

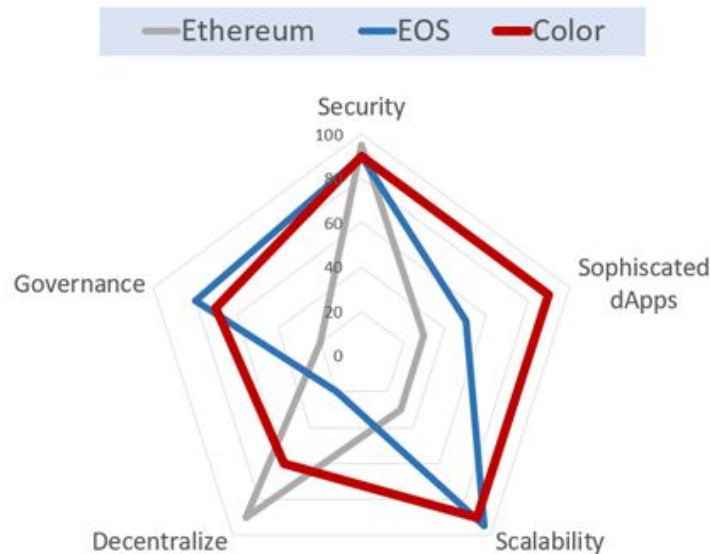
Color Platform

This document was subsidiary written only to help participants to understand the Color Platform and CANNOT be used to make decisions to participate in TGE.

ICO Start Date	28 Sep 2018	ICO End Date	22 Oct 2018
ICO Token Supply	350,000,000 COL	Total Token Supply	500,000,000 COL
Conversion Rate	1ETH = 2000 COL	Product Type	Platform
Token Name	Color Coin	Ticker	COL
Registered Country	Singapore	Restricted Countries	China, Singapore, Japan, US(conditional)
Accepted Currency	ETH	Min Participation Max Participation	0.1 ETH Unlimited
Whitepaper	https://www.colors.org/white_paper_en.pdf		
Token Distribution		Fund Allocation	
<p>A pie chart illustrating the distribution of tokens. The largest portion is 70% for 'Token Generation Event'. Other categories include 'Team & Advisor' (10%), 'Bounty & Partnership' (10%), and 'Platform Reserve' (10%).</p>		<p>A pie chart illustrating the allocation of funds. The largest portion is 40% for 'Platform Development'. Other categories include 'dApp Development' (20%), 'Marketing & Promotion' (15%), 'Strategic Partnership' (15%), and 'Operation Expense' (15%).</p>	
Community			
<p>Telegram : https://t.me/colorsorg Facebook : https://facebook.com/colorsorgmx Twitter : https://twitter.com/colorsorgmx Medium : https://medium.com/colorsorg Bitcointalk : https://bitcointalk.org/index.php?topic=4420019.0 Reddit : https://reddit.com/r/colorsorg YouTube : https://bit.ly/2qHvRK0</p>			

1. Introduction to the Color Platform

Color Platform, through its Spectrum technology, built architecture that contains duplex construction of business logic layer and data layer to solve the problems that other blockchain platform has been confronting such as scalability (low speed, high transaction fee), limits of creating sophisticated dApps, governance, decentralization and security obstacles. High performance dApps will be developed easily and operated readily and rapidly on Color Platform for users to use them on daily life.



2. Color Spectrum Technology

Color Spectrum separates data streams from code and effectively manages concurrent execution of sophisticated dApps. Color Spectrum technology consists of distinct layers for data processing and committing data into blockchain. Spectrum enables users to use dApps in their daily life.

3. Dapps on the Color Platform

Color will develop dApps that are easy to use and approach many users to actively engage in, and it differs from existing blockchain where platform is developed first and then dApps after. Also, Color is planning to create a revolutionary dApp ecosystem focused on scalability where the dApps are rapidly developed to the enterprise level. Many dApps are already developed on Color Platform and they are ready to be released.

1) Dailytto

Dailytto is a lottery-based reward application. It is a compensating online advertising platform that uses blockchain technology to assist in retargeting and sending out appropriate promotions and rewards. Users earn lottery tickets when they engage in rewarding ads by downloading the app, registering for the website, watching the video ads and referring friends, etc. The winning

lottery numbers are decided by an algorithm for choosing the top 5 numbers that are voted by the lottery applicants. With blockchain technology, no one can fabricate or predict the results.

2) Reward Inc.

Reward Inc. is a reward app where users can earn promotion points through simple activities such as attendance, watching advertisements and inviting friends. Users are divided into 12 ranks from intern to president based on points they've earned within the app. Reward Inc is very similar to 'level up' games. When users are promoted, they are able to earn more points and exchange them for Color Coin. 'Promotion' is the most important factor to earn more points on Reward Inc.

3) Color Design

Color Design is an interior platform supported by The Chosun Ilbo (Korean newspaper publishing company), and Living Sense (One of the most famous Korean Home & Lifestyle magazine). It is an interior design platform based on the ranking chart. Color Design stores and manages information such as interior designs, customer evaluation data, and user information on the blockchain. Color Design simplifies the process and reduces costs to a mere 10% compared with existing interior platforms. Color Design's ranking system based on the blockchain technology will help effective selection of interior design companies.

4) Color Guide

Color Guide is a Color's dApp version of the 'MICHELIN Guide'. When users share detailed information and comments about the restaurants they've been to, they receive Color Coin as an incentive. Color Guide applies a reward system to the information sharing and verification activities, acquires restaurants data and provides restaurant information to users who need it.

4. Pixel Program

Pixels are a type of "airdrop" distributed to all Color Coin wallet holders, five Pixels in 24 hours. Pixels must be sent to another person's account within 24 hours or they will become void. This "conditional sharing mechanism" aims to disincentivize hoarding, provide stable issuance, and increase overall user participation in the system. Most importantly, the Pixel Program promotes the active circulation of Color Coins. It will ultimately increase the circulation and value of Color Coins.

5. Physical Unclonable Function (PUF)

Color aims to achieve the mass adoption beyond the blockchain community. The Color Platform utilizes Colorchain, a hybrid software/hardware blockchain that enables lightning-fast decentralized computing. Traditional blockchains have been characterized by slow transaction speeds and poor scalability. The Color Team solved these chronic problems with the advent of the PUF chip. PUF chips have their own unique digital fingerprints that occur during the manufacturing process of semiconductors, and thus can function as a cryptographic

identification mechanism capable of signing transactions directly with the other party. As a result, Colorchain does not require mining nor third-party verification during the transaction, enabling much faster transaction speeds than even Visa or Mastercard.

6. Roadmap

	Milestone 1 2018.10	Milestone 2 2018.12	Milestone 3 2019.5	Milestone 4 2019.12
Coins	TGE(ERC20), Listing at Exchanges (COL)	Color Token (COL) for Reward dApps		Color Coin (COL) for Color MainNet and Color dApps
Color Spectrum (Main Platform)	POC (Proof of Concepts)	Minimal Viable Product (MVP): • Basic service node • Dedicated infrastructure for running service nodes and storage • Private permissioned blockchain • Basic dApp deployment facility • Wallet	Color Virtual Machine for service nodes (Java, Javascript, and C++); • Service nodes load balancing • Protocols for geographically distributed infrastructure • dApp deployment framework	Color Development Kit: • Java, Javascript, C++ • Development tools (debugger, profiler, test framework) • Safety and security tools (static analysis, fuzzing) • Network analysis tools Third-party nodes in the system Third-party wallets
Color DLT	POC	Validation and Verification	TestNet	MainNet
dApps	Dailytto, Reward Inc, Color Design, Color Guide and Color Blog	Pixel™ Program, other dApps	Color Gallery™ , Media, Music, O2O, more dApps	
PUF	Proof of Concepts		PUF Wallet V1.0	PUF Wallet V2.0 with Pixel Program

7. Reference

Name	Grade	Rating
ICO Rating	4.2 / 5	-
ICO Bench	-	Hype Score - High
ICO Bazaar	4.6 / 5	AA

