



AO ARTBALL

20 23

LITEPAPER

RUN IT WILD®

2022 – 2023
LAST UPDATED 13 Jan, 23

AO ARTBALL

Serving up a new way to experience sport.

AO ArtBall exists at the intersection of sport and innovation, unlocking a new arena to keep fans in the game – on and off the court.

Own the ball. Own the court. Own the moment.

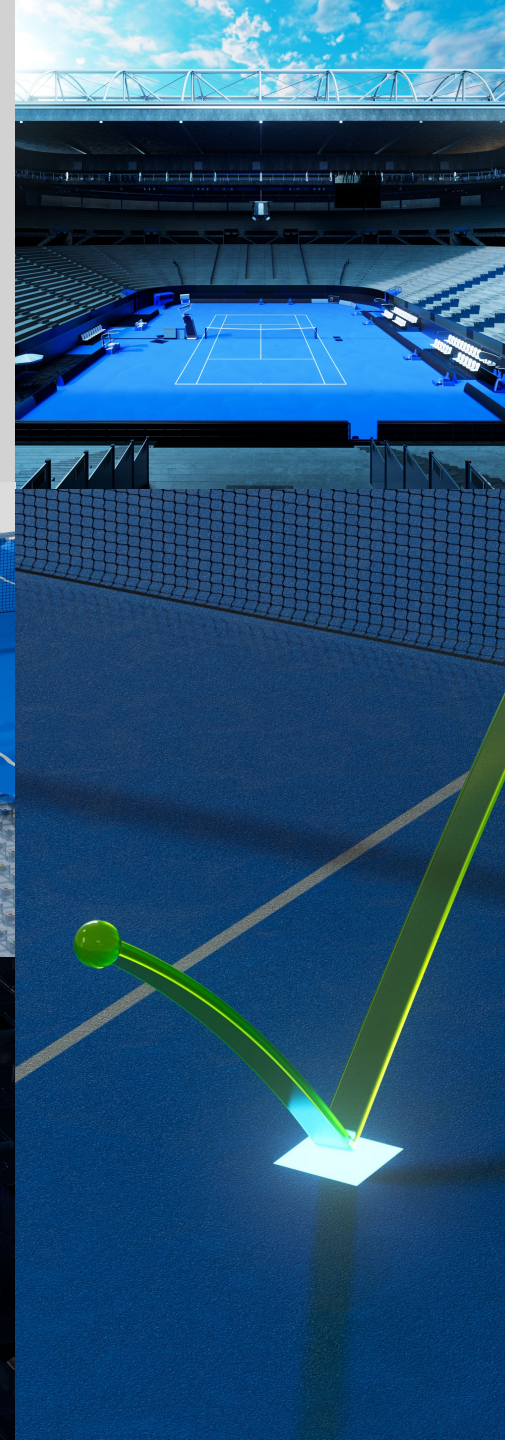
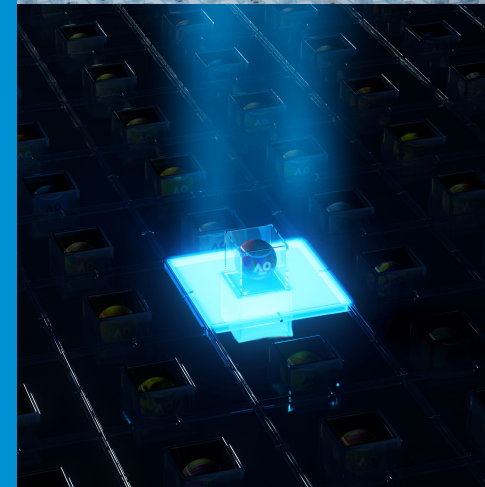
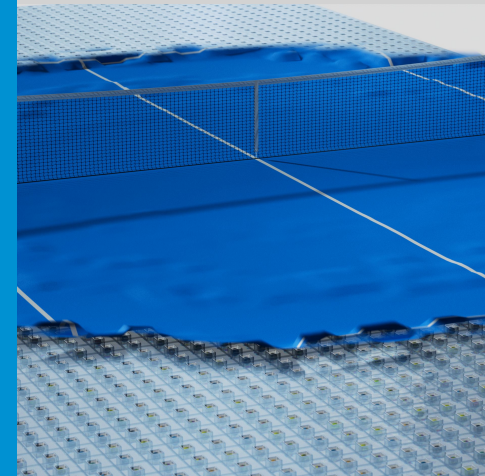


OUR MEMBERSHIP

Membership is accessible via AO ArtBall NFT, a collection of 6,776 NFTs from the '22 collection and 9,230 NFTs from '23 collection, providing members with an unprecedented level of tickets from premier tennis, sport, and entertainment events as well as unique rewards from leading web3 projects, covering both real worlds and virtual worlds.

ELECTRONIC LINE-CALLING TECHNOLOGY

Each AO ArtBall is linked to a plot on the court. If the winning shot from any of the 400 AO matches lands on that plot, the ArtBall is updated in near real-time to highlight the match information and upgrades to the ball casing.



HOW IT STARTED: AO ARTBALL 2022 RECAP

AO ArtBall
2022

AO ArtBall
2023

AO ArtBall
Future

In 2022, we brought the AO ArtBall into the world. A rich ecosystem of digital and IRL experiences spanning sport, art, collectibles, utility and metaverse. A concept that challenged established notions of what sports experiences could be and set a new standard for global fan engagement.

On court performance in one [tweet](#)



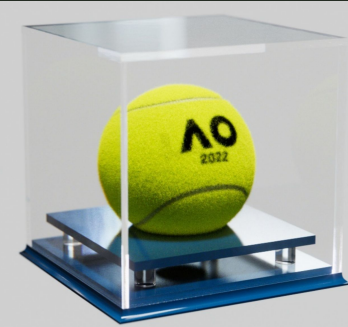
SPORT

NFT linked to a plot of the tennis court with match-linked rewards using data from AO official electronic line calling technology.



ART

6,776 AO ArtBalls each unique down to the fuzz and three distinct series of artwork: Generative, Artist and Legend Series.



COLLECTIBLES

AO-exclusive collectibles including physical tennis balls used in the championship matches, merch and equipment.



MEMBER BENEFITS

Daily rewards for AO22 together with ongoing benefits such as allowlists, exclusive events and Decentraland access.



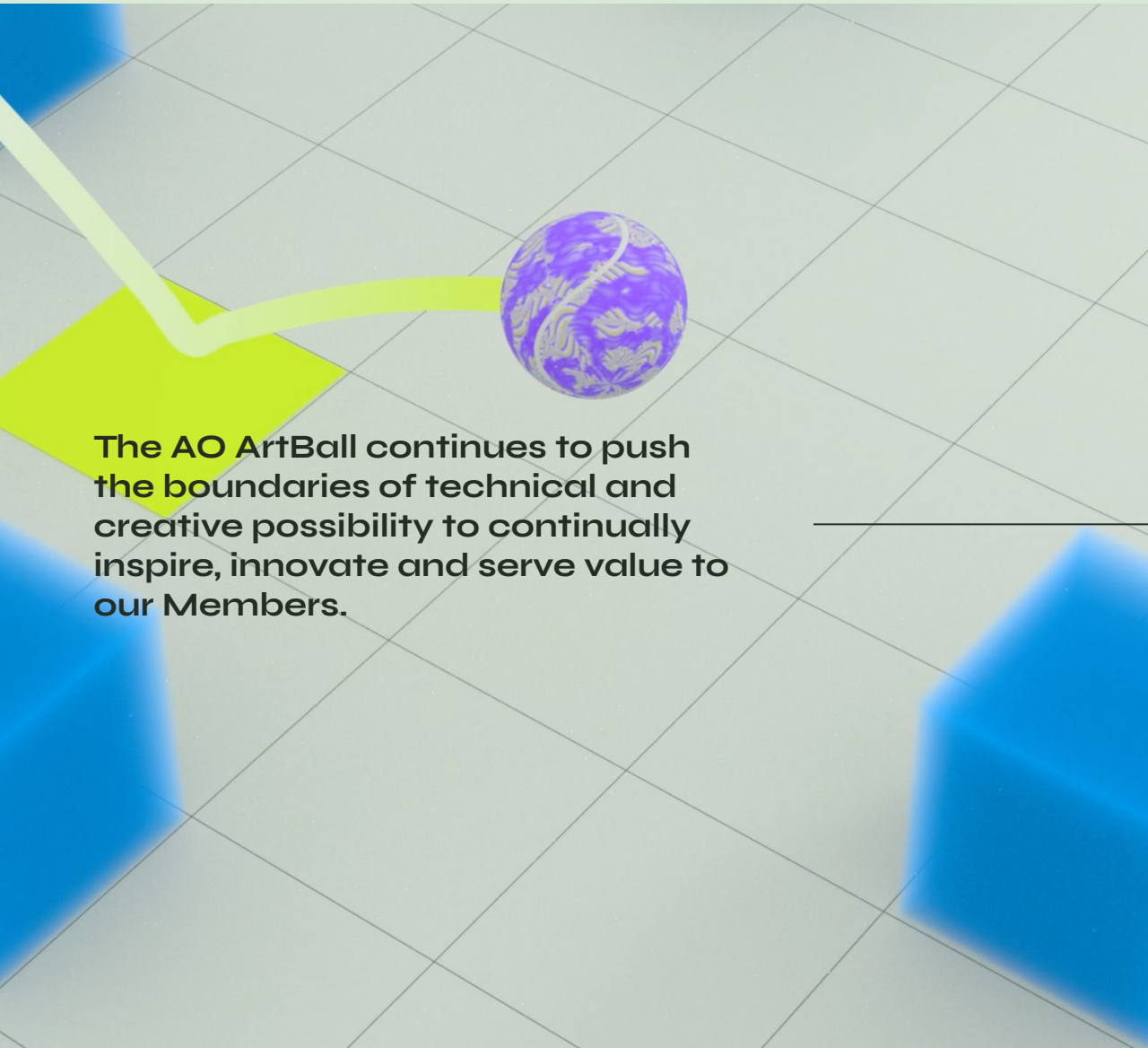
NEXT GEN FAN ENGAGEMENT

Gaming, digital wearables and metaverse experiences as well as a thriving and empowered Discord community.



CANNES LIONS WINNER

First branded NFT project to win a Cannes Lion in the Entertainment category for the most 'innovative use of tech and platforms in Sport.'



The AO ArtBall continues to push the boundaries of technical and creative possibility to continually inspire, innovate and serve value to our Members.

1. INNOVATION

Setting new precedents at the intersection of Web3, live sport, data & entertainment.

2. MEMBERSHIP

Delivery of phenomenal token-gated rewards through our expanded collaborations and additional utility.

3. AUDIENCE


Build upon the ArtBall family of loyalists and welcome New Members around a deeper level of shared ownership & experience.

OUR COMMUNITY: LEGENDS THAT PROPEL US FORWARD

AO ArtBall
2022

AO ArtBall
2023

AO ArtBall
Future



AdzyGoonz#0137

ROLES

Ballers


Guest

+

NOTE

Click to add a note

Message @AdzyGoonz



MetaMikey#9804

ROLES

Aces

Guest


Missed final drop

+

NOTE

Click to add a note

Message @MetaMikey



btcduck#3685

ABOUT ME

Mega Koda #9935. Bepple, Hirst, NeoTokyo S1+S2 citizen, MonkeDAO.
<https://twitter.com/duckdarryl>

ROLE


Guest

+

NOTE

Click to add a note

Message @btcduck



runningself#4448

ROLES

Pros

Guest

+

NOTE

Click to add a note

Message @runningself



hodl_wodl#2890

ABOUT ME

hodl to the moon 🚀

MEMBER SINCE

May 19, 2021

Jan 05, 2022

ROLES

Ballers


Courtside Crew

Guest

+

NOTE

Click to add a note



vickk#5937

ROLES


Ballers

Guest

+

NOTE

Click to add a note



Joan_#9519

ROLES

Aces

Courtside Crew


Guest

Missed final drop

+

NOTE

Click to add a note



Aussiekaner#0001

ROLES

Players

Guest

+

NOTE

Click to add a note

Message @Aussiekaner



streetfury#0924

ABOUT ME

美国制造
The Metakey
PXN | Ghost Recruit
Tykes NFT
Coalition Crew
Please contact me for any real estate and ...

ROLES

Players


Guest

+

NOTE

Click to add a note





aslokir#0882

ABOUT ME

Startup Strategist
Loyalty and Rewards Expert
DM for advisory/consulting requests

ROLES

Players

Guest

+

NOTE

Click to add a note

Message @aslokir




decom.888
decentralized community

ABOUT ME

!shary | decom.888
!shary | decom.888#7805





BAYC VOYAGE eth



Following

COMMUNITY FEEDBACK: YOU TALKED, WE LISTENED

AO ArtBall
2022

AO ArtBall
2023

AO ArtBall
Future

ARTBALL: CO-CREATED WITH YOU

After AO 2022, the team invested extensive time surveying, conducting town halls, listening on Discord, and meeting with ArtBall Members across the world, to help guide the strategic direction of the project.

FINDINGS

Findings from surveys were wide-ranging, however key themes emerged in areas where our Members felt the strongest, these were:

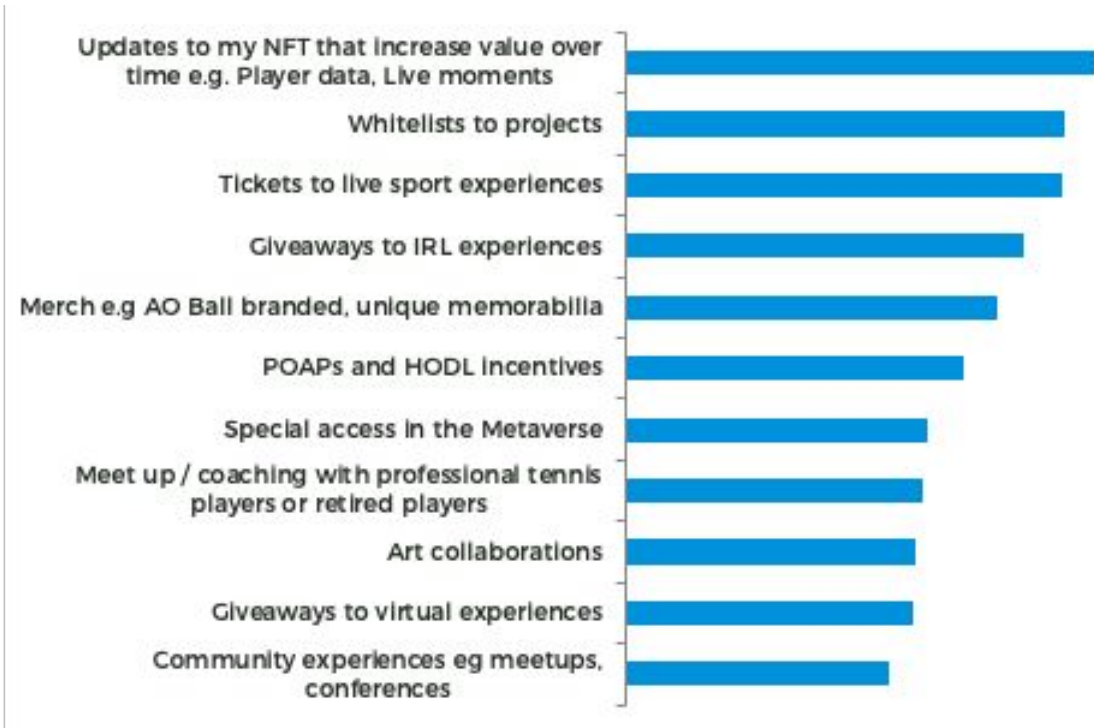
- Groundbreaking use of live sports data
- Tennis & AO superfandom
- Member Benefits

MEMBER BENEFIT REQUESTS

Member Benefits you wanted us to continue building on were:

- Tickets
- Custom merch
- Collabs with other Projects
- Player meet & greets
- IRL experiences

This project will always be driven by the community so feel free to reach out to us if you have any suggestions or ideas hello@artball.io
[discord](#) [#suggestions](#)



Source: Survey conducted in April 2022 involving 465 respondents identifying as AO ArtBall Members.

SERVING OUR MEMBERS: BENEFITS OVERVIEW (1/2)

AO ArtBall
2022

AO ArtBall
2023

AO ArtBall
Future

ONGOING VALUE, YEAR AFTER YEAR | PUTTING YOU ON THE COURT FOR EVERY TOURNAMENT

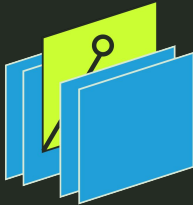
All existing and future ArtBall Members automatically receive a reroll on the court each year, for ongoing future value and a fresh chance to score Match Points.



WELCOMING NEW RECRUITS | THE AO ARTBALL 2023 COLLECTION

We're welcoming New Members with 2,454 new AO23 ArtBalls on the court. Our new 'Collaborator' category brings additional designs and benefits from iconic projects and brands.

Plus, this collection introduces new patterns to the ArtBall generative category, a process that ensures each AO ArtBall is unique, right down to the fuzz on the ball.



THAT'S THE TICKET | THE ARTBALL GROUND PASS

The ArtBall Ground Pass gives all AO22 Members access to finals week at the Australian Open 2023. Plus, all eligible AO ArtBall Match Point holders can redeem tickets to the equivalent game in 2024. Currently this benefit is open to AO ArtBall owners that are Australian residents (except South Australians) ACT TP 22/o256o; NSW TP/o2321.

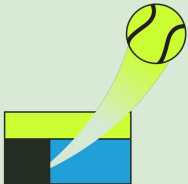


The ArtBall Ground Pass also access to a select number of United Cup matches across Sydney, Brisbane and Perth from 29 Dec to 8 Jan. As well as more events, still to be announced.

YOU CONTROL THE VIEW | ARTBALL SUPERSIGHT

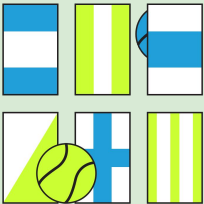
See every corner of the court, from every corner of the globe. Unlock the ArtBall SuperSight for AO23. An entire suite of exclusive viewing tools and streams, custom built for our Members.

This includes the 360° Front-Row Robocam, Player-cam, 3D Stats Explorer and personalised highlights to bring you behind the scenes or in the middle of the action.



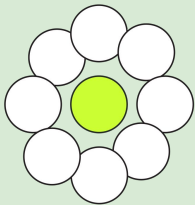
GOING GLOBAL | INTERNATIONAL BENEFITS

Unlock access to global benefits from a growing list of cities around the world. Members will receive experiences for fixtures at tennis and other sporting codes, Web3 and collaborator benefits throughout the year.



A MATCH MADE IN HEAVEN | COLLABORATORS

Take advantage of our new Major Collaborations with iconic brands and projects, including allowlists, event access, select merch and other benefits as part of our Collaborator collection.



OWN MORE OF THE MOMENT | MATCH POINT MOMENTS AND ARTBALL UPGRADES

Collect and replay enhanced match data and Match Point moments. Explore an all-new, data experience with new 3D Match Point visualisation and ArtBall data integration, along with near real-time Match Point updates.

See how each moment happened, and upgrade your ArtBall when you score a Match Point.



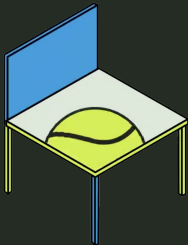
AO24 MATCH TICKETS FOR AO23 MATCH POINTS

Any eligible AO ArtBall that scores a Match Point on the AO23 court can claim 2 x tickets to the equivalent match at AO24.

E.G. The owner of an eligible AO ArtBall that scores the Match Point at the Women’s Singles Final wins 2 x tickets to the Women’s Singles Final at #AO24.

Currently this benefit is open to AO ArtBall owners that are Australian residents (except South Australians). ACT TP 22/o256o; NSW TP/o2321.

ArtBall is working on broadening the geographies and providing additional benefits to internationals via our collaborators.

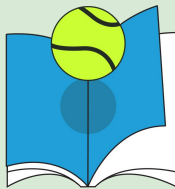


MORE TO LEARN | THE AO ACADEMY

Access curated, token-gated learning experiences for all things Web3 and Crypto, powered by collective shift. Plus, receive tickets to conferences and networking events around the world.

MORE TO EXPLORE | EXPANDING THE AO METAVERSE

Access to the expanded AO Metaverse in Decentraland, with new experiences, wearables and POAPs.



BENEFITS TABLE: AO22, AO23 AND BEYOND (SET 1 of 3)

AO ArtBall
2022

AO ArtBall
2023

AO ArtBall
Future

BENEFIT TYPE	AO22 ARTBALL MEMBERS GET	AO23 ARTBALL MEMBERS GET
NFT	On-chain NFT linked to a plot on the AO22 court with Generative, Legend or Artist artwork, updated in near real-time to highlight the match information and upgrades to the ball casing for every Match Point scored.	Access to mint ultra rare 115 Collaborator balls and new generative patterns. An all-new, data experience with new 3D Match Point visualisation and side-by-side match footage (Page 9).
NFT	New plot coordinates and a fresh opportunity to score Match Points, for every future AO tournament the ArtBall participates in. Delivered via an NFT Metadata update (page 13) including Future Match Point benefits for <u>AO23</u> , AO24, AO25 etc.	New plot coordinates and a fresh opportunity to score Match Points, for every future AO tournament the ArtBall participates in. Delivered via an NFT Metadata update (page 13) including Future Match Point benefits for <u>AO24</u> , AO25 etc.
NFT	POAPs (Qty=52,000) and Wearables (Qty=90,000) from AO Metaverse x Decentraland.	POAPs (Qty=XX) and Wearables (Qty=XX) from AO Metaverse x Decentraland and future Metaverse experiences [Announcing January 2023].
IRL - AU - TENNIS	2 x 7- Day Ground Passes to AO23 finals week for every AO22 ArtBall Member. Opportunity to claim tickets to AO family day 14th Jan 23 (Qty TBC). Access to AO23 pre-sale ticket prices.	Pending the success of AO23 Ground Pass claims and 2023 negotiations, the opportunity to claim a choice Ground Passes for AO24 for every AO22 and AO23 ArtBall Member. Opportunity to win 2 equivalent tickets to AO24 matches from 400 Match Points for every ArtBall on the AO23 court (AO22 and AO23 ArtBalls; see page 9)
IRL- AU	Opportunity to collect a Match Point trophy including match used ball from AO22 (Qty=11).	Opportunity for Championship Point winners to collect a 3D printed custom ArtBall including ball from AO23 (Qty=11).
WEB3 - GLOBAL	Historic matches, and streams from on-site cameras including press conferences, player arrivals, ported into AO Metaverse x Decentraland.	Token-gated access to exclusive on-demand streams, personalized streams, 3D stats explorer via Supersight (Page 27).
IRL - GLOBAL	Opportunity to score the highly coveted official AO gift pack (Qty =50).	Giveaways of highly coveted official AO gift packs [QTY TBC]

BENEFITS TABLE: AO22, AO23 AND BEYOND (SET 2 of 3)

AO ArtBall
2022

AO ArtBall
2023

AO ArtBall
Future

BENEFIT TYPE	AO22 ARTBALL MEMBERS GET	AO23 ARTBALL MEMBERS GET
WEB 3 EDUCATION - GLOBAL	Lives with leaders in the space, tickets to Web3 conferences and networking including NFT.NYC, NFT Fest, NFT Melbourne, Right Click & Save.	Plus annual 'Starter memberships' to crypto education platform Collective Shift providing every holder a suite of tools, expert daily insights and opportunity alerts from research leaders around the globe [QTY TBC].
IRL - GLOBAL - COMMUNITY	Opportunity to ArtBall Member meetups: Australia, New York.	Opportunity to attend ArtBall Member meetups in a growing list of cities [QTY TBC].
IRL - AU - TENNIS	Opportunity to score tickets to United Cup in Sydney, Brisbane or Perth from 164 tickets.	Giveaways of United Cup tickets with quantity reflective of ArtBall x City ownership at the snapshot, and Member preferences [subject to availability].
IRL - GLOBAL - TENNIS	Opportunity to score 2 tickets to global Grand Slams: Wimbledon Semi-Finals and Roland Garros Finals.	Giveaways of stadium tickets to global Grand Slams [subject to availability].
IRL - GLOBAL - TENNIS	Opportunity to attend Stan Smith private coaching clinic (Qty=20).	Giveaways of coaching experience and plays in tournaments.
IRL - GLOBAL - LIVE SPORT	Opportunity to attend private box and field walk at Mets v Marlins (Qty=20) Opportunity to score 2 x club seats for Arsenal game (Qty=10), stadium tour (Qty=10) and signed jersey (Qty=5).	Giveaways of tickets, merch, stadium tours and experiences to other live sports - GLOBALLY [subject to availability].
IRL - AU - LIVE SPORT	Opportunity to score tickets to the Moto GP in Victoria (Qty=4).	Giveaways of tickets, merch, stadium tours and experiences to other live sports - AU [subject to availability].
NFT	Access to the following Allowlists: Wimbledon, Roland Garros, Lunar, ProTennisFam.	Access to the Allowlists [QTY TBC].
COLLABORATOR - - WEB3 - GLOBAL	Muse frame giveaway and inclusion in, Lunar NFT traits.	Global collaborator benefits with global Web3 and blue chip brands, announcing from 16th January 2023 [QTY TBC].

To be continued in Set 3...

THE 2023 AO ARTBALL COLLECTION

AO ArtBall
2022

AO ArtBall
2023

AO ArtBall
Future

9,230 PLOTS

In 2023, we will mint 2,454 new AO ArtBalls. This means 9230 plots will be on the '23 court (6776 +2454), each with a marginally reduced plot size of approximately 17 cm².

GENESIS AO22 ARTBALL MEMBERS WILL RECEIVE:

1. A rerolled plot location (next page) for the AO23, meaning new plot coordinates and a fresh opportunity to score Match Points. The ArtBall retains its provenance while remains in all future AO tournaments; and
2. New AO23 interactivity enhancements to the ArtBall.

NEW MENU DELIVERED VIA A METADATA UPDATE

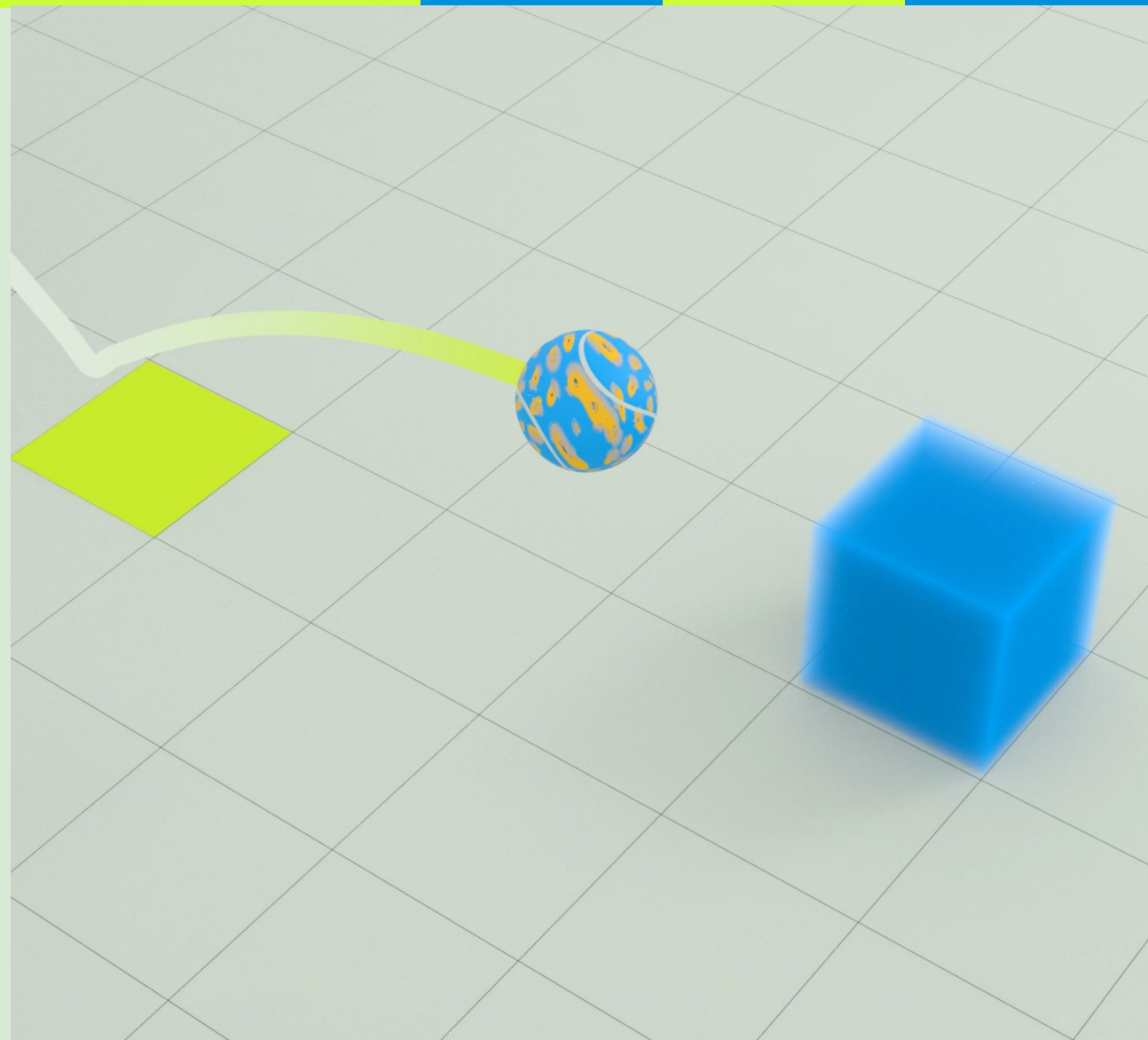
The genesis AO22 ArtBall will always remain available, viewable via a menu (on page 15) to track plot coordinates and Match Points by year. This is delivered through a metadata update during the reveal, at no cost to the Member.

BUILDING ENHANCEMENTS INTO THE ARTBALL

After carefully evaluating the option of airdropping AO23 ArtBalls to Genesis holders we concluded the best course of action is to build enhancements into the ArtBall itself, instead of indistinguishable updates to the artwork, year-on-year. We believe this safeguards the collection's integrity, avoids dilution and reduces the risk of oversupply.

NO AIRDROP OF AO23 ARTBALLS

We believe rarity increases value, and whilst airdropping AO23 ArtBalls to genesis holders may yield short-term benefits, it would risk long-term viability. Therefore, there'll be no airdrop of AO23 ArtBalls at mint. We're confident this decision will be beneficial for all stakeholders in the long run.



WHAT IS A RE-ROLL?

AO ArtBall
2022

AO ArtBall
2023

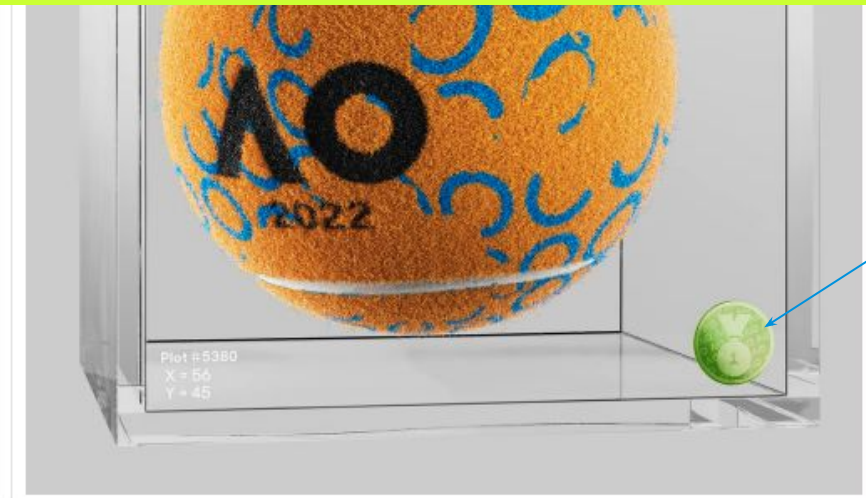
AO ArtBall
Future

A RE-ROLL MEANS...

Every ArtBall is randomly allocated a court plot, a square on the court. This is identified as “PLOT NUMBER” with corresponding “PLOT X, Y COORDINATES” in properties, giving their horizontal and vertical position, respectively.

A re-roll means all AO22 ArtBalls will receive a new court plot, plot number and X,Y coordinate meaning Members have a fresh opportunity to score a AO23 Match Point from a new court position.

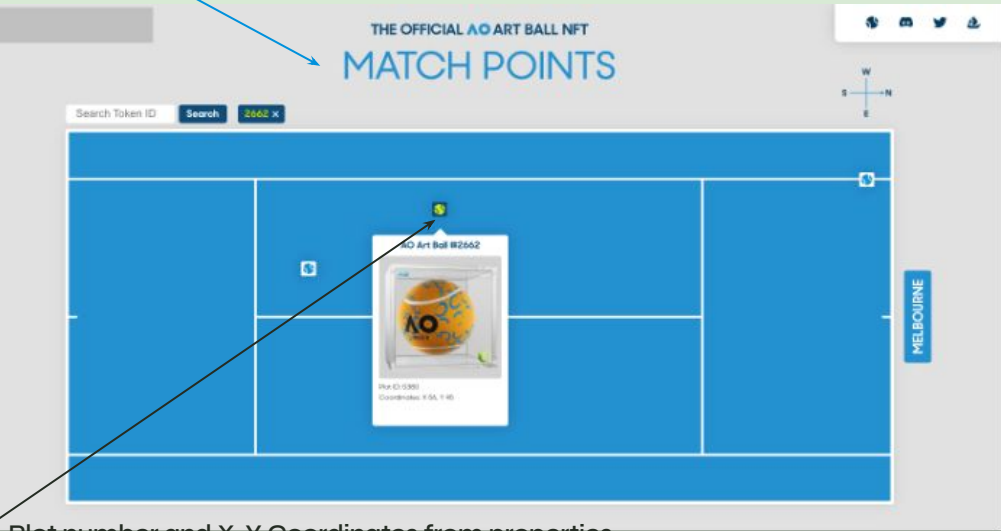
The re-roll will be reflected in properties after the AO23 reveal as a NFT metadata update, viewable via a menu (on the next page).



Match Point holographic sticker indicating this ArtBall won a Match Point

2d Match Point experience (currently deprecated) and being enhanced into 3D for AO23 (Page 9)

Description		
By ArtBallDeploy		
The AO Art Ball, the first official Australian Open (AO) NFT. One court sectioned into 6776 plots, each assigned a unique randomly generated Art Ball and updated with official winning match data. Own the court, own the moment. Dunlop is the Official Ball of the AO.		
Properties		
BALL TYPE Generative 99% have this trait	COLOUR AO Blue 49% have this trait	LOGO Black 49% have this trait
MATCH Round 5% have this trait	OVERLAY Delete 26% have this trait	PATTERN Love All 12% have this trait
PLAYER M. Trevisan 0.0% have this trait	PLOT NUMBER 5380 0.01% have this trait	PLOT X COORDINATE 56 0.83% have this trait
PLOT Y COORDINATE 45 2% have this trait	SCHEME Advantage 20% have this trait	SCHEME Complimentary 20% have this trait
SHOT Lob 23% have this trait	TOURNAMENT Women's Singles 2% have this trait	WRAP Small 34% have this trait



Plot number and X, Y Coordinates from properties

The match this winning point was won from

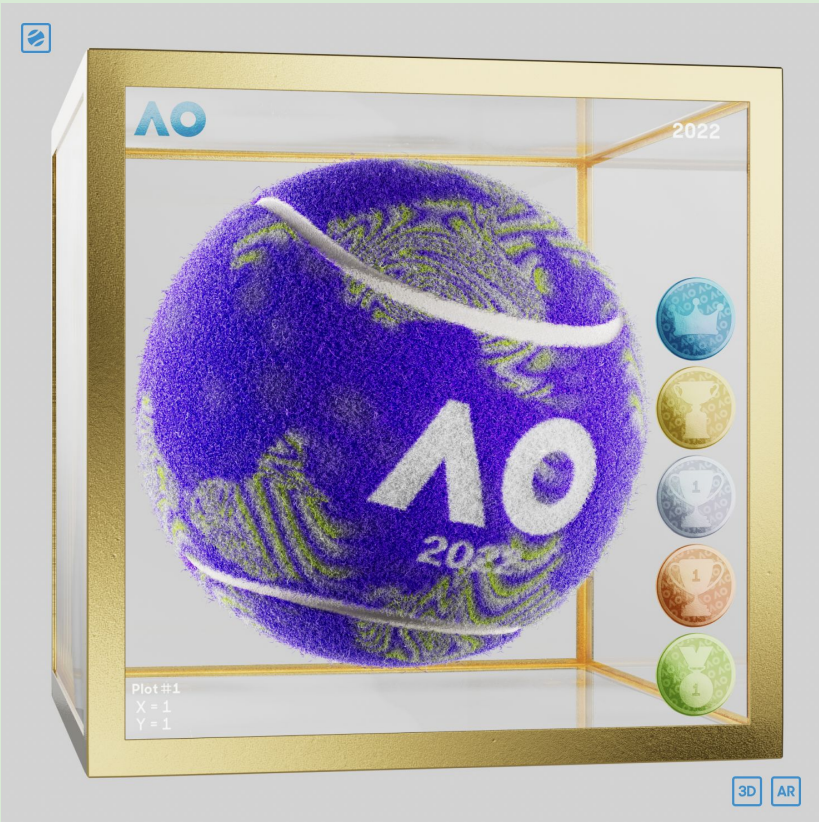
PROPOSED ENHANCEMENTS: MENU

AO ArtBall
2022

AO ArtBall
2023

AO ArtBall
Future

Clicking this button will slide out the info panel



Clicking the plot detail panel will link to the collection view

Clicking a Match Point panel will launch with the corresponding match data

MATCHPOINT & PLOT HISTORY

MINTED

2022
Plot #5041 X = 34 Y = 102

ROUND 3
Player A v Player B

2023
Plot #132 X = 12 Y = 61

ROUND 3
Player A v Player B

SEMI FINALS
Player A v Player B

2024
Plot #5134 X = 61 Y = 121

2025
Plot #9123 X = 41 Y = 55

Clicking slides info panel back



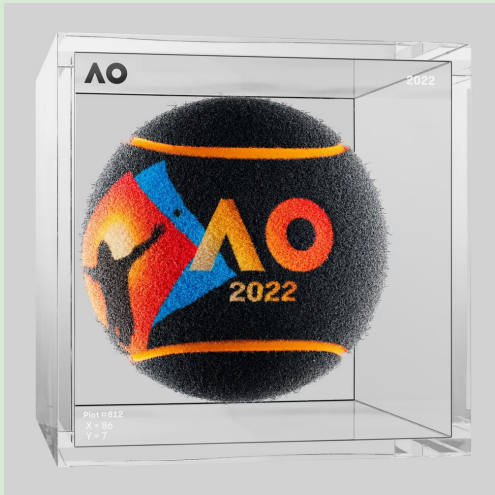
As we develop this tech, buttons can be added to initiate functionality

2022-2023 SERIES AND ARTWORK

AO ArtBall
2022

AO ArtBall
2023

AO ArtBall
Future



LEGEND 22 [2022]

The Legend Series is limited to a release of only 22, digitally crafted from scratch.

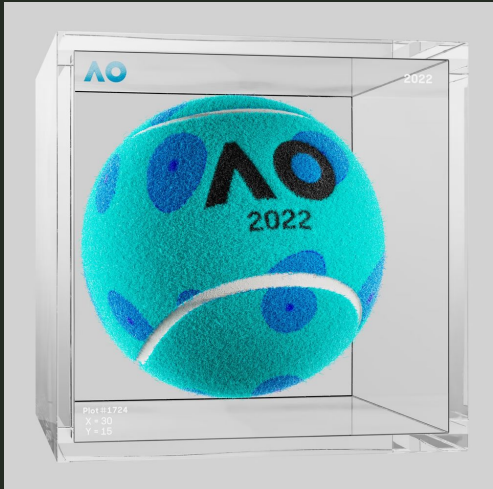
The Legend Series ArtBall above, features the “Tennis Man” silhouette, first introduced in the 1997 Australian Open – reinterpreted on an ArtBall canvas and presented as a 1-of-1 NFTs.



ARTIST 118 [2022]

In the spirit of inclusiveness and participation, community art submissions were included as part of the AO22 Artist Series within the collection.

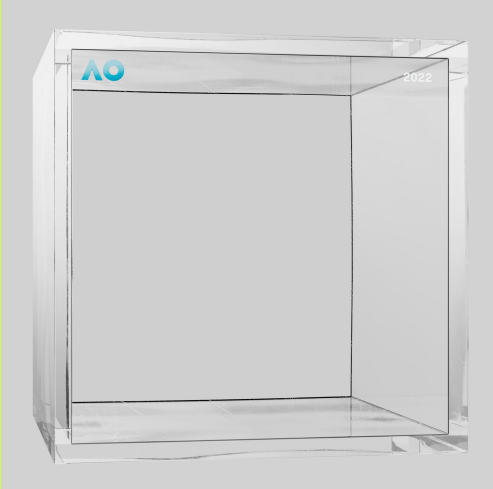
A design committee was assembled who reviewed submissions to ensure compliance with standards, terms and conditions – with final Artworks presented against a tennis ball canvas as an NFT.



GENERATIVE 6,636 [2022]
+2,339 [2023]

Algorithmic combinations of different colour, pattern and textures, ensure each Generative AO ArtBall is unique in appearance.

Each Generative base pattern is modulated through a series of processors to create new, randomised, one-of-a-kind patterns for every ArtBall.



COLLABORATOR +115 [2023]

The Collaborator series come with project or artist inspired artwork and benefits provided by the Collaborator, announcing in 2023.

Artwork for the Collaborator ArtBall series will be revealed after mint.

NEW COLLABORATORS, NEW SERIES

The 2,454 new AO ArtBalls will contain within it a 'Collaborator' series of approximately 115 ArtBalls. Since AO22 the project team has been curating a Collaborator ensemble to deliver even more value to our Members and establish a new frontier in token-gated experiences.

ArtBall Collaborators have been carefully selected to represent categories and communities as diverse as the AO ArtBall Member base. We couldn't do this without you!

NEW ARTWORK & BENEFITS

Collaborator ArtBalls come with project or artist inspired artwork and benefits provided by the Collaborator, announcing in 2023.

Stay tuned for more by joining us on Discord and following [@AOMetaverse](#) on Twitter.

Penfold's®

Marriott
INTERNATIONAL



Creature World



NETAKEY



VSP

crypto chicks



OUR GENERATIVE TRAITS

AO ArtBall
2022

AO ArtBall
2023

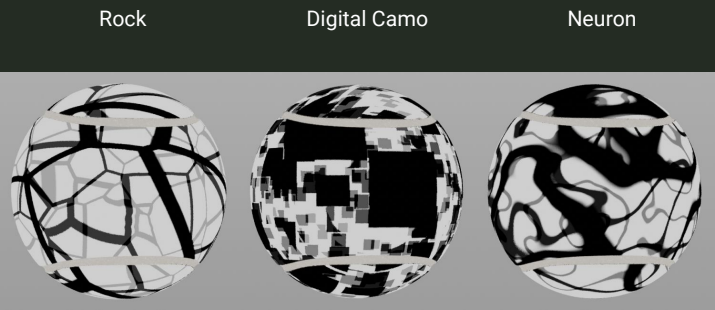
AO ArtBall
Future

Each generative ball base pattern is modulated through a series of processors to create new, randomised, one-of-a-kind patterns for every AO ArtBall.

2022 PATTERNS



+ 2023 PATTERNS



MATCH POINT STICKERS

The tennis matches are at the heart of the Australian Open. To that end, the AO ArtBall would be incomplete without a link to the matches.

For every match in the AO, the ball mark data of the Match Point will be used to recognise the NFT owner of that court plot. This will update your AO ArtBall NFT with the appropriate match winning sticker depending on which round your ball won the match point in, along with updated traits and metadata.



MATCH WINNING POINTS: BREAKDOWN

AO ArtBall
2022

AO ArtBall
2023

AO ArtBall
Future

Here’s an overview of the 441 AO22 Match Point winners and their corresponding stickers.
Closer to AO23, we'll push an update when the [draw](#) is live.

CATEGORY	1ST ROUND	2ND ROUND	3RD ROUND	4TH ROUND	QUARTER FINAL	SEMI FINAL	FINAL *	* CHAMPIONSHIP POINTS
Men's Singles	64	32	16	8	4	2	1	
Women's Singles	64	32	16	8	4	2	1	
Men's Doubles	32	16	8	-	4	2	1	
Women's Doubles	32	16	8	-	4	2	1	
Mixed Doubles	16	8	-	-	4	2	1	
Wheelchair Men's Singles	-	-	-	-	4	2	1	
Wheelchair Women's Singles	-	-	-	-	4	2	1	
Wheelchair Men's Doubles	-	-	-	-	-	2	1	
Wheelchair Women's Doubles	-	-	-	-	-	2	1	
Quad Wheelchair Men's Singles	-	-	-	-	4	2	1	
Quad Wheelchair Men's Doubles	-	-	-	-	-	2	1	
TOTALS	208	104	48	16	32	22	11	



MATCH WINNING POINTS: 9,230 COURT PLOTS

AO ArtBall
2022

AO ArtBall
2023

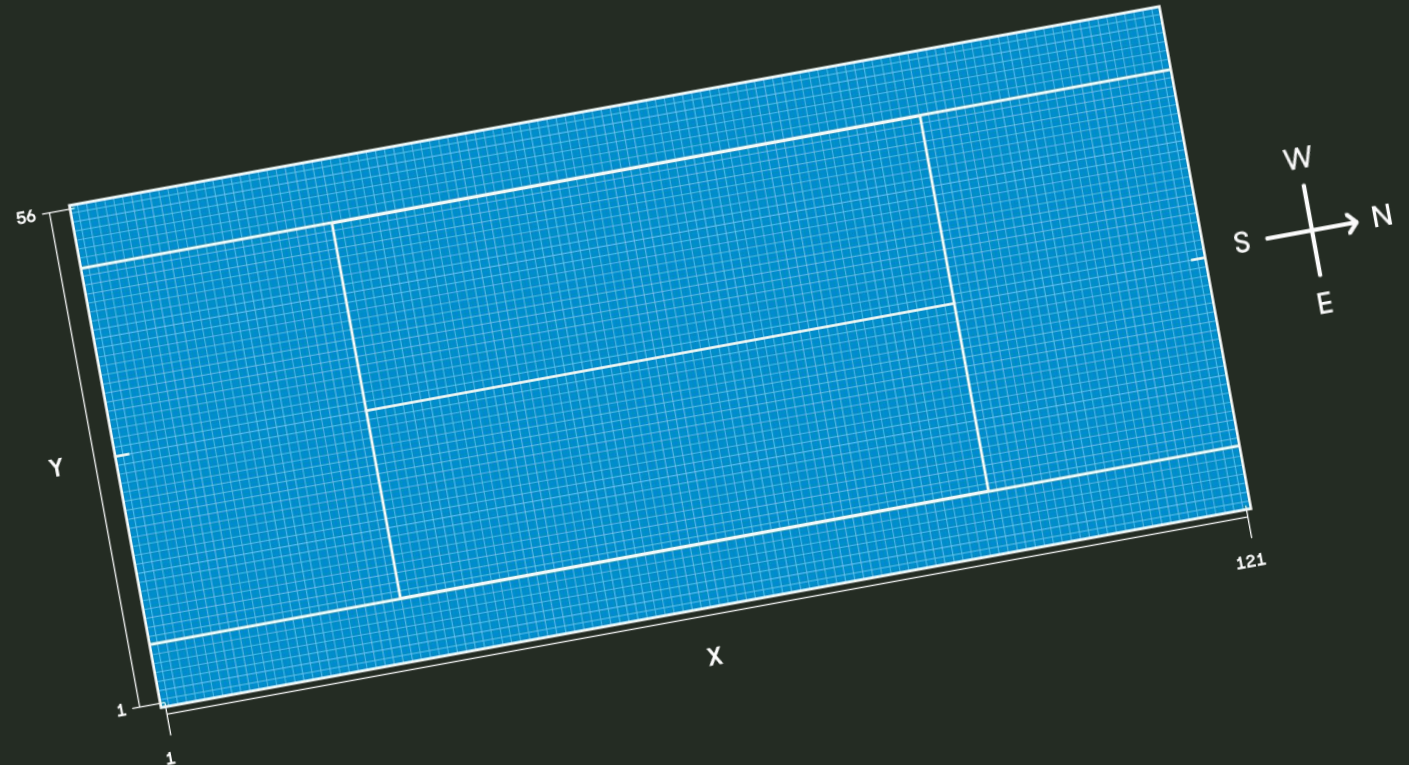
AO ArtBall
Future

RANDOMLY ASSIGNED COURT PLOTS

The court plot tied to the AO ArtBall will be revealed when the balls are minted, meaning a buyer can't choose a specific position on-court.

Upon minting, every AO ArtBall is randomly assigned an individual court plot.

For this task we've collaborated with [Chainlink VRF](#) (Verifiable Random Function), which provides cryptographically secure & fair randomness for all NFTs.



MATCH WINNING POINTS: THE RULES

AO ArtBall
2022

AO ArtBall
2023

AO ArtBall
Future

A championship point refers to the point that decides the winner of a match that decides the championship. There are a total of 11 AO championship points in the following tournaments:

1. A plot of the tennis court is randomly allocated to the NFT at the time of minting. Our smart contract applies an on-chain randomisation technique that ensures each AO ArtBall Member is allocated a verifiably random plot.
2. The ball mark for each Match Point, for every match of the Australian Open, will be mapped to the corresponding plot.
3. The ball mark is the precise point at which the tennis ball makes contact with the surface of the court, and is provided by data from Tennis Australia's electronic line-calling technology. This is the same data and technology used to officiate Australian Open matches down to the millimeter.
4. If the match is determined by a shot that does not land on a plot (e.g. double fault or 'out' balls), then we will revert to the last legal bounce inside the court of play (from the winning player).
5. In the case of Wheelchairs, the second bounce of the ball will be deemed the winner - if the second bounce is outside the court of play, the last bounce inside the court of play will be deemed the winner.
6. Tram lines are inclusive for all matches featuring doubles.
7. The metadata on the ArtBall will be updated with match details.
8. If more than one match point lands on one plot, then the ArtBall metadata will be updated accordingly.



THE CHAMPIONSHIP POINTS

AO ArtBall
2022

AO ArtBall
2023

AO ArtBall
Future

CHAMPIONSHIP POINT BENEFITS

When a championship point lands on a plot, the owner of that plot can claim and receive rewards, to be announced.

To find out more, stay tuned with news and announcement by following us on Twitter and joining us on Discord.

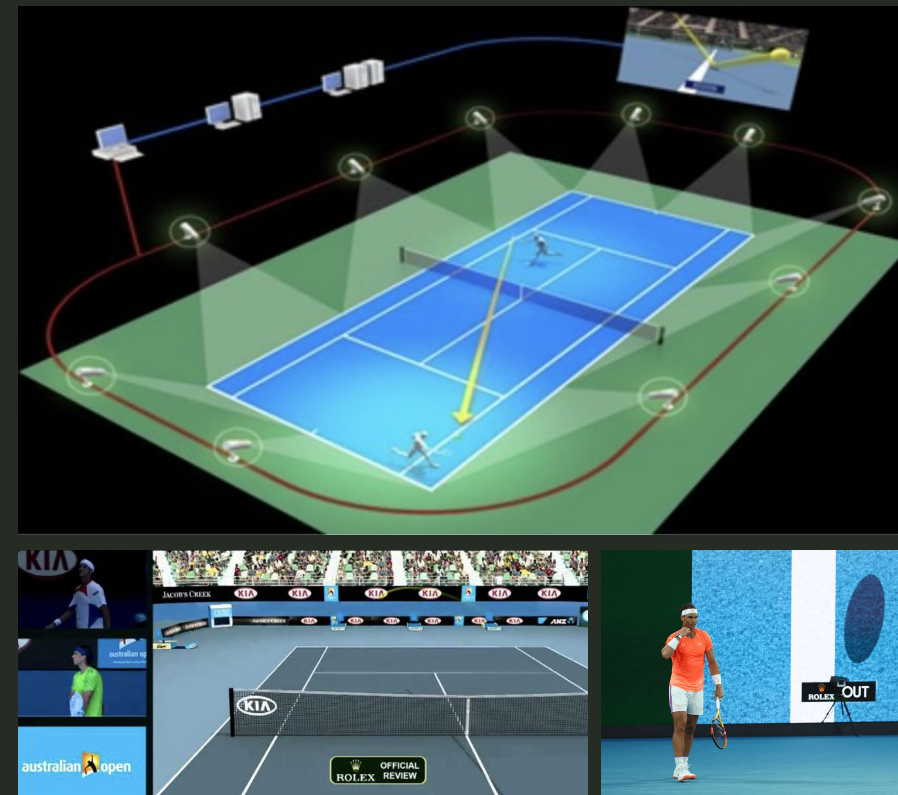


MATCH DATA LINKED-NFTs

The AO uses electronic line-calling technology which traces a ball's trajectory using multiple computer-linked cameras situated around the court and reads video in real-time and tracks the path of the tennis ball on each camera.

These separate views are then combined together to produce an accurate 3D representation of the path of the ball. The 2021 Australian Open was the first grand slam tennis event to be played entirely without line judges, as the electronic line-calling system is making all line calls.

We will be making use of this data to determine winning NFTs, the very same data used in AO matches.



CHAMPIONSHIP POINTS UPDATES

AO ArtBall
2022

AO ArtBall
2023

AO ArtBall
Future

When one of the 11 championship points lands on a plot, the NFT's glass case will be updated with a golden frame to signify that it was a championship winning NFT.



MEN'S SINGLES



WOMEN'S SINGLES



MEN'S DOUBLES



WOMEN'S DOUBLES



MIXED DOUBLES



WHEELCHAIR WOMEN'S
SINGLES

WHEELCHAIR WOMEN'S
DOUBLES



WHEELCHAIR MEN'S
SINGLES

WHEELCHAIR MEN'S
DOUBLES

QUAD WHEELCHAIR MEN'S
SINGLES

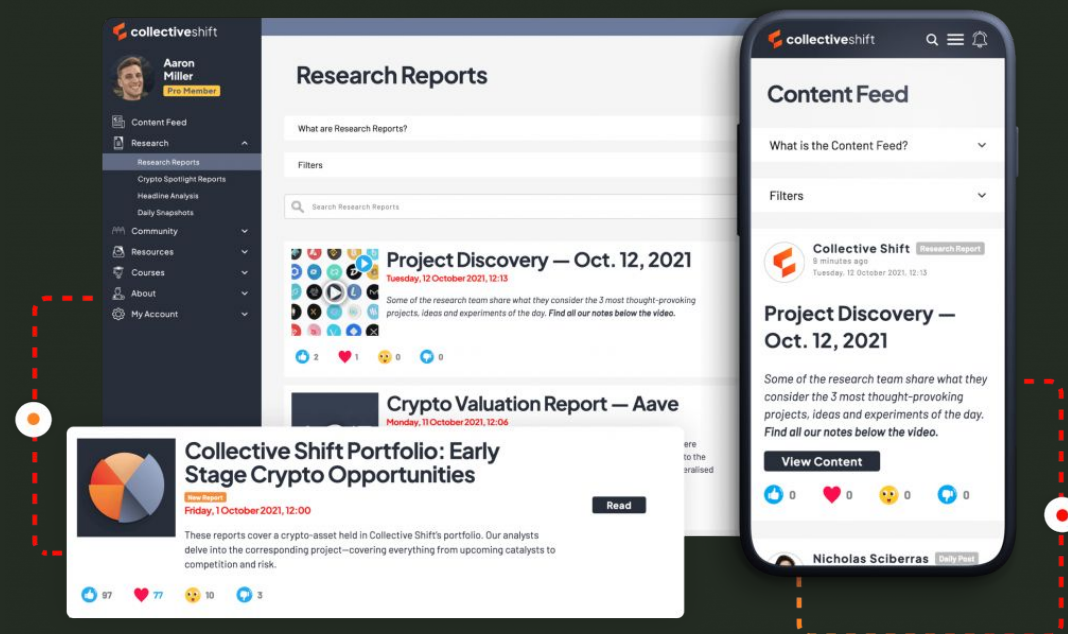
QUAD WHEELCHAIR MEN'S
DOUBLES

LEVEL-UP YOUR WEB3 LEARNING

Web3 is a rapidly evolving space and continuous learning is key to staying ahead of the curve. We are proud to help our Members expand their Web3 education.

We're offering members a token-gated learning experience in collaboration with premium Web3 e-learning platform, [Collective Shift](#).

Holding an AO ArtBall will unlock access to a providing every Member a suite of tools, expert daily insights and opportunity alerts from research leaders around the globe.



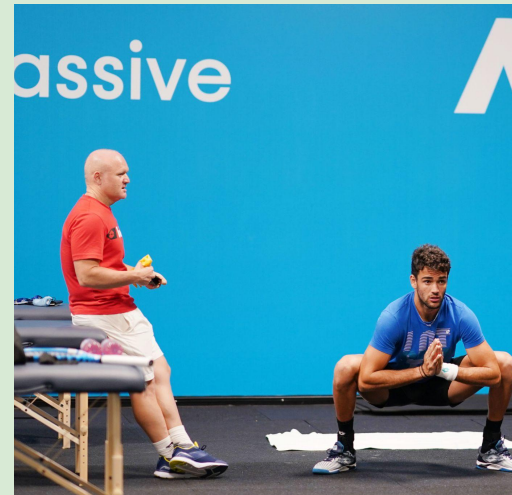
YOUR COURTSIDE SEAT AT THE AO

Every member is granted exclusive access to AO SuperSight, a token-gated suite of premium digital experiences that brings you closer to the action, wherever you are in the world.

For AO 2023, SuperSight includes:

- Member Controlled Backstage Streams
- 3D Stats Explorer
- Personalised AI/Data Driven Highlights
- Exclusive Practice Court
- Unseen Social Content
- Player and Celeb AMA's
- Community votes e.g. Player follows

We are excited to deliver these new features that give unprecedented access to one of the worlds biggest sporting events. We will be expanding [SuperSight](#) to include more next-gen tech, further enriching Member experiences during the AO.

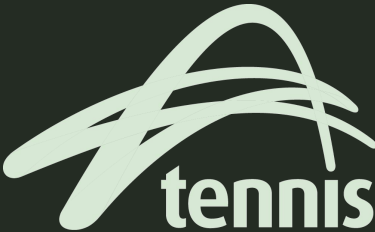


THE TEAM BEHIND AO ARTBALL

AO ArtBall
2022

AO ArtBall
2023

AO ArtBall
Future



RUN IT WILD®

PELLAR



Decentraland

The AO ArtBall is proudly brought
to you by a global team of
builders, thinkers and dreamers.



AN INCREMENTAL INCREASE IN NEW PLOTS

Our core focus, confirmed by Member feedback, is on delivering sustainable value to Members – from tickets, to digital and IRL AO experiences.

In order to achieve this we need to allow for New Members to join. Every year the individual plot areas on the digital AO Court will be redrawn to allow for increases in the collection size.

This will allow the AO ArtBall to innovate and continue serving up sustainable value to our Members.

Note: Existing and future Members will not need to re-buy into the project to participate and receive rewards.

HOW IT WORKS

WIP

Tennis Ball
Diameter

2022 (Genesis)

2023

2024



6.8cm

6,776
Plots

9,230
Plots

11,000*
Plots (*approx.)

*Not to scale, subject to change and measures are approximate

GENESIS
2022



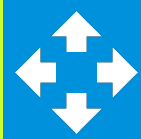
Build a thriving community of like-minded individuals with a shared passion for sport, art, and innovation.

EXPLORE
2023



Delivery of new features and immersive experiences that enhance the overall AO ArtBall membership such as AO SuperSight, ticketing and education.

EXPAND
2024



We're committed to building sports, community and brand collaborations that enhance the overall value of the AO ArtBall membership via play and move to earn (P2E/M2E) activations. This includes more tournaments, more live sport added into the Match Point experience, AO Metaverse interoperability and exploration of blockchain into other arenas.

AO ARTBALL 20 23

SO LET'S GET THE
BALL ROLLING
JOIN US

RUN IT WILD®



ao-2023.artball.io

SERVING A NEW WAY TO EXPERIENCE SPORT



KEY DEFINITIONS

Blockchain - A data structure that holds transactional records and while ensuring security, transparency, and decentralization. You can also think of it as a chain of records stored in the forms of blocks which are controlled by no single authority.

Collaborator - A project or brand that the AO ArtBall project is working with to provide Member benefits.

Decentraland - An Ethereum-based blockchain platform where users can purchase, build and monetize virtual reality applications.

Ethereum - Ethereum is open access to digital money and data-friendly services for everyone – no matter your background or location. It's a community-built technology behind the cryptocurrency ether (ETH) and thousands of applications you can use today.

ERC721 Smart Contract - A standard for representing ownership of non-fungible tokens, that is, where each token is unique. ERC721 is a more complex standard than ERC20, with multiple optional extensions, and is split across a number of contracts.

IPFS - The InterPlanetary File System is a protocol and peer-to-peer network for storing and sharing data in a distributed file system. IPFS uses content-addressing to uniquely identify each file in a global namespace connecting all computing devices.

NFT - A non-fungible token is a unit of data stored on a digital ledger, called a blockchain, that certifies a digital asset to be unique and therefore not interchangeable. NFTs can be used to represent items such as photos, videos, audio, and other types of digital files.

KEY DEFINITIONS

Match Point - For every match in the AO, the ball mark data of the match point will be used to recognise the NFT owner of that court plot. This will update your AO ArtBall NFT with the appropriate match winning sticker depending on which round your ball won the match point in, along with updated traits and metadata.

M2E - Move-to-Earn is a new web3 economic model that rewards users for participating in fitness and sports-related activities. You can make crypto by exercising, staking, trading, and minting.

Members - Our wonderful community that holds AO ArtBall(s).

Metamask - A cryptocurrency wallet used to interact with the Ethereum blockchain. It allows users to access their Ethereum wallet through a browser extension or mobile app, which can then be used to interact with decentralized applications. This is where your NFTs and Ethereum can be stored.

Minting - is the process of creating tokens on the Ethereum blockchain.

P2E - Play-to-Earn, in crypto, is a game form, allowing users to earn in-game rewards, which can be converted to real-world currencies.

SuperSight - a token-gated suite of premium digital experiences that brings you closer to the action, wherever you are in the world.

Tennis Australia - Tennis Australia (TA) is an Australian-based not-for-profit organisation and the governing body responsible for overseeing the Australian Open. In addition, TA supports the development and promotes the participation of tennis at all levels and ages.

Wildcard - A Wildcard refers to a spot on the allowlist, which provides early access to buy an AO ArtBall '23 from a reserved allocation & mint before the public sale. Wildcards could be won in Wildcard raffles and giveaways.

Can't find what you're after? Here's a handy [Crypto Glossary of Terms](#) provided by our collaboration with education provider, [Collective Shift](#).