



Metaverse and NFTs: “CHIO AACHEN METAVERSE” and “CHIO HORSE CLUB”

What happened so far

The CHIO Aachen is the largest, most beautiful and most fascinating equestrian sport event in the world. That is not what we say, it is what everyone who has ever experienced the CHIO before says. Okay, admittedly: We say it too. The CHIO Aachen is both a sporting occasion and an event. For ten days, every year in the summer, more than 350,000 spectators come to Aachen to experience the unique atmosphere. The secret of success and the ultimate goal of all people involved: To preserve the rich traditions and yet continually push the further development – that is our DNA.

In this way, since the Aachen-Laurensberger Rennverein, the event organisers, was founded in the year 1898, fantastic and unique showgrounds with a Main Stadium that holds 40,000 spectators, have evolved. To this end, an ultra-modern infrastructure has been created comprising of three stadiums, floodlights, stables, the CHIO Village with 250 exhibitors from all over the globe, several restaurants plus many training areas and an indoor school. The athletes do not merely win a competition here – they become legends. Since the year 2020, this has been enhanced by the CHIO Aachen CAMPUS with educational and training offers, 365 days a year.

Conscious of this exceptional, international standing, we are also forging ahead to develop our own metaverse. In Aachen, the heart of the equestrian sport will also beat in the metaverse in the future.

The CHIO AACHEN METAVERSE

„Metaverse” – has long since become more than a keyword. A metaverse is a virtual world. A world that can not only be observed, it can also actually be experienced, a world the CHIO Aachen fans can also participate in. A world that is not far away from the everyday world we live in. Because people also communicate and interact in the metaverse – my friends, kindred spirits, but also the stars of the equestrian sport meet up here and engage in an exchange with me – directly, 1:1. However, the metaverse is not only a social and educational experience, it is also fun. Gaming is possible there; one can visit exhibitions and experience concerts. How about a virtual meeting in the virtual CHIO Aachen Main Stadium instead of the seventh Zoom or

Teams conference of the day? The CHIO AACHEN METAVERSE is THE future meeting place for the fans of the CHIO Aachen and for the worldwide equestrian sport community. 24 hours a day, seven days a week. The Main Stadium will be modelled in the initial development stage, but it will be constantly further developed. New features, new “experiences” will be added – the meta-verse will grow and grow. We aim to make everything that is feasible in Web 3.0 available to our community as soon as possible. Welcome to the CHIO AACHEN METAVERSE.

CHIO HORSE CLUB – NFTs as admission tickets to the metaverse

Gaining access to this exclusive world is simple, the prerequisite is being a member of the CHIO HORSE CLUB. To become a member, one simply has to purchase a CHIO Aachen NFT from the website at www.chiohorseclub.de. Unlike most other NFTs, one doesn't need any previous knowledge. One needs neither a wallet, nor knowledge about cryptocurrencies and nobody has to know what a blockchain is either. Purchasing your personal NFT, your CHIO HORSE, is just as easy as buying a pizza – per credit card or PayPal. As a member of the “CHIO HORSE CLUB”, you have not merely purchased an NFT that is unique thanks to the Blockchain technology, it also serves as your avatar for the metaverse.

Our NFTs are the ticket to the CHIO AACHEN METAVERSE, to a unique community from the equestrian sport world and to many, valuable utilities.

Highest quality and sustainability – our claim

Here too, in the course of the next milestone development of the CHIO Aachen, we pledge to satisfy the highest quality standards. This is why we are developing the metaverse in photo-realistic, Unreal-based quality. The visualisation quality will be much higher and much more photo-realistic than in the existing virtual worlds such as “Decentralland” or “Sandbox”. The quality of the 3D scenes is important to us as a differentiation feature and stands for the quality claim of the CHIO Aachen and its stakeholders. We are taking the costs for implementing the pixel streaming technology on board and are prepared to cover them for our visitors. Due to these streaming costs, access to our metaverse is limited, which is why access to the metaverse is linked with the ownership of an NFT and time-limited.

Contrary to most of the large and well-known NFT projects that run on the Ethereum blockchain, we opted for the Polygon blockchain. This proof-of-stake blockchain particularly excels because of its energy efficiency and sustainability.

Experiences

There is a wide range of target groups that visit the CHIO Aachen: Equestrian sport enthusiasts and experts, event-goers, people who are curious, sports fans, women, men, families, young and old people and last, but not least people from all over the world. The same is true in the meta-verse: The experiences in the CHIO AACHEN METAVERSE are multidimensional and address varying interests and target groups:

- *Gaming* – playful experience of the sports venues; the Rolex Grand Prix course at the CHIO Aachen 2022 will be portrayed 1:1 in the metaverse – exactly in line with the plans of the CHIO Aachen course designer, Frank Rothenberger. This will enable the visitors of the metaverse to jump the course in the scope of a sporting competition. The NFT will become the horse/rider combination.

- *Social Community* – a lively exchange between the members of the “CHIO HORSE CLUB” will take place both in the metaverse as well as among the affiliated Discord community. Professional athletes and experts will ensure an extremely high-level in future among others with exceptional multimedia contents from live events, interviews, meet-and-greets and many other occasions. And those who simply want to have a chat with a friend, can meet up for a stroll through the most famous stadium in the (equestrian) world.
- *Art/Culture* – The virtual Main Stadium can be transformed into an art exhibition: Curated art exhibitions will be created and take place on the holy grass of the CHIO Aachen.
- *Meeting/Conferencing* – The visitors can hold virtual meetings as avatars in a virtual meeting room, a pavilion in the middle of the jumping arena; including a presentation, video screen, live video calls, etc. This service can also be booked separately by companies.
- *Showground 1924* – A journey in time without a flux capacitor? The metaverse makes this possible. In 2023 already, it will be possible to experience the showground as it was just under 100 years ago.

The CHIO Aachen Metaverse won't be a finished project when it goes online, it will only be the initial building stage. In this first stage, the Main Stadium will be modelled, but the project will be constantly further developed. New features, new “experiences” will be added – the CHIO Metaverse will grow and grow. Over the coming months everything that is feasible in Web 3.0 is to be made available to the CHIO Aachen Community as soon as possible.