

# Planet Postmoderna Project Overview

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## ***Universe Platform***

### **The Entropia Universe Platform**

The Entropia Universe Platform is the proprietary technological solution behind an expanding entity of Interoperable 3d virtual worlds called Entropia Universe. Each virtual world takes the form of a planet within the virtual Entropia Universe.

The Entropia Universe Platform allows great diversity which increases interest, fun, and ultimately retention and profitability. It contains full support for secure micro-transactions in real-time, rich media viewing, the sale of real and virtual items, MMOG entertainment and social interaction between global participants.

The Entropia Universe Platform offers a complete solution for virtual planet creation and maintenance. The license-free Entropia Universe Planet Development Kit provides all the development tools for premium content production, allowing you to reach tomorrows consumers through their preferred medium today.

### **Becoming a Planet Partner**

#### ***The Basics***

Mindark offers its license-free Entropia Universe Planet Development Kit (EUPDK) to select organizations wishing to create their own planets within Entropia Universe completely free of charge. The revenue generated on the Partner Planet is shared between Mindark and the planet Partner.

The Planet Partner is responsible for creation of the Graphical Content, the Operation and Marketing of the Partner Planet. Upon formal agreement to a Planet Partner Agreement, the latest EUPDK is provided to the Planet Partner as well as access to EUPDK development documentation, manuals, specifications and a direct feedback bulletin board.

### **Investing In Experience**

The Entropia Universe Platform has been developed for over 10 years at a cost of over \$40m.

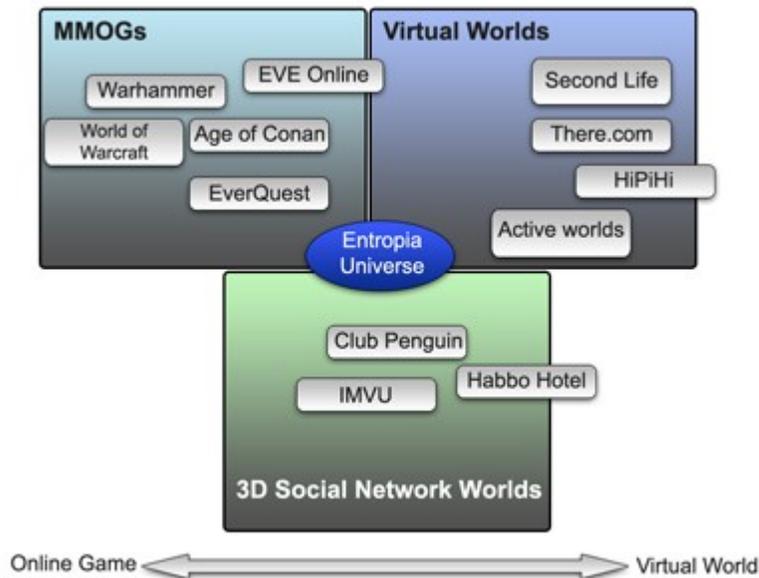
Commercially launched in 2003, Mindark's planet Calypso has been generating profit since 2004 and has served as a vehicle for fine tuning the platforms business model and functionality. During 2007, the Entropia Universe Platform provided a secure and stable means for \$400m of user-to-user transactions.

The track record of the Entropia Universe Platform allows organizations to invest in Mindark's proven experience.

## Positioning

The Entropia Universe Platform is positioned as the premium alternative for 3 dimensional Internet developments. Entropia's long established commitment to entertainment, social interaction and trade using a real cash economy allows partners to comfortably address the MMOG, Social Virtual Worlds and E-commerce markets with engaging content that facilitates user retention.

The Entropia Universe client software is free download for users and doesn't have any subscription fees. This means the virtual universe is available to everyone with a modern PC and an internet connection.



These names are cited only by way of example for showing different genres in the field of the 3D web.

## Business Model

Revenue is generated through micro-payments for products and services on a virtual planet(s). This model results in an average income of \$1 per hour of activity, per user, which is shared between Mindark and the Planet Partner.

Entropia's Real Cash Economy means that the currency used for payments, the PED, has a fixed exchange rate of 10:1 with the US dollar. The PED currency may be acquired by depositing local currency into a personal Entropia Universe user account.



## **Safety & Security**

Employing the most up-to-date information-centric security solutions including real-time monitoring, extensive logging and powerful back-end tools, Mindark maintain the integrity of the Entropia Universe Platform at a comparative level with today's financial services organizations.

Socially sensitive content including gambling or sexually explicit themes are not permitted in Entropia Universe.

In order to ensure high standards, protect copyrights and maintain the successful business model Mindark has strategically decided not to implement an entirely open architecture. User generated content is however permitted in selected predefined systems.

## **The Dynamic Universe**

Mindark's vision is to facilitate a dynamic virtual universe with many varied planets owned, operated and marketed by select organizations from around the world.

The interoperability of the virtual planets, in conjunction with the revenue sharing business model ensures that all planet operators can benefit economically from all users in Entropia Universe.

## **Technology**

The Entropia Universe Platform provides a complete software and hardware solution. The license-free Entropia Universe Planet Development Kit (EUPDK) based on the CryENGINE®2 motor allows partners to create the highest quality graphical content in an easy-to-use editing environment. The powerful EUPDK reduces traditional implementation time while delivering a state-of-the-art user experience.

A hardware solution to accommodate projected simultaneous online users can be determined with Mindark engineers. The Entropia Universe Platform can easily be scaled to accommodate future growth in user numbers.

## **The Real Cash Economy in Entropia Universe**

The Entropia Universe Platform utilizes a Real Cash Economy (RCE), meaning that the virtual currency used within Entropia Universe, the PED, has a fixed exchange rate of 10:1 with the USD. The virtual PED currency is used for the purchase and sale of virtual or real items, activities and services inside Entropia Universe.

PED is acquired by depositing local currency into a personal Entropia Universe user account. A user may at any time convert their PED to real currency by initiating a withdrawal request through Mindark PE AB.

The Entropia Universe Platform contains a subset of systems including a fully integrated auction system, a user-generated event system, a commercial advertising system and more which are at a Partner's complete disposal when composing their planet constitution.

## **Sources**

<http://www.mindark.com/partners/get-your-own-virtual-world/>

and

<http://www.mindark.com/partners/entropia-universe-platfor/>

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## **Team Compensation/Awards Proposal (Version 1.013)**

This document is intended to provide the team with a fair and equitable way to reward the team members for the time and monies invested the development of this project. Remember this in concept only and needs to be thought out further and tested. We will likely consult with an attorney before binding a contract however, we can definitely start keeping track of time and moneys invested.

Important Note: Planet Postmoderna is and will always be a project in the works. This is not a job. This a creative opportunity. It is the product of many great and creative minds investing their time and effort with the knowledge that there may never be any serious monetary gain (although we are all working for that big win).

### **Legal Organization Model**

Setup Planet Postmoderna as a LLC, Limited Liability Company.

This way we can translate the time and monies invested into the project into ownership shares in the LLC. This will also help us in contracting with Mindark since it will be an established and legitimate company. Avoid taking significant monetary donations until establishing the LLC.

Estimated cost is \$800-1600.

In the mean time services and products can be provided for in trade for advertising because it is "in kind" and a wash.

In any case the below formulas and examples can be used under the structure of an LLC.

### **Time Investment Formula**

In this model, the amount of time invested in the development of the planet project will be translated into a dollar investment amount that will then be converted in to a % interest in the profits of the planet.

Formula: 100 hours of time will be converted into \$2000 of invested money (based on \$20/p hour). This is an average between what consultants, software developers, CAD Designers, Marketers and Executive Directors might make at an average entry level nationwide.

### **Monetary Investment Formula**

In this model, the amount of money invested in the development of the planet project will be translated into (dollar for dollar) a % interest in the profits of the planet.

## Combined Investment Formula

This is actually the preferred model in which both of the aspects from above are used.

### Example Scenarios

#### Scenario 1:

After overhead and company (name still to be determined) expenses are paid and a portion (minimum of 50% of profit) is put back into the growth capital of the business, a percentage interest dividend will be paid to the team member out of that remaining profit. It will be paid in RL Dollars or converted into PED to be capitalized in the game economy.

That percent will be calculated by each team member's cumulative monetary investment added to his/her converted time investment divided by the total monetary investment of all participants/team members added to the total converted time of all participants/team members.

John Doe invested \$20,000 over the course of development up until launch and \$10,000 converted hours = \$30,000

The total amount invested between all team members is \$100,000 and \$300,000 converted time = \$400,000

John Doe's percentage interest is  $\$30,000/\$400,000 = .075$  or 7.5%

John Doe could receive 7.5% of whatever the operating profit is after expenses. He could convert that to in game PEDs at a rate of 10 PED per \$1.

#### Scenario 2 (post-production and plane launch):

Team Member becomes permanent Company Board Member at a percentage interest. He or she could also work for the company as a full time employee. The percentage interest is calculated differently because they are receiving a salary from the company.

Example:

John Doe receives basic salary package and percentage interest.

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John Doe could receive 7.5% of whatever the operating profit is after expenses. He could convert that to ingame PEDs at a rate of 10 PED per \$1.

This is really the ideal situation since John Doe is contributing to the growth of the company both at work and play.

## **Current Addendum:**

When we get funding and are able to pay people as part-timers, full-timers or on contract, we will hire from within the "committed volunteer" pool. Dedication to the project and toward the dream of what we want this to be will determine who gets picked and ultimately paid. It will also be based on skill level. The bigger and more competitive the volunteer pool the more talent we can draw from and the better team we will have.

We would like to see everyone do well with this so polishing your skills, working on the project, recruiting more talent (this shows dedication to the project) and staying plugged in, will put you in a better spot in the end.

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## ***Entropia Planet-Postmoderna Concept***

Current Draft and Build v 1.112008

Planet Name: POSTMODERNA

Postmodernism is a reaction to modernism . . . so we can assume that this will be a "retro" look or a traditional feel to the area? Renaissance look with a modern twist . . . like an updated feeling, but not modern cold. Based on the current story line for Postmoderna, utilizing the 1980s use of the term to represent looking back at one's self in a future way--as through a mirror, the Corporation, New Worlds, is technologically advanced. It has an unseen ulterior motive for this technology and camouflages it behind a front of leisure and entertainment.

Nonetheless, on Postmoderna, education, knowledge, science, technology and travel are important. Why travel, because traveling--in game and in the real-world--help expand your knowledge of the world.

<http://en.wikipedia.org/wiki/Postmodern>

<http://www.colorado.edu/English/courses/ENGL2012Klages/pomo.html>

## **Geography, Climate, Demographics and Culture**

### **Main city areas and traffic areas:**

Identify the venues, shops, meeting places, types of access points that the player base will use the most . . . and provide those in such a manner that they are readily available and lure them to use consistently. Location and set up of businesses and venues can be based on Union Station format as well as a Mall. Malls are standard in Calypso environment as well as shopkeepers near and around as well as in houses and buildings. We can diversify the layout of venues to line city street ways, etc.

The planet will be temperate in climate and similar to other M Class planets complete with lush forests, plains, mountainous and canyoned areas, swamps, and frigid and icy areas. PvP areas will be provided for with some additional surprises.

There will be an assortment of interesting and unique geological formations that can act as points of interest for passersby as well as destinations for short and long expeditions and tours. The beautiful, the sublime, the odd . . . flume holes near the sea, volcano lava pools crystal caverns and exotic swamps and deserts.

**Main City: "New Worlds City"**

This will be where everyone starts out. It would be neat if we can randomly have players enter the world at a crash site. The shuttle they arrived had a malfunction and crashed.

The Main city is the colony that was first established by New Worlds when the corporation's Calypso Project Team found the planet enroute to setting up its virtual environment business on Calypso. See storyline in the below sections for more info about [New Worlds](#).

Idea 1: This is a city in the works and starts out as a settlement. Early players play the development out and help to build this city through harvesting resources and supplies from the land. Random Deliveries of supplies and materials arrive from New Worlds. The players in-turn build the city. Rangers and Scouts can purchase Camps that they use as a base of operations. The camps can be made available through the game environment and timeline for future new players that just want to set out on an adventure. A small perimeter around the camp can be made to be a safe zone. No aggro form nearby creatures unless they are above a certain level. The camps can be set and broken down up to 3 times (actual life can be worked out) before they need to be replaced. The 4th set-up is permanent and the camp auto-deteriorates at that point and becomes a "Dead Camp." Dead camps remain in the landscape for 30 days before they disappear. This will add random realism to the environment. (Of course, this is concept only. We need to get with Mindark to see if this is possibility).

Idea 2: The city is established. We build up the tension and the story of the planet and the development of the player environment by posting pictures, movies and updates on the website. This is done before going live. We could provide film mini-feeds from several onsite virtual reporters. These could be posted on Youtube.

## **Culture**

According to Jean Baudrillard, in a postmodern society there are no originals, only copies--or what he calls "simulacra." You might think, for example, about painting or sculpture, where there is an original work (by Van Gogh, for instance), and there might also be thousands of copies, but the original is the one with the highest value (particularly monetary value). Contrast that with cds or music recordings, where there is no "original," as in painting--no recording that is hung on a wall, or kept in a vault; rather, there are only copies, by the millions, that are all the same, and all sold for (approximately) the same amount of money. Another version of Baudrillard's "simulacrum" would be the concept of virtual reality, a reality created by simulation, for which there is no original. This is particularly evident in computer games/simulations--think of Sim City, Sim Ant, etc

## **Wildlife**

Very Diverse. We will tie the wildlife to the terrain area. We want to give the planet a very wild but natural feel. Desert creatures in desert areas, jungle creatures in jungle areas. We want to pull aquatic life into this planet and make it very interactive with the Avatar population. Perhaps we can create a oceanic or lake expedition to immerse players in this part of the environment. Perhaps we could create an underwater facility/city.

Idea: Make creatures vary greatly on their aggro levels. It would be nice to see very domestic creatures that have little or no aggro and high - level hostiles and trophy-hunt bosses. Low-level huntable creatures (eg. a variation of a moose or bear) that run if they feel threatened but aggressively attack the avatar if they are attacked, a herd member is attacked, or if an avatar comes too close to a young. Can we tweak the AI or put requests in to Mindark to do it?

## **Intelligent Life and Hostiles.**

This is under development based on the story line.

Plunk, one of our developers brought up a few interesting ideas. One of which is his "frogman." Amphibian life forms could present an interesting layer of excitement to this. Interact with players on land and sea. They do not drown. :) They can either be a intergalactic species or one resulting from genetic experiments gone awry.

There will also be mineral/organic hybrids. These will appear in the dangerous areas and sub-levels of the game environment. They are the result of experiments performed by the former owners/inhabitants (maybe not former :) ) of this planet.

**Game Concept Theme:** Adventure, Tourism and Travel and Entertainment with "Loopback" to Real Life

This is a vacation world and the ultimate destination for the safari hunter, adventurer, thrill seeker or general vacationer. We want to encourage new and existing players to visit and stay if they want.

Postmoderna is a location for rangers and adventurers alike and tourists and travelers that just need a break. All players/avatars make their life in the support, business, entertainment and management roles that will promote the Game Concept. This will be done in the same or similar fashion as in the Calypso Environment but with a few potential surprises based on the creative and technical latitude we have or may be given by Mindark.

We will have the New Worlds Tourist Bureau which will offer the capacity for avatars to become tour guides, hunt guides, expedition guides, vacation planners, event planners, etc. to work as. There can also be automated (NPCs) throughout the centers which point out places to go, things to see and maybe brochures – pdf downloadable or viewable in-game. Can be listed on the website. They can be integrated with information about real life locations. Example, perhaps in game there is a similar location to Sea World in the future that may be advertised. There is info on the advertisement that guides the viewer to a website or location to see the current day, RL location at a discount for being a player of the game.

Idea 1: One possibility would be that players could get a job and work with New Worlds. This would be a new concept. Once their skills get to a certain level or they complete a required course they can work for New Worlds in game as a guide as an example.

Example:

John Doe starts up in the game and comes into the planet environment as a noob. He has the opportunity to start out making money for a price. He signs up with one of the application vendors for New Worlds. He decides he would like to be a Tour Guide. He is required to get his scanning levels and complete X number of recon checkpoints and he has job. Working for New Worlds he can make an income. The PEDS that are paid him basically are taxed and the revenue goes back to New Worlds. The revenues for his salary are based on several factors (eg capital in game from player revenues and advertising dollars from advertisers of real life locations). If we can pull off this concept, ooh, no more sweating. Although, sweating may still appear in world.

This could have the potential of becoming a virtual Jurassic Park/theme park. Dangerous, guided tours of safe zones containing captured dangerous animals.

A primary tech feature for this planet is the virtual entertainment technology and the ability to loopback to the real world.

Within the key cities is a technology that will make it possible to play other games and participate in virtual environments within the planet's virtual environment (the postmodern element). It is the writer that is writing a book about a writer writing a book or the movie-maker, producing a movie about a movie-maker filming a movie.

In concept: Imagine going to a simulator facility on Postmoderna. You pay a fee to experience another non-planet related environment or adventure (space firefights, hunts on other make-believe planets and locations in time, underwater adventures, etc.). It becomes the springboard for additional testing and creativity by our engineers and creative teams.

Internet like cafés, or Star Trek- like rooms – holodecks - with a fee to access these features. These can be the "Dream Vacation" touted at the tourist bureau or "Fantasy Vacation" "Ultimate Safari" "Sci-Fi Adventure" . . . gothic, mermaid, ultramodern, matrix, the list could be endless and updated frequently to entice new/return visits. These would be provided for at a fee.

Active MMO-styled story-driven quests and events. We may not have access to Mindark/Entropia Game code but there may be ways to pull this off.

Implement an in-game rewards system for achievements and passing an anniversary as an example (eg player gets something at each 1 year anniversary). With the pdf brochures (form with info they fill in) and a website to upload screenshots of quests to facilitate the confirmation of quests so we can award them at specific times . . . maybe a voucher they receive in-game that they then turn in at a kiosk to claim their prize. Events will be easier as they will have more time to finalize the results. These could be tied in to perks from real life advertising/sponsoring companies (see below).

Marketing: Active RL integration (Loop-back):

We need to delve into the best marketing plans and use them to personify them into an entry point that makes this Disney/Bahamas/"insert your favorite" kind of a place that envelopes you and makes anyone WANT to come here!

The Postmoderna Marketing Team will actively promote in-world advertising by supporter companies in the RL World that are based on Tourism and Travel, Entertainment and Adventure and possibly virtual technology. Imagine a billboard promoting Disney World or Expedia or Expeditions to Mt Everest. These promotions will only run in the cities and not in the wilderness areas. Players could purchase RL items/ trips etc at discounts for playing the game. Promos can have special codes only visible in game. In world, the advertisements will have the look of a more futuristic version of that company with the ability for players to get RL info about it.

Will need to have contracts with said companies to make this realistic . . . may be something that will have to be developed according to interest by corporate entities.

These can be paired with the simulated vacations to promote actual real life travel. Little freebie short vacations that will show you what each actual vacation could be like.

## **Planet Postmoderna Background Story (V 11.2008)**

In the not too distant future in the alternate and virtual Universe of Entropia, New Worlds Virtual Entertainment and Expeditions was enroute to Calypso to set up a new Virtual Entertainment facility in Port Atlantis. Somewhere along their route, the transport and cargo vessel was pulled out of its trans-space jump by a space anomaly. The anomaly turned out to be an uncharted and unstable wormhole. The crew proceeded to investigate it and fired off a probe to get some additional readings.

As the probe neared the wormhole it expanded and pulled the ship into it and out to uncharted space. When the displacement subsided, the crew found itself looking down on a brand new and uncharted planet. It reminded them very much of Earth, yet lacked any cities and had a lot more water. The land masses were spread out. In some areas they were large and others, specks. Some looked a lot like small piles of white pepper from space. What the crew later learned about these piles was that they were expanses of a dense and very strong rock.

A scout party was soon sent planetside to perform some initial surveys and it wasn't long before they returned to report their findings back to HQ. The Corp Offices wasted no time getting back to the Black Venture. HQ had determined overwhelmingly by the data they received that this planet would merit more study. They suspected it would be just the location they needed for the corporation's New World Adventure Theme Project, a tourism and entertainment hub for this area of space. Although unknown to all but the key personnel, that was just a cover. This planet would also serve as a secluded location for the further experimentation and advancement of New World's technologies, developed far from prying eyes.

A successful launch of another probe sent back through the wormhole established that the anomaly was no more and the gate was now stable. This would need further research and analysis but it was evident they could find safe passage back to known space. The survey teams remained on the planet to establish a base of operations and begin further exploration while Black Venture returned home to give the full report of the crew's findings to New Worlds Corporate. One thing they found curious, artifacts and structures that resembled those from Ancient Mexico, both Aztec and Mayan in

appearance. Coincidence? The crew had also discovered a mysterious crystalline mineral in a canyon not far from Base Camp that was nearly unbreakable and emitted and absorbed energy like a battery. The crystals grew dark by day and lit up at night like powerful light sources. What was this place they now called Postmoderna?

It did not take long for HQ to send convoys of cargo vessels to bring enough workers and supplies to finish the groundwork for the first base city and the further expansion and exploration of this new planet. HQ had big plans for this place. Later and contribution the company's bulging profit pool, New World Tour vessels would come in droves. As far as its research, HQ sent scientists and its finest security forces to protect it.

It was never established as to the source of the anomaly that initially pulled the Black Venture into this area of space but New World Corporate was ecstatic to have found what would eventually become its greatest vacation and entertainment paradise "money machine" and the ultimate location for its new research facility.

Far from the inquisitive minds of New Worlds' tourists and adventurers however, lay deeper mysteries. Throughout the planet and within the network of subterranean caverns and tunnels beneath its surface are signs that this place may have been used by an ancient people for bio/mineral experimentation. This was aggressively covered up by New World Corporate. No one could discover this. That would just scare away the tourists. In contrast though, New worlds was excited about the technologies their scientists were beginning to uncover and learn about.

There was evidence that this planet had been inhabited by beings somehow connected with the vanished civilizations of Earth and many others. These creatures seemed to, when at the height of their civilization, manipulate nature and space itself. They could travel long distances without spacecraft using planetary alignments and some kind of link between them. The problem was the doorways they would create remained open only for a few hundred years and then closed for thousands more before they could be reopened again.

They also created creatures, plant life, structures and machines that were a blend of mineral and organic. What semi-intelligent life that has been since found on Posmoderna seems primitive. These present creatures could not have possibly engineered these mysterious alien technologies or have been able to explore space. So who did? And, how did the New Worlds scientists learn about all this? Well, the ancient markings and written languages they discovered resembled the ancient text from areas on Earth like Central and South America, Africa, and ancient Greece. There was even text they could not decipher and unlike anything the scientists have seen before.

Eventually and once the chance of any potential threat was ruled out New Worlds made it possible for people to visit some of the ancient ruins and begin to explore the now opened terrain--at least the parts that New Worlds wanted them to see. HQ creatively disguised classified areas with intricate arrays of its signature holographic technology. If a tourist got too close, New Worlds' Security details would discourage them from going further by concocting a creative story about dangerous materials spills or potential radioactive exposure.

## **Player Background and Intro**

RL players can come to this world to learn about and to experience an altered version of history and are given the opportunity to pursue the answers to their questions (eg what really happened to the Aztecs and to Atlantis? How were those pyramids built? What is the significance of Stonehenge?). What connection does Postmoderna have to Earth and this Space Sector? Is it just pure coincidence or something else?

If you are an explorer at heart and yearn for adventure and knowledge of the unknown, come to Postmoderna, if you dare. If you just want to have fun, come one come all and establish a new way of life and a getaway from the real world that doesn't require you to get on a plane or a bus or a train. However, be warned, we may tease you with quests and awards that may cause you to treat yourself to a nice getaway in the real world when you return from Postmoderna. How? Come and find out.

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“Base, this is Delta...<static> we are under attack!! Our vehicles are... destroyed. The outer hulls...eaten clean through....<static>. Some kind of ...bug...swarm of bugs.<static> eats...<static>..cuts through metal like...bu..tter. Help us! Aarggh....”<static>

“Delta come in, come in!”

“Where are they?”

“West cave development facility.”