



Arma**coin**



ERC20



BEP20

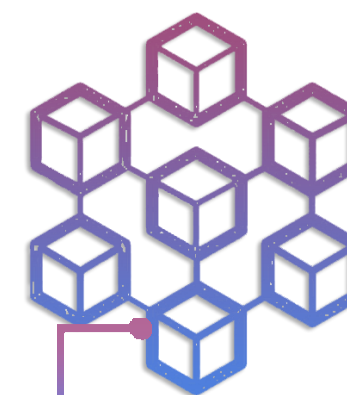


ABOUT COMPANY

ARMA

COIN

Armacoin Ltd has been operating since February 2019 and is ready to present its main products for review. These developments are based on the principle of network decentralization and do not yet have analogues in the modern world. Armacoin Ltd is located in the United Kingdom, registered in London and operates using English legal status.



Platform for solving marketing tasks **TRUSTED ADVERTISING SERVICES CONTROL PANEL.**



Own graphical programming language integrated into the **ARMACHAIN BLOCKCHAIN NETWORK.**

Trusted Advertising Services



Platform for solving marketing tasks Trusted Advertising Services Control Panel

How can **Armacoin** transform the advertising industry using blockchain? The key bridge connecting producers with consumers, the advertising industry is a multibillion - dollar industry worldwide. By catalyzing the economy, advertising companies create and nurture brands. Advertising can turn potential customers into customers, and customers into brand fans. The industry stimulates purchases, sales and the economy as a whole. Unsurprisingly, Juniper Research predicts that **\$520** billion will be spent on digital advertising by 2023. In the last few decades, the industry has been reaping the benefits of digitalization. Despite the fact that the transition to online has proven to be cost-effective, it has a number of drawbacks. The main problems faced by advertisers.

Lack of transparency



The advertising sector is dominated by unreliable and voracious intermediaries. The current system is inherently flawed and opaque. Most of the money spent by advertisers falls on intermediaries.

Bot fraud



The intrusion of bots into the digital marketing sector turns into a huge problem. Bots are used to create fake clicks, views and installations. It is surprising to learn that by 2023 the total losses of advertisers from fraud will increase to \$ 100 billion.

Privacy concerns



It's no secret that tech giants, including Google and Facebook, target users with marketing campaigns, closely monitoring their every move. Many advertising companies do not see the fine line between advertising and spam, especially with the advent of the Internet and social networks.



The work of this platform is presented here: <https://www.youtube.com/watch?v=6U9vNltFbKY&t=36s>

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A BREATH OF FRESH AIR IN THE ADVERTISING SECTOR

marketing

To overcome the challenges faced by the global advertising and marketing sector, Armacoin has developed a comprehensive solution based on blockchain technology. The decentralized advertising and marketing platform developed by Armacoin will ensure transparency, eliminate bot traffic and process cryptographically encrypted agreements.

Armacoin will allow promoters to leave a message in the contract line for payment with GZM tokens, their own coin on the Armacoin platform. It is intended exclusively for use in the advertising and marketing sectors. Built on the ERC-20 platform, Armacoin GZM will revive the media, entertainment and advertising industries thanks to a decentralized economy without trust.

safety

Data security and user-controlled privacy. Blockchain technology distributes data, not copies it. Since a secure chain of digital records is stored on multiple computers at the same time, no record can be erased or falsified. In essence, this means that the version obtained at the end of the chain is the same one we started with.

On the Armacoin platform, advertisers must obtain the consent of the audience before throwing ads to them. Advertisers are charged a small fee by the audience for the time and interest they invest in. The decentralized system supported by Armacoin ensures that the audience can control their choice. Rather, they can spend their time on products that they actively show interest in. This process will prove to be efficient and profitable in the long run.



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Transparency

Blockchain technology empowers people and businesses through transparency. An essential feature that attracts industries around the world to introduce blockchain technology into their business practices is the unreliable platform that it guarantees. Trust is being replaced by transparency, whether it's relationships, business processes, transactions, or data. The history of digital assets is made irreversible and transparent using cryptographic hashing.

Reduced bot traffic and fraud

With advertising, instead of superimposing new messages on old ones, they are supplemented and improved on the blockchain network. Advertisers are hosted on the ArmaCoin platform, where they can publish their messages by paying in GZM. Advertising fraud can be largely curbed with the help of blockchain technology.

The inherent transparency of blockchain technology makes it possible to detect fraudulent actions of bots and eliminate them. Campaigns are automatically driven away from sites with a bad reputation for bot traffic. The Armacoin platform publishes ads in browsers, not on websites, so advertisers no longer need to worry about fake domains and fake bot traffic.

Without intermediaries

The role of intermediaries and the associated costs are eliminated due to the full disclosure of the media supply chain. It identifies any inconsistencies in data and transactions. Advertising agencies can check the reliability of advertisers and vice versa. The trusted registry is updated and made available to all parties involved. This significantly reduces the intervention of intermediaries for verification.



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Scaling of this model

Given the huge and continuing development of the advertising market, it is safe to say that this platform is a very effective and scalable product. First, this platform (developed on a smart contract) will be sold to advertising agencies for use by its users. Secondly, the GZM token itself has a limited issue and is currently based on two blockchains. It follows that with the interest of using advertising, a shortage of the token will be created, and, accordingly, its price will increase. The total number of tokens is currently 300 million on the Ethereum blockchain and 5 million on the Binance Chain blockchain, while the rest of the tokens can be obtained exclusively by mining up to an amount of 1 billion. The GZM token is a unique token that, like the NFT tokens, uses a decentralized IPFS database, but is based on the ERC-20 and BEP-20 protocol.



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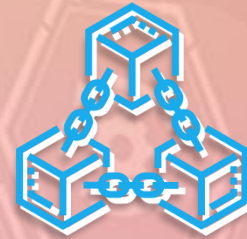
OWN GRAPHICAL PROGRAMMING LANGUAGE
INTEGRATED INTO THE
ARMACHAIN BLOCKCHAIN NETWORK



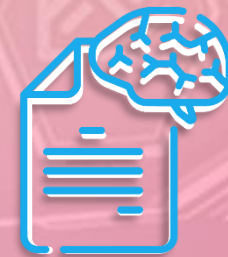
A lot of people from the field of business and science talk about the use of blockchain in these areas, but not everyone understands how it will look and how it will work. **Armacoin Ltd** is ready to present and show you the world's first blockchain with a graphical programming language for smart contracts development called **Armachain**.

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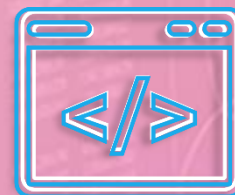
Armacoin develops new approaches and methods for the implementation of decentralized technologies and their capabilities in business.



1. One of the key areas is the development of graphical visual programming tools that will allow "non-programmers" to create smart contracts easily. This language is quite simple and will not allow you to make mistakes when creating smart contracts, since you will not be able to prescribe something superfluous or delete the necessary line. This language will provide you with a choice of actions, and you just need to decide what to add to the functionality of the smart contract that you have decided to create. Thanks to this, the development of blockchain in society will occur much more intensively, introducing more and more new opportunities into it.



2. We are all used to the fact that graphical languages are commonly used in robotics, but Armacoin decided to go a little further... This is not just a Solidity boilerplate or code snippet that creates many similar copies of smart contracts for tokens, but a separate logic sequence that allows you to use dedicated additional functional blocks in order to create the operation logic of a smart contract.



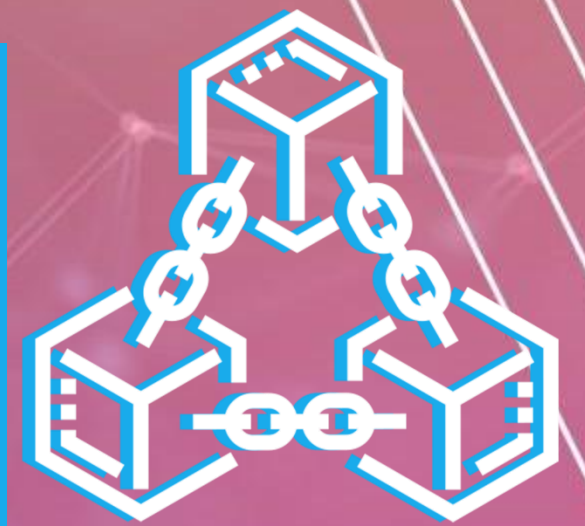
3. Armacoin conducts research in various interdisciplinary fields to propose and provide valuable solutions to solve relevant problems. Armacoin develops a graphical programming language based on visual flowcharts. This will allow users to create unique graphical smart contracts. These flowcharts are necessary in the development of various business processes in almost every company, moreover, the use of such smart contracts with flowcharts will allow you to maintain complete confidentiality in the company's data, through the main advantages of the blockchain and the creation of a digital signature. Also, using these smart contracts, protection against their modification, forgery or editing will be established. This also applies to individual scientific developments and robotics, where there is a danger of industrial espionage.

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As for the scaling of this branch, this area has wide opportunities in science and robotics. Again, GZM tokens will be used for the creation of such smart contracts and their transfer between users, which will soon be integrated with the Armachain platform and move away from other types of blockchain, this will happen after the completion of the network testing stage. The Armachain blockchain will use a standard Ethereum implementation without global alterations, so integration with other tokens and blockchains will also be easy to interact with.

Thus, the graphical programming language for smart contracts development in the Armachain blockchain will be designed mainly to reduce the complexity of creating intelligent contacts that implement the logic of business processes, as well as for educational purposes, as well as in other areas where diagrams are used. The capabilities of the system will be most important and useful for specialists in the field of science, education, marketing agencies, analytical agencies, development engineers, in the innovative sector of any business where it is necessary to create and store protected graphic information.



THANK YOU ARMACOIN



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