960s, after the advent of cassette recorders, left (L) and right (R) stereo tapes could record two sound sources, one for accompaniment music and the other for vocal singing. People could use these tapes to learn how to sing popular songs. After people learn to sing this song, they will turn off the vocal channel and sing the song themselves through the microphone. This type of entertainment activity first became popular in Japan, and the Japanese referred to it as the KARAOKE entertainment game. KARA means "empty" in Japanese, and OKE is the abbreviation for English symphony. So the KARAOKE game was invented by the Japanese.

This type of KARAOKE game quickly became popular in Japan and caused a great stir in society. In some bars, cafes, and dance halls, the boss has resigned from his original band and adopted a set of audio equipment. This has led to dissatisfaction from a large number of electroacoustic bands, who have protested to the entertainment industry and KARAOKE manufacturers. But in Japan, which operates according to economic laws, these are of no use. These bands had to switch careers to the advertising and television production industries.

In the early 1970s, after the emergence of video recorders, images were used to explain the artistic conception of songs, forming a comprehensive art system that combines auditory and visual elements, and with subtitle prompts (using methods such as lyrics border and color change).

In the late 1970s, after the advent of laser disc players, these devices were all digital circuits, so their audio and video signals were greatly improved compared to recorders and video recorders.

KTV classification

Mass selling KTV

KTV: mass selling KTV entertainment venues, also known as one of the night shows, were introduced into Chinese Mainland from Japan and Taiwan in the early 1990s, and were mainly consumed by white-collar workers, family gatherings, and company parties. The price is relatively favorable, and generally only karaoke singing is provided, and HIGH DISCO music cannot be. Concept: Volume selling KTV, also known as "self-service KTV," originates from Japan, which is a large wholesale supermarket. The mass-produced operation that arises from this actually reflects a transparent, affordable, and healthy consumption mode. Self shopping, self ordering and self

singing.

The characteristics of mass selling e played. It is open 24 hours a day, and private rooms are consumed according to the clock, with no minimum consumption. Beverages and food are purchased through self-service sales.

Business KTV

Concept: Provide a venue for business personnel to balance entertainment and business negotiations.

Characteristics of Business KTV: Business KTV entertainment venues, also one of the nightclubs, entered China from Southeast Asia in the early 1980s, mainly focusing on business entertainment and company parties as consumer groups. The price is relatively high to showcase the level. The on-site services were very good. Usually equipped with a younger brother and a DJ princess (baby). The on-site equipment can meet the needs of karaoke singing, HIGH, slow rocking, light music wine tasting, chess and card entertainment, billiards and other facilities and services. At around 5 pm, we will enter the business preparation stage. At around 6 pm, there will be a large number of clients and foremen standing in one or two lines at the entrance or lobby of the venue to welcome guests. Private rooms are designed with minimum consumption, exquisite drinks and food, and high prices.

The two are different

1. Traditional nightclub KTV private rooms are operated in the form of minimum consumption, while mass-produced KTVs do not have minimum consumption and are consumed in the form of clock counting.
2. The business hours are different.
3. The mass-produced KTV does not have large-scale performances, and generally cannot play DISCO music, only karaoke.
4. Play for yourself.
5. The consumption price is more favorable than traditional night clubs (in terms of alcohol and food), without additional service fees.
6. Beverage, food, and bulk sales are purchased through self-service methods, while traditional nightclubs require customers to check the liquor label and servers to place orders on their computers.

Auxiliary components of the private box

The composition of KTV mainly includes: hardware components (song ordering computer, touch screen, song ordering server, power amplifier, audio system, TV, projector, lighting system)

Supporting parts (sofas, coffee tables, carpets, cups, entertainment props)

Software part (cash register system, room reservation system, KTV management system, computer song ordering system, etc.)

Usually, KTV private rooms are divided into luxury rooms, large rooms, medium rooms, small rooms, and mini rooms. The area and venue of each room are different,

in order to maximize the utilization of KTV area. KTV staff generally recommend suitable private rooms to customers based on the number of people.

Sound system

Combined amplifier+speaker+microphone (wired, wireless)

Front effector+rear amplifier+speaker+microphone (wired, wireless)

Combined amplifier+speaker+microphone+BSV LCD splicing screen (display part)

Lighting system

Main control lighting, emergency lighting, strobe light, chrysanthemum light, burst light, low light ultraviolet light, voice controlled conversion light, laser light, neon light, etc.

Classification characteristics:

A. Mass selling KTV friend gatherings, family reunions, classmate parties, birthday celebrations. Popularization of consumption.

B. The luxurious decoration of the high-end entertainment club is suitable for business socializing, emphasizing privacy. High consumption.

C. The composition of nightclub software usually includes two major systems: song ordering software and backend software system. The introduction is as follows:

Song ordering software

Used for customers to search for songs based on their personal preferences through this software (including singer search, stroke search, word count search, pinyin search, letter search, combination search, and other search methods). This software has the fastest song search speed in China. In addition, guests can also learn about the singer's profile, play songs, control songs, order drinks, and more. This software includes multiple themed interfaces, and this technology is also the first in the domestic KTV system. The system adopts a multi-module cross use function, such as allowing customers to control and operate the program they are currently ordering when using the on-demand service function and beverage function, achieving complete cross operation.

Software features

The song ordering software consists of the following parts: song ordering software, song management software, song editing software, and song automatic distribution software.

Song ordering software: It combines the strengths of various software on the market, with three versions (single interface, multi interface, and FLASH dynamic interface), multiple interfaces for users to choose from, and a single interface version with multiple interfaces, multiple background patterns, and multilingual song ordering functions that no one has yet been able to achieve.

Song management software: It can effectively manage the song management software, responsible for configuring parameters, setting functions on the interface, and so on. He has completely made the song ordering software live, and whether

users or agents, they can partially arrange the software functions according to their own ideas.

Song library generation software: It can generate different song libraries based on the hard disk capacity, number of servers, and song copying schemes of the server. It is particularly suitable for agents who work as their own servers.

Song automatic distribution and organization software: Organize songs comprehensively through leaderboards and form a new database. According to the new database, song storage can be adjusted at any time, automatically updating songs on the local hard drive group, and automatically downloading the database to the local hard drive.

Software model

At first glance, song ordering software may appear to have similar functions and can also be used to order songs, but there are many details inside. For example, using a few patterns can support a song ordering system, and using tens of thousands of images can also form a song ordering interface. The workload is absolutely different, and the effect given is also different. Some song ordering software versions have thousands of images or more, and almost all are made by professional artists. Unlike those shoddy song ordering software, some small software companies do not have art designers and use the song ordering interface of large brands to modify it. Some do not even change it, while others are shameless; Furthermore, whether the song ordering software is set up flexibly, powerful, stable, and so on is completely unknown to you without using it. After installation, the money is also given to others, and then some problems are discovered. As long as it can be used together, you are unwilling to replace the software. As mentioned earlier, the hardware configuration chosen is too low, and you cannot replace the software well. As song ordering software is one of the standards for KTV selection, you should not generalize. If you meet this requirement, make a decision. It is important to thoroughly examine all four aspects before selecting the model.

Software composition

Background software system: It means that the background software is composed of multiple software, so it is called a system. They are specifically used for various management of KTV venues, such as the following software and functions:

Opening Room Consultant: Used for the management and control of private rooms, such as querying, booking, purchasing, opening, transferring, merging, and closing.

Beverage software: used by guests to access the beverage provided by the operator through a private room computer and beverage software, and to check the consumption status of the beverage.

Cashier system: used for customers to settle their accounts after consumption. Entertainment venues establish fee standards based on the nature of their operations and establish multiple checkout methods.

Supermarket cash register system: used for cash register in mass selling KTV supermarkets.

Song editing system: used for managing songs in the system's song library, such as adding, editing, creating, deleting, changing, etc. This system is divided into hard card editing and software editing systems.

Manager inquiry system: used for entertainment venue managers to inquire about business status, financial expenses, expense inquiries, and other related information.

Service response system: used for both customers and managers: The service content of customer calls can be set according to needs, such as "call server", "call DJ", etc. The service information will be sent to the service response computer through the network, and the response service project response and service arrangement will be made according to the user's needs; Managers can send short messages, advertisements, congratulatory speeches, and job search notices to each private room.

Financial management system: used by the finance department of entertainment venues to specifically manage the financial affairs of the venue, such as income, expenses, bookkeeping, sales situation, financial statements, personnel management, etc.

Warehouse management software: performs simple inventory management for inventory products. Please refer to the instruction manual for detailed functions and usage methods of each software. If users have special requirements for the software, they can make modifications according to the requirements.

According to the needs of different users, software can be combined in different ways, as shown in the following content:

This system consists of ten different functional software, especially the backend management software, which needs to be configured according to the user's own needs:

According to user needs and software functions, there are several combinations available.

Pure song on demand:

This software can only meet the demand function. Provide some users who are relatively simple or inconvenient for centralized management.

Software composition:

Song ordering+song management+program editing.

Song on Demand+Song on Demand Management+Program Editing+Service Call.

Volume sales model:

Suitable for users who charge according to time periods. Except for room fees, all other expenses in their business are paid in cash or managed by another financial system.

Software composition:

Reservation+cashier+song ordering+song ordering management+program editing+service call.

Booking+cashier+song ordering+song ordering management+program editing+service call+supermarket checkout.

Booking+cashier+song ordering+song ordering management+program editing+service call+supermarket checkout+financial management.

Booking+cashier+song ordering+song ordering management+program
editing+service call+supermarket cashier+financial management+warehouse
management.

Booking+cashier+song ordering+song ordering management+program
editing+service call+supermarket cashier+financial management+warehouse
management+manager inquiry.

KTV type:

Suitable for higher-level users, with consumption including room fees, drinks, etc.

Software composition:

Cash register+song ordering.

Booking+cashier+song ordering+song ordering management.

Booking+cashier+song ordering+song management+drinks.

Booking+cashier+song ordering+song ordering management+drinks+meal
ordering+program editing.

Booking+cashier+song ordering+song ordering management+drinks+meal
ordering+program editing+service call.

Booking+cashier+song ordering+song ordering management+drinks+meal
ordering+program editing+service calling+financial management.

Booking+cashier+song ordering+song ordering management+drinks+meal
ordering+program editing+service calling+financial management+warehouse
management.

Booking+cashier+song ordering+song ordering management+drinks+meal
ordering+program editing+service call+financial management+warehouse
management+manager inquiry.

It is deeply loved by young people and has become popular in Europe and America.

Business characteristics

① Improving the turnover rate of private rooms is not only attractive to consumers who enjoy singing, but also an irresistible temptation for mass-produced KTVs, such as the low cost of private rooms and the affordable supermarkets attached to the concert halls.

The mass-produced KTV adopts a cyclic and even 24-hour operation method, which actually improves the turnover rate of private rooms. So, although the profit margin is only around 30%, the high turnover rate of private rooms ensures the overall profit of mass-produced KTVs. The charm of small profits and quick sales is fully demonstrated by the mass-produced KTV.

② The biggest selling point of differentiated consumption volume selling KTV guided by time slot segmentation is that it has made places that originally belonged to high consumption more popular. The key lies in effective time slot segmentation, and different time slots guide completely different consumption.

The differentiation strategy of consumption time has effectively diversified the consumer group and secured more profit space for mass selling KTVs.

③ Self service song ordering has left enough free space for consumers and greatly

saved the human resource costs of mass selling KTVs. In the past, one waiter managed 1-2 private rooms, but now consumers do everything themselves and only call the waiter for special needs. One waiter can manage several private rooms. Intensive management reduces personnel and greatly saves expenses.

Singing Skills

Try not to sing songs that you are not very good at.

When you can't sing high, holding the microphone a little further away and singing in a low voice with a bit of air will have a much better effect than if you pull it up loud.

If a song is not very good at singing, it must be followed by the original singing. The singing area should be silenced, and those who cannot sing should use the original sound.

Usually, listen to more songs that are suitable for your own voice condition, and ensure that you have ace songs when karaoke.

What should I do if I lose my tune? It's actually quite simple. Out of tune is mainly because the pitch you sing is not enough, so you can learn it sentence by sentence when listening to music. You should sing along with that pitch as high as you originally sang, and be sure to sing more. After recording the pitch, it's okay.

Girls' voices are naturally about 5 key higher than boys', so in general, when girls sing men's songs, the original key will think it is relatively low, while high octaves will think it is relatively high; Similarly, when boys sing women's songs, the original key will feel higher, while low octaves will feel lower. Therefore, it is very important to use the up and down tuning function well, and choose a suitable key and song to sing.

harm

Long term singing may lead to hoarse throat and inflammation of the tonsils

Gas

Internal decoration, such as wallpaper, carpets, and wall coverings, generates various harmful gases such as formaldehyde, benzene, and TVOC. Indoor alcohol fumes, cigarette pollution, and long-term residue on objects such as sofas and wall coverings. A damp environment is prone to the growth of bacteria and mold, with a severe musty odor. Due to limited ventilation conditions, harmful gases cannot be discharged in a timely manner.

Hazards brought by air pollution:

Formaldehyde and toluene are recognized as carcinogen, which can damage human nervous system, immune system and liver. Long term exposure to this environment can easily cause symptoms such as fatigue, fatigue, headaches, and make people irritable and emotionally unstable.

Noise

Noise refers to the sound emitted by the speaker when it is irregular. Sound is caused by the vibration of an object and propagates in the form of waves in a certain medium (such as solid, liquid, gas). The commonly referred to as noise pollution refers to human caused noise. From a physiological perspective, any unwanted sound

that interferes with people's rest, study, and work is collectively referred to as noise. When noise has a negative impact on people and the surrounding environment, it forms noise pollution.

KTV noise has serious damage to hearing. Domestic and foreign studies have shown that 12% to 15% of adolescents' hearing health is affected by recreational noise, which has aroused the attention of the whole society to non occupational noise, especially recreational noise. The sound in KTV halls or private rooms can generally reach over 100 decibels, as the maximum noise that the human ear can withstand is 90 decibels, and the sound intensity in these environments is nearly 100 decibels. Generally speaking, a volume below 50 decibels is the most comfortable. If the volume rises to between 50 and 70 decibels, it will start to feel slightly uncomfortable, and in the long run, it is easy to cause chronic hearing damage. Once the volume exceeds 85 decibels, the hearing hair cell of the inner ear will be injured. If the decibels are high, even if it is only a few minutes, it may cause irreparable hearing degradation. Generally, there are about 4000 hearing hair cell in the ear. Death is not renewable, so it is recommended to try to reduce the number of KTVs. Even when you go to KTV, you must also bring earplugs, and try to adjust and reduce the sound of KTV, and you must wear protective earplugs to prevent hearing hair cell in the ear from dying.

The most direct harm of noise to the human body is hearing loss. When people enter a strong noise environment and are exposed for a period of time, they may feel uncomfortable in their ears and even experience headaches and other sensations. Leaving the noisy environment and resting in a quiet place for a period of time will gradually restore normal hearing. This phenomenon is called temporary threshold shift, also known as auditory fatigue. However, if people work in a strong noise environment for a long time, auditory fatigue cannot be recovered in a timely manner, and the internal ear organs will produce qualitative lesions, forming permanent hearing threshold shift, also known as noise induced deafness. If a person is suddenly exposed to extremely strong noise environment, the auditory organs will experience sharp trauma, causing rupture and bleeding of the eardrum, labyrinthine bleeding, and acute detachment of the spiral organ from the basement membrane, which may cause complete loss of hearing in the human ear, resulting in sudden deafness.

If one works in a strong noisy environment without protection for a long time, the recovery of auditory sensitivity will be prolonged after leaving the noisy environment. After a few hours or more, hearing can be restored. This type of loss that can restore hearing is called auditory fatigue. As auditory fatigue worsens, it can lead to incomplete recovery of auditory function. Therefore, to prevent noise induced hearing loss, the first step is to prevent fatigue. In general, noise below 85 decibels does not harm hearing, while noise above 85 decibels may cause danger. Statistics show that the incidence rate of deafness increases significantly after long-term work in a noise environment above 90 decibels.

Decoration pollution control

Ventilation method

Through the circulation of indoor air. It can reduce the content of harmful substances in indoor air, thereby reducing their harm to the human body. In winter, people often close their doors and windows tightly, and the indoor and outdoor air cannot circulate. Not only does the content of formaldehyde in the indoor air increase, but radon gas also accumulates continuously, even reaching high concentrations.

Advantages: Good effect, no cost.

Disadvantage: It takes a long time and usually takes more than three years to remove formaldehyde. However, due to the need for KTV to maintain its sound quality, many rooms are sealed without windows, making it difficult to use this method for governance.

Adsorption purification

Adsorption purification is the safest and most effective purification method, mainly represented by products such as activated carbon and diatom purification. Activated carbon has been used for air purification for many years, and we will not focus on it here. As a pioneer in mineral purification, diatom purification has pioneered mineral purification in China. diatom purification is mainly made of diatomaceous earth, attapulgite, and tourmaline as raw materials through complex processes, and its fine pore size is 5000 to 6000 times that of activated carbon, It is more conducive to adsorbing and locking in harmful gases such as formaldehyde. At the same time, diatoms are pure polar surfaces and have an active and strong adsorption effect on polar molecules such as formaldehyde and benzene, making it more effective and thorough for removing formaldehyde.

Advantages: Physical mineral purification, safety, and no secondary pollution.

Disadvantages: Compared to activated carbon, the price is slightly higher, and KTV smokers are mostly used for adsorption purification, which is easy to saturate. After saturation, it will be released back, exacerbating pollution.

Copyright removal

In November 2018, a document requesting the removal of some songs from KTV caught the attention of many people. The document was released by the China Association for the Collective Management of Audiovisual Copyright, and involved over 6600 songs.

The publisher of this "Announcement on Stopping the Use of Some Litigation Related Songs" is the China Audio and Video Copyright Collective Management Association (hereinafter referred to as the "Audio Collection Association"), which is known as the "only audio and video copyright collective management organization in China". The announcement requires the deletion of all the music and television works listed in the attachment of this announcement from their respective operating libraries, servers, and cloud platforms.

Regulatory issues

1. Inadequate supervision issues

There is no evidence to suggest that the issue of counterfeiting is due to quality itself, which is actually a problem of inadequate supervision. There are regulatory loopholes and blind spots. If regulatory measures can be more in-depth and implemented in more detailed areas through institutional and technical means, then such fraud problems will have nowhere to hide.

2. Regulatory opacity issues

In fact, until a real KTV security issue arises. If a true information sharing platform can be established, where the origin, production, quality inspection, transportation, and sales of each song can be clearly recorded and queried, the probability of KTV safety accidents will be greatly reduced.

3. Regulatory issues for regulators

Essentially, it is a question of distrust towards regulators. Because people do not trust regulation, they believe that the privatization of Changsheng is problematic; Because people do not trust regulation, they believe that only a few million yuan will be fined if there is a problem with longevity because regulation is flawed; And if we can replace some of the responsibilities of third-party regulators with technical means, the issue of regulatory oversight will no longer exist. In the field of KTV song copyright, counterfeiting is an extremely bad behavior, and its consequences will cause harm to society. So solving this problem is urgent.

4. Blockchain - The Solution to the KTV Problem

The two main characteristics of blockchain are worth paying attention to:

- (1) It cannot be tampered with and can be traced back to its source;
- (2) Decentralization.

We will build a blockchain, with KTV enterprises and highly related enterprises joining the chain to form an organic whole. Based on the blockchain, a platform involving multiple parties will involve song producers, suppliers of producers, logistics providers, distributors, quality inspectors, regulators, KTV, and consumers. Secondly, as blockchain is a distributed ledger, any node damage will not result in data loss, and blockchain can still operate normally. Therefore, all data on the blockchain will be fully protected, and no institution can completely damage it. Finally, due to the existence of a complete ecosystem, all parties involved, including the general public, can supervise the operation of the entire ecosystem.

For example, the production approval issued by the supervision and management department can be found by anyone. If the product information produced by a certain enterprise does not match the approval document, it is easy for the system to automatically find it. The quality inspection department registers quality inspection information on the blockchain. For consumers, simply querying and comparing is necessary to obtain product quality information, which is conducive to building a

broad and long-term social supervision mechanism. KTV registers this information on the blockchain during the procurement and usage stages. On the one hand, verifying the authenticity and legality of songs in procurement; On the other hand, it also provides more supervision data for other users in the entire ecosystem. It can prevent product IDs that have already been used from appearing again in society. In this way, the entire process from production to use of each song is recorded, and any problems in any link can be traced, improving the transparency of song production and avoiding regulatory issues. Because each link can be implemented to specific executors and units, there are fewer areas where regulatory loopholes occur. Every violator will be recorded, increasing the cost of violating the law.

2、 Project Introduction and Practical Application

1. About us

Karaoke TV blockchain, also known as KTV, is an applied blockchain launched by Macau Sands Entertainment Group and its blockchain investment fund in collaboration with the KTV Blockchain Technology Research Institute.

Sands Casino is a casino located in the New Port Area of Macau, owned and operated by Venetian Macau Limited. The casino opened on May 18, 2004, with a total investment of over 240 million US dollars, and has now become the largest casino in Macau. The casino covers an area of nearly 180000 square feet. In addition to the midfield on the first floor, the casino also features a VIP area called "Royal Plaque Club", a non-smoking area called "Pearl Room", and a newly added "Level of Fortune" located on the second floor.

brief introduction

The name Sands comes from the Sands Hotel and Casino located in Las Vegas, Nevada, USA. It opened on December 15, 1952 and was acquired by exhibition industry tycoon Shelton Adelson in 1989. The hotel closed on June 30, 1996 and was demolished and rebuilt as the current Venetian resort on November 26 of the same year, Next to the hotel is the Sands Expo.

In March 2006, Sands Casino, along with Lisboa Casino and Mandarin Oriental Casino, was selected by Forbes magazine as one of the thirteen hottest casinos in the world.

Development History



Sands Macau

The Macau SAR government opened gambling rights in 2000 and issued three gambling cards for investors to bid, attracting a large number of local and foreign investors to participate in bidding. Finally, three gambling cards were won by SJM, Galaxy, and Wynn Resort, respectively. Due to the Macau government allowing each gambling card to be split once, Venetians, who were partners with the Galaxy, obtained half of the split gambling cards and immediately began their development plans in Macau. In the development plan of Jinsha, Venetians obtained a 6-hectare seaside garden located near the Hong Kong Macau Terminal in the new port area of Macau, in front of Monte Carlo, for development purposes, and it officially opened on May 18, 2004.

facilities

Entertainment, catering, and accommodation

The Xianledu Lounge attached to the Jinsha Entertainment Center offers free music and dance performances, and different singers or dance groups are regularly invited to perform on site. In addition, the entertainment center also has seven Chinese and Western style restaurants and bars, providing catering services for guests.

In terms of accommodation, the entertainment venue is equipped with 51 luxury suites, but they are only available for members of the Royal Plaque Club.

Service facilities

Swimming pool, spa and hair salon, water massage pool, concert hall, etc extension

In addition to the originally opened 1st floor midfield and Paiza Club, the Sands Casino has also continued to expand its gambling area. The following are the expansion projects carried out after the Sands opened.

Pearl Room, a non-smoking area located on the side of the underground lobby, opened on February 7, 2005.

Level of Fortune, located on the second floor, opened on January 27, 2006 and is the first part of the Jinsha New Wing Expansion Project.

Chinese name	singing hall
English name	Karaoke TV
Currency abbreviation	KTV
Core algorithm	Ethash
Consensus mechanism	PoW
Issued on February	2023-02-18
Total issuance amount	5 million pieces
circulation	Less than 300000 pieces
Wallet address	0xd761693018874bb6ccb59bd568f4e401bd9581ad
Blockchain Browser	https://etherscan.io
Official website	https://www.karaoketv.life/
the development team	KTV Blockchain Research Institute

2. KTV technical parameters

3. Private placement plan

1. KTV token allocation mechanism: foundations account for 45%; Technical team accounts for 15%; Operations team accounts for 10%; Ecological construction 10%; Private placement of 10%; Community 5%; Angel 5%.

2. Private equity planning: 80% for risk reserves; 10% exchange fee; 2% server and technical maintenance costs; 4% team operating expenses; 4% community promotion expenses.

3、 Practical application

1. Blockchain+E-commerce

From the supply side, many products have poor sales and there is no market for them; From a demand side perspective, consumers struggle to buy safe food, with demand but no supply, and rely heavily on imports. In the industry's view, these are mainly due to the imbalance between product supply and demand, and the main reason for the imbalance is that in the three major links of production, circulation, and consumption, producers and consumers are too scattered and weak, and both parties cannot achieve information symmetry, direct docking, and cannot determine prices. Both parties can only make rational but wrong choices: producers produce products in all ways that reduce costs, and the products are inevitably unsafe, and naturally there is no market; Consumers can only choose products with lower prices, while distributors can only engage in price wars, creating a vicious cycle. Blockchain can precisely solve this pain point. From the consumer side, blockchain technology can satisfy the right to know and choose products that they trust. From the perspective of buyers, if they are worried about the poor quality of products purchased in bulk, they can choose trusted merchants by analyzing the production process and big data

Blockchain+e-commerce is a shared trust system based on blockchain. All participants on the blockchain are a common trust system, and any error in any link can be queried for all records. The data on the blockchain is shared with each other, more transparent, and more authentic.

2. Blockchain+Traceability

The anti-counterfeiting traceability problem can already be solved effectively through traditional QR code technology. The pain point is that anti-counterfeiting data is stored in a centralized structure, which is easy to tamper with and lacks credibility. Coincidentally, the characteristics of blockchain are very consistent with anti-counterfeiting traceability:

1、 Decentralization: Blockchain is an end-to-end network composed of numerous nodes, without centralized devices or management institutions.

2、 Non tampering: The modification of a database by a single or even multiple

nodes cannot affect the databases of other nodes, unless more than 51% of the nodes in the entire network can be controlled to modify simultaneously, which is almost impossible.

3、 Transaction transparency: The operating rules of blockchain are open and transparent, and all data information is also public. Every transaction is visible to all nodes.

4、 Traceability: Each transaction in the blockchain is concatenated with two adjacent blocks through cryptographic methods, thus tracing the origin and development of any transaction.

In summary, distributed storage of anti-counterfeiting data, without centralized institutional management, anti-counterfeiting data will not be modified due to corruption, bribery, and uncontrollable factors. Blockchain can clearly record the manufacturing and circulation of goods.

3. Blockchain+Payment

Currently, cross-border payment settlement requires each remittance to go through an intermediate process, which not only consumes a lot of time but also requires high transaction fees. Low efficiency and high cost have become bottlenecks for the further development of cross-border remittances. Through the blockchain platform, not only can it bypass intermediary institutions, reduce intermediary fees, accelerate settlement and settlement speed, but it can also significantly improve the security of cross-border remittances and improve the utilization rate of funds.

The traditional transaction mode is for both parties to keep accounts separately. After the transaction is completed, both parties need to spend a lot of manpower and material resources to reconcile, and the data is recorded by the other party, making it difficult to guarantee its authenticity. The data on the blockchain is a distributed record, and each node can obtain all transaction information. Once changes are discovered, the entire network can be notified to prevent tampering. Moreover, the transaction and clearing processes are synchronized in real-time, and the transaction process completes the transfer of value, which also completes fund clearing at the same time, improving the efficiency of fund settlement and clearing, and greatly reducing costs. With the increasing support for the development of the digital economy in China, more and more blockchain application fields will be gradually explored, and blockchain technology will also usher in broader development prospects.

4、 Business advantages

1. Incentive advantages

KTV customers need to pay KTV to obtain products and services. On the one hand, KTV will provide more and more types of products and continuously optimize various links, so that end consumers and merchants can gain tangible benefits. On the other hand, as the number of users increases, the demand for KTV will also become stronger. As demand exceeds supply, KTV prices may rise. As the earliest holders of KTV, such as early investors and entrepreneurial teams, Mastering a considerable

amount of KTV naturally motivates KTV to improve its products and services to attract more customers, and they will spontaneously promote KTV. As the number of customers increases, KTV's incentive potential also increases, and all coin holders can benefit.

2. Controllable commercial risks

At present, KTV has received two rounds of strategic investments of up to ten million yuan. As a pioneer in the blockchain+communication industry, KTV has received a lot of attention and support from all sectors. Blockchain is a huge historical opportunity for the communication industry. It can be said that history chose KTV.

Faced with market risks, KTV has established a KTV blockchain research group, which extensively attracts top talents in the blockchain industry, seeks resource docking and support from multiple parties, and takes advantage of policy trends. KTV will definitely ride the wind and waves, and move forward without hesitation.

5、 Dawn of the Future

In the future, blockchain can solidify the basic systems and operational rules of existing communication systems into underlying protocols, promote the standardization and automation of underlying logic, distribute high-level business applications, and achieve decentralized value security transfer. This can significantly reduce the complexity of industry risk management and control costs, thereby effectively improving the operational efficiency of the communication industry and reducing industry entry barriers.

From the perspective of the decentralized, tamper proof, secure and reliable features that blockchain can provide, activities that directly or indirectly rely on third-party guarantee and trust institutions such as healthcare, financial services, credit and ownership management, communication industry, cross-border trade, resource sharing, etc. will all benefit from blockchain technology.

There are many ways:

1. Financial giants have established blockchain laboratories to explore blockchain application scenarios.
2. Conducting in-depth cooperation with fintech companies to improve internal business and process pain points. There are various ways of cooperation between banks and fintech companies, including project cooperation, strategic investment, and the establishment of joint ventures.
3. Establish a cross institutional and industry blockchain alliance, and study and develop financial blockchain industry standards and protocol frameworks.

The data of the entire KTV platform is real-time, trustworthy, storable, and traceable. Consumers can join the IoT blockchain platform as nodes to achieve transparency in the production process and improve product premium capabilities! Form efficient interaction between enterprises and consumers! Increase the frequency of consumer consumption, improve the quality and experience of consumption! To achieve a win-win situation for both enterprises and consumers!

In the future, blockchain technology and the market will gradually mature, enabling better integration with various application scenarios, and thus rebuilding the financial ecosystem. The era of blockchain has arrived. We will continue to explore

and innovate, fully improve blockchain technology, and bring convenience to people. We will stand at the forefront of the times and move forward bravely.

6、 Risk reminder

● As a new investment model, digital asset investment has various risks, and potential investors need to carefully evaluate investment risks and their own risk tolerance.

● This document is used to guide the progress of KTV projects and is only for the purpose of conveying information. It does not constitute any relevant opinions on buying or selling KTV. The above information or analysis does not constitute an investment decision. This document does not constitute any investment advice, intention or solicitation.

● This document does not constitute or be understood as providing any buying or selling behavior or any invitation to buy or sell any form of virtual assets, nor is it a contract or commitment in any form.

● The intended users have a clear understanding of the risks of the project. Once investors participate in the investment, they understand and accept the risks of the project, and are willing to personally bear all corresponding consequences or consequences for this.

● The project team will not be responsible for any asset losses caused by participating in the KTV project.

● It is prohibited to use KTV for all illegal transactions such as money laundering, smuggling, commercial bribery, and violations of national laws. If any illegal events are found, they will cooperate with the trading platform to freeze their accounts and immediately report to the public security organs. All losses arising from this will be borne by the users themselves.

● Project risks:

➢ Policy risk: Blockchain technology belongs to the early stage, and countries may have unclear regulatory policies for blockchain projects, which may result in changes in the operational entities and management aspects of the project;

➢ Volatility risk: The digital assets issued by KTV are not legal tender and have significant fluctuations in prices, requiring investors to have a certain psychological tolerance; The trading of digital assets carries extremely high risks (pre excavation, sharp rise and fall, banker manipulation, team dissolution, technical defects, etc.). As a global virtual digital currency, it is traded 24 hours a day without any limit on price fluctuations, and prices are prone to significant fluctuations due to the impact of banker and global government policies. We strongly recommend that you participate in virtual currency trading within your own risk tolerance.

➢ Technical risk: For the constantly developing blockchain technology, it cannot be guaranteed to avoid technical vulnerabilities and hacker attacks in project operation;

➢ Team risk: It cannot be guaranteed that the turnover of core personnel due to stress, physical, personal factors, etc. during the development of KTV, but it can be guaranteed that team turnover will definitely make the project more stable.