



Atari Token Whitepaper

August 5, 2020



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Please note that Atari is in the process of undertaking a legal and regulatory analysis of the functionality of its Atari Tokens. Following the conclusion of this analysis, Atari may decide to amend the intended functionality of its Atari Tokens in order to ensure compliance with any legal or regulatory requirements to which we are subject. In the event that Atari decides to amend the intended functionality of its Atari Tokens, Atari will update the relevant contents of this whitepaper and upload the latest version of it to its website.

Atari Tokens could be impacted by regulatory action, including potential restrictions on the ownership, use, or possession of such tokens. Regulators or other circumstances may demand that the mechanics of the Atari Tokens be altered, all or in part. Atari may revise mechanics to comply with regulatory requirements or other governmental or business obligations. Nevertheless, Atari believes they have taken all commercially reasonable steps to ensure that its planned mechanics are proper and in compliance with currently considered regulations.



CAUTION REGARDING FORWARD-LOOKING STATEMENTS

This whitepaper contains forward-looking statements or information (collectively “forward-looking statements”) that relate to Atari’s current expectations and views of future events. In some cases, these forward-looking statements can be identified by words or phrases such as “may”, “will”, “expect”, “anticipate”, “aim”, “estimate”, “intend”, “plan”, “seek”, “believe”, “potential”, “continue”, “is/are likely to” or the negative of these terms, or other similar expressions intended to identify forward-looking statements. Atari has based these forward-looking statements on its current expectations and projections about future events and financial trends that it believes may affect its financial condition, results of operations, business strategy, financial needs, the results of the Token Sale or the value or price stability of the Atari Tokens.

In addition to statements relating to the matters set out here, this whitepaper contains forward-looking statements related to Atari’s proposed operating model. The model speaks to its objectives only, and is not a forecast, projection or prediction of future results of operations.

Forward-looking statements are based on certain assumptions and analysis made by Atari in light of its experience and perception of historical trends, current conditions and expected future developments and other factors it believes are appropriate, and are subject to risks and uncertainties. Although the forward-looking statements contained in this whitepaper are based upon what Atari believes are reasonable assumptions, these risks, uncertainties, assumptions, and other factors could cause Atari’s actual results, performance, achievements, and experience to differ materially from its expectations expressed, implied, or perceived in forward-looking statements. Given such risks, prospective participants in the Token Sale should not place undue reliance on these forward-looking statements.

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Atari’s business is subject to various laws and regulations in the countries where it operates or intends to operate. There is a risk that certain activities of Atari may be deemed in violation of any such law or regulation. Penalties for any such potential violation would be unknown. Additionally, changes in applicable laws or regulations or evolving interpretations of existing law could, in certain circumstances, result in increased compliance costs or capital expenditures, which could affect profitability, or impede Atari’s ability to carry on the business model and the Atari Tokens model proposed in this whitepaper.

RISK FACTORS

For a description of the risk factors associated with the sale and purchase of Atari Tokens, please visit: <https://atarichain.com/risk-factors>.



The Atari Token

So Much More Than Video Games!

August 5, 2020

Abstract — The video game industry, and more generally the Interactive Entertainment Industry, is filled with opportunities for blockchain and distributed ledger technology integration. These innovations not only benefit all stakeholders, including gamers, who now have access to an incredible variety of games, but also developers, producers, and any professional trying to succeed in the gaming industry. The immediate goal of the Atari Token is to be a reference utility crypto-currency used for the world of video games. The broader objective of the Atari Token is to establish itself as the crypto-currency of choice for anyone in the industry fulfilling a task with a smart contract. We intend to capitalize on a trend that is growing exponentially in our industry: the decentralisation of tasks around the globe and the use of smart contracts to fulfil them. We see the Atari Token as an opportunity for anyone - even the under-banked, the underserved, or the next wave of 4 billion individuals who are getting access to the internet – to find useful incentives for their work and improve their financial condition through access to a new decentralised financial system. This document outlines the vision and characteristics of the Atari Token, with an ambition to create a new crypto-currency available on as many smart contract powered platforms as possible worldwide, starting obviously with video games.

FOREWORD BY FREDERIC CHESNAIS, ATARI CEO

Atari means “Revolution, Technology and Entertainment”. When I started to work on blockchain and crypto-currencies, I immediately thought of creating a virtual currency that could be used in any video game.

Atari is going to cover this opportunity, as our first use case is a crypto-casino, offering players the possibility to gamble with crypto-currencies. And of course, Atari is already in negotiation with game developers, and other actors of the video game industry, to immediately introduce the Atari Token in their games and services.

The Atari Token was first devised as a digital currency to be used in video games. As we continued to develop our project, I soon realized it had a much broader potential: there was a much bigger opportunity in which Atari could, once again, play a leading role.

Our industry has become more and more decentralized. A game development project might have its animation created in one place, game environments in another one, music in Canada, core development in Montréal or Los Angeles, and testing in India. We now have these incredibly talented teams working together across the globe, spurring greater innovation and efficiency. But these achievements come at a cost, as it is becoming increasingly difficult to sign agreements, make wires, and verify deliverables.

Blockchain, smart contracts, and crypto-currencies are simplifying businesses that employ task specialization; notable examples include the motion picture industry and the music industry. These new technologies are also protecting artistic creation, as blockchain allows us to trace every piece of intellectual property and compensate authors accordingly.



The crypto-industry ecosystem is developing very fast. Investors, entrepreneurs and ordinary people alike have flocked to blockchain powered technologies to enjoy onchain transparency, finality, smart transaction functionality, and absence of centralised intermediaries. Like many other people, Atari fully supports the idea of “finance without borders”. That is why the number of people actively using crypto-currencies is steadily growing and approaching the psychological mark of 50 million.

This great diversity of interest in crypto-currencies has made cohesion difficult when transferring money. With so many FIAT and digital currencies to choose from, users are having trouble finding payment platforms that are suitable. The core of this problem is this: a user wants to make a payment in currency X, the receiving party wants to receive in currency Y, but the payment system they are using doesn't support currency X, Y, or both. Consequently, users undertake the tiring process of converting the currency, paying costly fees and bouncing around multiple platforms along the way. I believe that the Atari Token will one day be able to solve these issues through its ease of use, composability and universality.

More generally, I am launching the Atari Token with a strong conviction in the extraordinary nature of human kind. I am continuously surprised by our ability to learn, grow, react and adapt. One of the best examples that comes to my mind is the 2012 experiment by the One Laptop Per Child (OLPC) organization. OLPC workers dropped off closed boxes containing tablets to illiterate children in Ethiopian villages, leaving no instructions. Nicholas Negroponte, OLPC's founder, summarizes what happened next: *“I thought the kids would play with the boxes. Within four minutes, one kid not only opened the box, found the on-off switch ... powered it up. Within five days, they were using 47 apps per child, per day. Within two weeks, they were singing ABC songs in the village, and within five months, they had hacked Android,”* Negroponte said.

I hope the next generations will exceed our current achievements and make up for our shortcomings. As they say, “you never know”; you have to keep searching, trying, and looking for ways to improve things. Records are made for only one thing: to be broken. By creating and launching the Atari Token, I sincerely hope to make available one of the tools that will help break these records.

VALUE PROPOSITION

This paper introduces the Atari Token, a crypto-currency whose primary goals are to be integrated as an in-game currency and offer a means of payment to individuals - including the underserved and under-documented - and entities working in the interactive entertainment industry. When the opportunity arises, we will look for expansion in other industries based on demand at that time.

Access to means of payment is fundamental to economic development. This is true for countries, companies, and individuals. Every entity or individual has to be able to provide goods or services and be compensated in exchange. Today, many are excluded from traditional banking services, either because they are underserved or under-documented or do not have internet access.

We believe that access to the internet, combined with blockchain-based platforms that offer jobs and payments through smart contracts and crypto-currencies, will produce a significant means of economic development to many individuals.

The value proposition of the Atari Token is to be the crypto-currency of reference for these blockchain-based platforms, otherwise known as “smart platforms”.



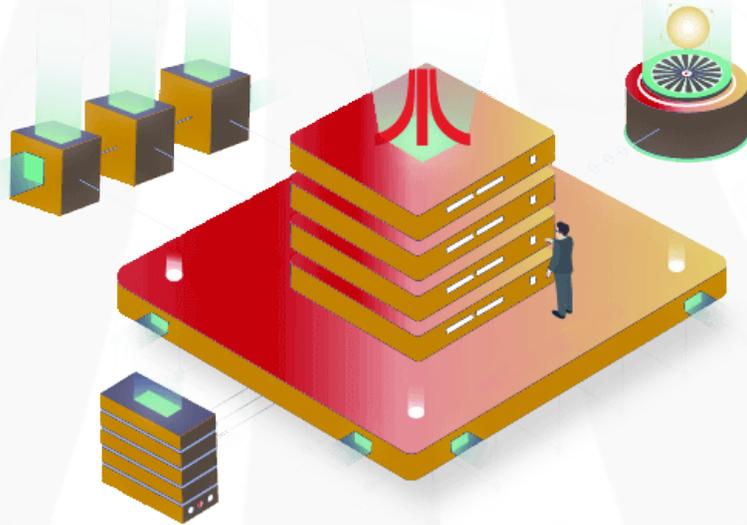
EXPONENTIAL GROWTH, FUTURE OF WORK AND ACCESS TO MEANS OF PAYMENTS

Current trends

Before discussing any major trend, let's examine two examples, apparently unrelated: the video game industry and the persisting issue of financial exclusion from the financial system.

Specialization and Monetization within the Interactive Entertainment Industry.

The gaming industry is one of the fastest growing industries in the world today. The global entertainment and media market is expected to grow to \$2.2 trillion by 2021, yet less than 1% of players monetize their game time. With the Atari Token and smart contracts, we are planning to build a system in which players can trade their in-game resources like gold and diamonds, for tokens or real-world money without the need for third parties. Players will be empowered to monetize their game time and transfer the resources they earned in the virtual world into the real world. With the emergence of virtual and augmented reality, these ambitions will become even more interesting.



Video game development is an already decentralized process: creation, development, animation, testing are implemented in different locations. Hiring new developers from Tanzania is as easy as hiring new testers from India. But the present state pales in comparison to the possibilities blockchain integration enables. Cryptocurrencies smooth out transaction complications caused by the use of multiple currencies. This provides an incredible benefit for in-game mechanics, especially for e-sports or projects like Taurion that incorporate blockchain into their game's backbone.

Although the interactive entertainment industry is primed for blockchain implementation, it is hardly the only one that will benefit. For the real estate industry, blockchain will allow for the tokenization of properties. This means online trading will be possible through smart contracts, removing intermediaries, reducing costs, and increasing transaction speeds. Insurance will also be able to take advantage of the technology. Smart contracts can make claims and processes automated, eliminating the cumbersome and erroneous nature of paper. Medical records can be protected and distributed among health providers, without the fear of fraud thanks to the security of shared ledgers. The possibilities are abundant, and it is difficult to think of an industry that would not benefit from the Atari Token.



Financial exclusion. Current trends in population growth, social and economic conditions, and the complex system of rules and regulations make it extremely difficult for under-documented and underserved individuals to access a form of financial system and receive payments. Consequently, they are generally unable to work in the interactive entertainment industry. So-called financial exclusion is an issue that has been recognized by the World Bank, which estimates that at least 1.7 billion adults lack access to banking services. It is likely that many more individuals will be expelled from the traditional financial system, especially with the current COVID-19 pandemic and the resulting economic troubles. The majority of these individuals are “unbanked” simply because they fail KYC requirements, lack sufficient funds, or are geographically displaced. These are not wrongdoers, but people who would gladly work hard to improve their socioeconomic status if given the possibility to do so. The Atari Token may allow these individuals to participate in the world economy by providing services on “smart” platforms and access to a secure system of payments. Having said that, the Atari Token will always be compliant with any applicable regulations and we will strictly apply KYC/AML regulations.

Upcoming trends

Universal Internet Penetration. Approximately 4.5 billion people today have internet access. That number will grow exponentially and soon reach 8 billion. Ambitious projects, such as Space-X’s Starlink, Amazon’s Kuiper, and Google’s Project Loon, are the first signs that complete global interconnectivity is approaching .

Different User Profiles. It is more than likely that the potential 4 billion new users generated from global connectivity will lack the sufficient identification to properly participate in the current financial market. As seen in Figure 1, they will be equipped with more ambiguous profiles. This does not make them money-launderers, smugglers, thieves or tax evaders. They are simply under-documented and/or underserved individuals, lacking the opportunity to access a form of financial system to improve their economic condition.

| Current Connected Users | New Connected Users |
|--------------------------------|---|
| Physical address, verified | No verifiable address |
| ID, Driving license, Passport | No verifiable ID |
| Social # | No Social # |
| Bank account, credit card | No bank account, no credit card |
| KYC/AML | No KYC/AML (“Fail”) |
| Phone and laptop | Phone and sometimes access to laptop |

Figure 1. Current Connected Users / New Connected Users

As indicated above, the Atari Token will always be compliant with any applicable regulations and we will strictly apply KYC/AML standards. We are preparing for the moment where the KYC/AML regulations will enable some, if not most, of these new users to have access to the Atari Token.



Cost of hardware will become negligible. It is estimated that more than 5 billion people now use mobile phones and that 92 percent of the world's internet users are connecting through them. With a simple \$40 smartphone, such as Tecno phones, individuals can now communicate and access information across the globe. Operating systems have also become more affordable, with companies such as KaiOS offering high quality software for a reduced price. These developments have created more than enough capabilities for participation in the crypto-currency market, even for those traditionally excluded from the financial world.

Specialization of Tasks Using Smart Contracts. Smart contracts self-execute when the terms of the agreement are met, making them ideal for dividing up labor. It can be expensive and difficult to enforce small tasks globally, but the automaticity of smart contracts eliminates these obstacles. Smart contracts completely erase the disparities created by physical distance and promote economic inclusion for all. Regardless of location or status, these contracts enable all individuals to participate in the market. As globalization continues to expand, Atari believes smart contracts will become the norm. They will rely on the use of crypto-currency and grow in sophistication, offering unprecedented self-regulation and reliability.

Rise of Self-Education. Self-education and online learning are on the rise. Open distance education universities have thrived particularly in developing countries. According to World Education News, "Bangladesh, India, Iran, Pakistan, South Africa and Turkey alone currently enroll more than 7 million students combined". Massive open online courses (MOOCs) increased from 1,200 in 2013 to 9,400 in 2017, bringing the total enrolled from 10 million to 81 million. Mobile broadband is penetrating rural areas, allowing for independent study pursuits because "everything imaginable can be found on YouTube". With this access to self-education, an increasing number of individuals will be able to fulfill tasks offered to them on any platform, and they will be paid with crypto-currencies.

Mega-Trend: The Emergence of Online Smart Platforms Offering the Future of Work

What we anticipate is the explosion of online platforms that offer tasks through smart contracts, using crypto-currencies as the utility token that acts as the conduit for value or the medium of exchange.

Many smart platforms already exist, and Atari's vision is to extend the availability and functionality of such platforms to the videogame industry. However, we see no reason why the Atari Token would not be able to support platforms and use cases in other industries.

In the videogame space, we expect the emergence of online platforms offering simple tasks such as testing, animations, translations, and code reviews. We believe this trend will grow across the technology industry.

The Covid-19 pandemic has sadly reinforced this analysis, with more and more individuals willing to or having to work from home. These workers are in need of a simple way to upload their deliverables and be compensated accordingly. In some cases, the Covid-19 crisis has even led some stores to refuse banknotes as payment, on the grounds that their circulation might increase the dissemination of the virus.

The Atari Token seeks to provide a solution to these developments. It is not difficult to conceive how: despite being locked out of the traditional financial system, a large amount of the unbanked have mobile phones and access to internet connection, making blockchain use possible. The Atari Token will be easily available to those with these capabilities, since the cost of mobile phones is gradually decreasing and the internet will shortly be available worldwide. The value proposition of the Atari Token is to offer anyone the opportunity to easily access a widely distributed currency, which can be used on as many platforms as possible.



CURRENT CRYPTO-CURRENCIES DO NOT PROVIDE SATISFACTORY ANSWERS

Cryptocurrencies have been around for over ten years now, yet none of the current models have acquired a significant role in the ways that individuals exchange value. None of them provide satisfactory answers to the under-documented and the underserved individuals. Modern digital currencies can be divided into two broad categories: crypto-currencies linked primarily to a dedicated platform, and legacy crypto-currencies such as bitcoin.

Crypto-currencies are often met with the following challenges:

- They are not easy to use for the non tech-savvy people (for example the address format may be confusing for some, because it is usually a lengthy and meaningless mix of characters);
- The average confirmation time takes about a few minutes. Although transactions are fast enough for most situations, use can be difficult for everyday purchases like grocery shopping (some solutions to this problem are on the way);
- They have high volatility on the market, due to their novel status;
- It can be timely and expensive to quickly exchange between traditional currencies and crypto-currencies;
- They fail at finding real use cases and converting everyday individuals.

Some of the tokens available in today's market have limited application. Tokens and coins are frequently associated with one single application (whether centralized or decentralized). One reason for this is that these tokens were issued through ICOs to provide financing for the development and launch of their respective platform rather than given intrinsic value. While this provided a source of funds, it now has two obvious disadvantages:

- The token is used only on the associated platform, and managers reject the use of other crypto-currencies;
- It puts the tokens in the hands of investors and speculators, instead of putting them in the hands of actual platform users.

Only a limited number of coins and tokens are aiming for universal use. The most well-known of these are Bitcoin and Ether. Unfortunately, none have succeeded in penetrating the common market due to their respective drawbacks:

- Bitcoin: The first and most successful of its kind, Bitcoin is the most recognizable crypto-currency. It may lack some scalability to support a significant level of simultaneous transactions.
- Ether. Rather than use a UTXO verification model, the Ethereum blockchain employs an account model. This provides more flexibility and faster transaction speeds. The Atari Token is built on the ERC-20 standard and retains these properties. Ether acts as the fuel of the Ethereum blockchain (referred as "gas") enabling and validating transactions. However there are issues surrounding the scalability of the Ethereum blockchain and we remain open to a chain swap to a more scalable platform if needed.
- Finally, Libra is still in a rollout phase and additional information is needed to provide a useful comparison.

VISION - THE NEED FOR A NEW GLOBAL CRYPTO-CURRENCY

Our goal is to establish the foundations for a new and global crypto-currency. The goal of universal peer to peer money is very ambitious; even Bitcoin and Ether have their own issues. We are trying to launch something straightforward for the everyday consumer. We want something safe, simple, reliable, universal and liquid.

One of the differentiating factors of the Atari Token is that we are not limiting ourselves to a single platform.. Our goal is to provide a crypto-currency for as many platforms as possible, starting with our own crypto-casino which will be available at the time of the public sale.

The use of Distributed Ledger Technology (DLT) is obviously necessary: Safety, Simplicity, Scalability and Reliability (especially with the decentralization) and Transparency can only be achieved with DLT. Universality and Liquidity are side-products, self-fulfilling prophecies. If the Atari Token meets its primary objectives (Safety, Simplicity, Scalability and Reliability), users and investors will be willing to trade on a global basis, and universality combined with an increased liquidity will reinforce the attractiveness of the Atari Token.



Additionally, the Atari Token distinguishes itself from other tokens by already having a growing network of real use cases that will allow the conversion of everyday individuals – in this case gamers - into users. Atari’s brand recognition and heavy presence in the gaming space give it a clear edge over its competitors for mass adoption. Atari already boasts a large selection of games that will serve as use cases. Most competitors are offering blockchain-building tools that only work within their ecosystem and using native tokens to fuel their networks. This does not promote mass-adoption or cross-platform use. The Atari Token would be available everywhere, making it the ideal choice as in-game currency for the gaming industry.

Meeting these requirements will establish the Atari Token as a trustworthy and secure medium of exchange. Without standard ways of making payments, the unbanked will find that the coin’s fast transaction speed and use of smart contracts make it the ideal alternative. These self-executing contracts generate automatic payments when the agreed upon conditions are met, promoting efficiency between parties. It is often difficult to supervise the completion of small tasks: they can appear trivial if excessive obstacles or distance separate the participants. Such problems disappear with the implementation of smart contracts. The use of blockchain also serves to validate ownership and use of assets globally, removing the cumbersome limitations of banking infrastructure and the delayed processing of international payments. It is Atari’s belief that the rest of the world will eventually come to see this attractive alternative as the optimal choice for day to day transactions.

In short, the Atari Token:

- Will be based on a decentralized system to provide security and trust;
- Can easily be bought, sold, and received;
- Enables smart contracts to facilitate the execution of tasks;
- Safely and efficiently validates the ownership and use of assets;
- Exists as the medium of exchange and token of utility on any platform that would be part of the upcoming network of platforms using the Atari Token.

SYSTEM DESCRIPTION

The goal with the Atari Token is to be a global means of payment.

Governance of the Atari Token. We believe in a fully decentralized system to manage the governance of the Atari Token, to determine availability on certain exchanges, and to address possible questions about integration. In order to establish a proper functioning governance among the parties, the best approach in our view is progressive decentralization. We will launch with a centralized governance. In the rollout phase of the Atari Token – i.e. until all Atari Tokens are in broad and decentralised circulation, the system will be governed by the Board of Directors of Atari Chain, Limited. This will ensure that the Atari Token is launched quickly and is adopted by as many platforms as possible. As parties learn to work together and trust each other, we will slowly distribute control until full decentralization is achieved and extend ownership of the system to all stakeholders. We will then establish a Committee of at least 12 independent individuals to provide guidance and guarantee a consensus among the community.

Trust. Decentralized ledger prevents tampering or illegal reproduction of tokens.

Performance. Bitcoin uses a UTXO verification model and has a general limit of about 3 transactions per second (TPS), while Ethereum can offer up to 20 TPS with its account model. The Atari Token is built on the Ethereum blockchain and follows the ERC-20 token standard. We believe this token model will be the most effective as it allows for simple token transfers and exchanges and easy integration with wallets and decentralized applications. We are obviously aware of the need to increase the level of TPS on each platform and we will remain up-to-date on layer 2 scaling projects as well as alternative blockchain technologies.



Use Cases / Easy Integration Within Every Application. Ethereum has four times more developers than any other crypto ecosystem, meaning the Atari Token will have greater integration capabilities with decentralized applications. It is our goal to make the Atari Token easily accessible to as many platforms as possible, and to facilitate any integration. We will gradually introduce it in our video games, expanding our community of developers and users as much as possible.

At launch, the Atari Token will immediately be available in some games on the blockchain. There will be many fun games, including slots with classic Atari-themed games, along with classic table games like roulette and blackjack.

These are some of the advantages of gambling with crypto instead of fiat currencies:

- Less local restrictions;
- Faster Payout;
- More transparent rules because game logic can be coded into smart contracts.

SENDER

| | | | |
|--|-------------------|--|--|
| R E C E I V E R | | Individual | Company |
| | Individual | <ul style="list-style-type: none"> • Acquisition of digital assets such as avatars, ... • Acquisition of used games, ... • Gaming with the Atari Casino | Payment of services: <ul style="list-style-type: none"> • Testing • Translation • Programming |
| | Company | <ul style="list-style-type: none"> • In-app purchases • Game purchases • Gaming with the Atari Casino | Payment of services: <ul style="list-style-type: none"> • Testing • Translation • Programming |



Liquidity. We intend to list the Atari Token on a multitude of platforms , starting with our own Atari Exchange. The choice of platforms will depend on different criteria, such as regulations, safety, and volume of transactions.

Audit. We will follow the best practices in respect of our smart contracts and security policies.



ATARI OMNI WALLET



The Atari Omni Wallet app will be available for Android and iOS. Here is the list of its functionalities:

| Functionality | Most Other Wallets | Atari Omni Wallet  |
|--|--------------------|--|
| Support for most popular crypto (BTC, Eth...) | ✓ | ✓ |
| Support for fiat currencies (Euro, Dollar...) | ✗ | ✓ |
| Ability to quickly exchange crypto, and possibly fiat (*) | ✗ | ✓ |
| Possibility to pay by credit card using cryptocurrencies | ✗ | ✓ |
| Payments by SMS | ✗ | ✓ |
| Payments by Email | ✗ | ✓ |
| Chat functionality (ability to send payments through chat) | ✗ | ✓ |
| Human readable addresses | ✗ | ✓ |

(*) subject to obtaining applicable licenses

CONCLUSION

The Atari Token is supported by a broad vision and the conviction that the rise of “smart”, blockchain-based platforms will provide a tremendous opportunity for billions of people to access the global economy. These platforms will also trigger a massive shift of competences and create significant financial disruptions. Cryptocurrencies and smart contracts will pave the way for a new wave of transfers of expertise, exerting enormous pressure on certain sectors .

Moreover, with a decentralized system, power at the top of the pyramid will be diluted. Permission-less systems and decentralized organizations will likely become the norm.

With this new and multi-faceted configuration, our goal is to provide access to a recognizable and liquid cryptocurrency, available globally to as many people, for as many uses, and on as many smart platforms as possible. A true Global Crypto Currency that powers the decentralised economy. The Atari Token.
