

# BACKGROUND PROBLEM & SOLUTION



[www.augidish.com](http://www.augidish.com)

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## Background

As of September 2018, the AugiDish Platform is one of the first cryptocurrency platforms in the world that will consist of an ERC20 utility token and an ecosystem of ERC721 non-fungible tokens. The ERC20 token, named DISH, will be the cornerstone for transacting between 3D artists and restaurants as a medium of exchange, while also being used by the general user population for accessing and participating in platform utilities. The ERC721 tokens are positioned to be the crypto world's most robust art-collectibles market with participants consisting of a wide-range of contributors: restaurants, foodies, loyal customers, art enthusiasts, crypto collectors, and the Ethereum community across the globe.

With a five-part experience consisting of AugiDish, AugiShow, AugiParty, AugiHunt, and AugiArt, the AugiDish Platform will introduce the crypto community, the augmented reality community, and the public-at-large to a “**consumerized**” blockchain platform that will immerse users from all walks of life within it. As this whitepaper highlights, the AugiDish Platform's objectives align with solving some long-standing problems in the dining industry, while also creating a consumer-centric ecosystem filled with gamification.

**The problems in the dining industry are currently two-fold — meaning both restaurants and consumers are experiencing them.**

On the restaurant side, establishments are dramatically affected by user-generated content (UGC). Ask almost any restaurant owner what he or she thinks about Yelp or Google reviews and they will all pretty much have the same answer: they hate them. Part of the reason for this is submissions to those platforms almost never include photos or videos of how restaurant owners want their dishes to look publicly. Whether it's bad lighting or the dish being half-eaten already, these media files scattered all over the internet are serious business impediments that restaurants try to stave off countlessly.

On the customer side, almost all non-chain casual and fine dining restaurants do not have a visual representation of their menu items. The reason for this is, first, many of them see it as lowering the bar and somewhat tacky. The other reason is that unless restaurants have a very high-quality, expensive printer, taking professional photos simply doesn't make sense. Even if a restaurant does get past this, they still have to turn all those photos into high-quality menus and laminate them — streamlining the entire process and costing tens of thousands of dollars. All that work, just so they don't get ruined or spilled on — on Day 1. Without a picture being worth a thousand words, waiters and waitresses have become quite familiar with using those words to describe dishes. Yet, even after the food has arrived, customers still end up wishing they ordered the dish another waiter just brought to the table next to them.

The trade-off has resulted in a battle between marketing and customer experience. With both being so important in today's world — where “food” has become one of the most popular types of content on social media (especially on Instagram) — restaurants MUST get both right!



**The solution is a blockchain-based platform that introduces augmented reality into the global dining industry.**

In simple terms, 3D models can't be forged or created by any individual. It takes two parties coming together — a 3D artist with the skills and a restaurant agreeing to a photoshoot — to create these 3D model depictions of dishes. It is because of this mutual relationship combined with the blockchain, one 3D model for a dish will be the sole authentic, trustworthy, and ultimately, only 3D marketing asset in the digital world approved for use by restaurants. On the entertainment front, just as there are millions of people using Snapchat's dog filter (for example), in the coming years there will be augmented reality dishes everywhere on social media — and unlike the current “cartoony” looking AR in 2018, these AR assets of dishes will look exactly as they do in real-life (as shown on <https://augidish.com>).

With the creators being highly-skilled in the area of photogrammetry — the process used to generate photo-realistic assets in 3D — we also understand that augmented reality content production is in the very early stages of creation. That said, AR content will follow a similar trajectory in the next decade that video content experienced in the past decade. Moreover, 3D artists will continue growing in demand as the VR/AR community continues to expand.

To put this into context, immersive content from 2018-2028 will grow very similar to video content in the last 10 years, ultimately becoming ubiquitous with smartphones, smart devices and our entire world.

It is because of this expected trajectory that part of the creators' mission is education. The entire process developed and mastered by the creators in producing photo-realistic 3D models for food will be open-sourced. This will allow interested parties around the world to quickly master the craft as well and be rewarded for their contributions. Just as people began learning to program blockchain technologies over the last few years, we expect a new global contingent of people to learn the skills needed to be masters in 3D photo-realistic art.

With a cryptocurrency used to close the gap between what a restaurant is willing to pay and what it costs to make photo-realistic AR dishes, the process is still far from being dramatically disrupted by technology. In fact, Nvidia expects it to be about 20 years before we'll be able to experience full environments of photo-realistic AR/VR content.<sup>1</sup>

**That being said, and with photo-realistic technology eventually catching up, the AugiDish Platform's cryptocurrency is perfectly positioned to initially be mined and minted in the early years through the creation of AR dishes, and then, within the next 10-20 years become predominantly used for ordering and paying for bills at hundreds of thousands (and even millions) of the finest dining establishments in the world.**

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<sup>1</sup> <https://www.pcgamesn.com/nvidia/nvidia-photorealistic-vr>

