

Empowering Creativity in the Digital Age: Leveraging Digital Platforms and Blockchain for Independent Content Creation and Shaping Modern Visuality

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2 Abstract

This paper delves into the transformative potential of digital platforms in empowering content creators to reclaim ownership and control over their creative works. By delving into developing of the innovative platform, we explore how these platforms are reshaping the content creation landscape, fostering collaboration, protecting intellectual property rights, and enabling new forms of artistic expression. This approach not only wrests control from studios and places it back in the hands of individual artists but also empowers them with the freedom to enhance their creativity, thereby reshaping the animation industry and introducing a new realm of content that

shapes modern visuality.

3 Introduction

Problem In the modern world, there is a dominance of creative studios where the best content is created in the largest studios for film, animation, and game design. The best talents come to work there, unite, and create masterpieces. They sign agreements with the studios, and all the creative content they create belongs entirely to those studios and not to the artists. So, when millions of people later watch a movie or play a video game, the person who, for example, created the main or supporting character does not receive a penny, and all the royalties go to the studio, which makes the studio even more authoritative and gives it the opportunity to buy even more time from creative individuals and their creative potential. Unfortunately, in the modern world, there are few tools for creative collaborations and unions that could create content of such a high level while still preserving the ownership rights for each artist who contributed to the development of a character, world, or universe.

Solution To solve this problem, we have come up with a series of platforms that will implement a pipeline for creating animated films and computer games based on modern technologies that allow people to collaborate without dealing with paperwork. Through these platforms, people will be able to come

together, create worlds and universes, populate them with characters, develop their stories, and when the world reaches a stage where people can interact with it, buy or rent some content for use in the gaming environment, all participants in the content creation process will receive their share according to their participation in the project. In this way, every person who participated, even if they just wrote a fragment of text or a character detail, becomes part of the chain of events in creation and will not be forgotten when it comes to rewards. This concept turns artists into a kind of programmers, and such a platform becomes a system of control and version tracking, with each participant's contribution saved as a commit.

Outline At Wotori Studio, our primary goal is to establish a platform and intuitive interfaces that empower users to generate content freely, independently, and without limitations. We strongly believe in putting the power back into the hands of creators, enabling them to maintain control over their creative content, rather than having to sell their rights to studios or other entities.

By providing a borderless environment, we aim to break down geographical barriers and foster a global community of creators.

Through interfaces we working on, we strive to make the content creation process seamless and accessible to all. Whether you're an experienced professional or just starting out, our tools and features are designed to cater to a diverse range of creative needs. We understand that every creator has a unique vision, and our platform is built with the flexibility to accommodate various artistic styles and mediums.

Additionally, at Wotori Studio, we prioritize the protection of intellectual property rights. We ensure that creators retain full ownership and control over their digital assets. This means that artists can monetize their work, license it to others, or even collaborate with brands and businesses, all while maintaining their independence and creative integrity.

By fostering a community that values creativity, innovation, and individuality, Wotori Studio is committed to empowering creators to thrive in the digital landscape. We believe that when artists have the

freedom to express themselves without constraints, they can truly unleash their full potential and make a lasting impact on the world.

Moreover, our methodology allows us to establish a new type of cooperation and communication between artists previously impossible. Artists no longer need to look for partners and spend effort and energy on fixing relationships with the subsequent division of profits. By providing artists with tools, we enable the emergence of new visual entities that simply could not appear without this kind of technology combined together. Right before our eyes, we see how technology is changing the means and ways of human interaction and bringing new visuality to the world.

4 Innovative Design

To address the tasks at hand, we envision the use of blockchain technologies capable of enabling such types of collaboration among individuals. Today, there is a plethora of different systems, many of which have robust protocols and tools for writing micro-program logic that will manage rights, fair participation, and profit distribution, making the process simple, understandable, and transparent for all participants. Each logical component is represented in the form of a smart contract with its entities and dependencies. Everything that artists can create based on our technologies—assets, characters, locations, and other atomic parts of the universe—can be represented in the form of a well-established NFT protocol in our world, with all the resulting advantages such as a limited or unlimited number of such NFT assets. Communities have the flexibility to adjust the rules by which their content will be distributed; for example, content may only be leased in quantities not exceeding 10, or a character or item may be created that can have only one unique copy throughout the entire internet multiverse. Fantasizing about the endless possibilities that lie ahead of us can be endless, and we have already envisioned and implemented several smart contracts that realize this functionality.

5 Technical Implementation

Ecosystem review: To successfully implement our concept, we see the need for parallel development of both the collaborative creativity platform itself and a platform where this content can be immediately utilized. Such an approach is necessary to understand what APIs need to be developed to ensure that this solution can be flexibly integrated with other services. For example, to understand and create an animation character protocol, it is essential to define how its parameters should be technically presented, such as the number of rig bones, basic animations and their names, the amount of polygon UV mapping, smart contract data structures and much more.

Collaborational Core At the heart of our initiative lies the Collaborational Interface, a dynamic platform designed to revolutionize the way content creators unite, collaborate, and thrive. This innovative interface is the cornerstone of our efforts to empower artists, writers, musicians, and creators across various disciplines, enabling them to forge vibrant communities around their creative visions. The interface is meticulously crafted to support an array of collaboration models. Creators can opt for an open collaboration environment, inviting contributions from talents worldwide, or they can specify a select group of collaborators, curating a team that aligns with their creative direction. This flexibility ensures that every project can tailor its collaborative framework to best suit its unique needs and goals.

At the current stage, we have a basic implementation of such an interface. We have developed three main smart contracts. One of them contains user universes where users can create their projects with worlds. Next is the contract currently named "Project," which stores entities created as NFT assets that can be used in games and animated films. In terms of functionality, it is almost identical to the first one as it implements entity storage. The most important contract contains the collaboration process, all parts of a single chain in the complex asset creation process, which can start with simple text and end with a complex 3D model with multiple animations

and textures.

Regarding the contract containing collaboration, it is also important to note that its essential component is a profit distribution mechanism. We believe it should be flexible to configure, but focusing on the main aspect, we have implemented a core mechanism that distributes profits among all participants in the chain. When text is created and then an image is generated based on that text, followed by the creation of a 3D model based on the image, then UV layout, texturing, rigging, and animation, all these processes are linked together by sequence identifiers. In the end, we can reconstruct all participants who took part in developing the final product. Based on this information, we can subsequently distribute profits from revenue at a higher level.

Metaverse Core At the core of the metaverse engine, we envision basic navigation through a 3D world, dynamic loading of 3D character models and assets, the ability to move through space, and users being able to see each other and information about each other. This should be sufficient to begin building an integration bridge and initiate a logical dual process of improvement in both components of the whole. The development of data structures on the collaboration engine side and necessary implementations on the metaverse engine side to support and render them, as well as flexible user content management, are essential for this endeavor.

The essence of these developments is to provide creators with the tools and platform necessary to not just partake in, but actively shape the ecosystems they inhabit. The potential for creators to see their work come alive not only within metaverse we are building during this research but also across other platforms amplifies the value of their contributions and the potential for creative collaboration and monetization.

By prioritizing compatibility and ease of integration, we lay the groundwork for a future where creators can effortlessly navigate between worlds, bringing their unique contributions to an ever-expanding universe of possibilities. This vision for our metaverse engine is not just about creating a singular des-

mination but about contributing to a larger ecosystem where creativity knows no bounds and every creator has the opportunity to make their mark across the vast expanse of the digital universe.

Testing and Quality Assurance: Quality assurance played a crucial role in the development process of this platforms. We conducted rigorous testing to ensure the stability, security, and functionality of the platform. This included comprehensive smart contract unit testing and user acceptance testing to gather feedback from real users.

Security and Intellectual Property Protection: The bedrock of our security strategy is deeply rooted in the advanced blockchain technologies we employ. These technologies not only provide a decentralized ledger that is inherently resistant to tampering and fraud but also ensure that all transactions and content ownership records are immutable and transparent. This foundational security measure is critical in protecting the intellectual property rights of our users, ensuring that their creations remain their own.

It is imperative to conduct thorough testing on our smart contracts to eradicate vulnerabilities and uphold the integrity of user assets. While we have implemented numerous unit tests for a significant portion of the API during our development phase, we acknowledge the necessity for further enhancement to encompass all possible scenarios.

Continuous Improvement and Updates: We are committed to the ongoing development and enhancement of our platform. We recognize that our team may not be able to cover all possible use cases, which is why we highly value user feedback and suggestions. By incorporating the insights and perspectives of our users, we can refine our platform to better align with the needs and vision of the community.

6 Conclusion

In conclusion, we firmly believe that the concept of content development introduced here has the potential to revolutionize the entire content creation in-

dustry. This innovative approach to asset generation and collaboration opens up new possibilities for creators and paves the way for a more decentralized and inclusive content creation landscape.

One of our main goals is to encourage the widespread adoption of this asset generation logic and inspire its integration into other projects. We extend an open invitation to artists and developers, inviting them to join us in generating constructive and inspiring content together. Together, let us shape the future of content creation, embrace the potential of decentralized collaboration, and create a vibrant and inclusive ecosystem where creativity knows no bounds.

7 Ecosystem Websites

- Website 1: <https://wotori.io>
- Website 3: <https://ekza.io>

8 Contacts

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