



Introducing NINA

Transforming digital objects from speculative bets to credible investment assets with NINA technology

Our Approach for Digital Fine Art

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September 2023

Forctis



The context

- In an era of dominant online distribution, the art market's hesitancy towards digital integration stands out.
- Key art markets, representing 80% of yearly sales volume, show that only 16% of art sales are done online. This stands in stark contrast to the 27% penetration of e-commerce.
- NFT arts sales, once hailed as the beacon of digital art distribution, have dwindled dramatically from \$2.9 billion in 2021 to \$1.5 billion in 2022. For 2023 forecasts point to a mere \$250 million.
- **But herein lies an untapped opportunity.**
- Before delving into that, let's have a quick look at the inherent problems of the current digital art landscape.

FLANNELS
PRESENTS
MVP
Most Valuable Painting
Jonas Lund

Support
Community-led

Artistic systems of value play out in the context of an emerging market in MVP Most Valuable Painting. This project consists of 112 individual digital artworks that will change and evolve, exploring mechanisms to generate distribution based on audience engagement and time.

Each MVP artwork's value is determined by a fluctuating market with a range of factors, including each individual artwork's performance in terms of visibility and sales, as well as global sentiment and considerations such as time, which, over time, will be significant.

The project coincides with the Most Valuable Painting (MVP) and is supported by the artist's studio, FLANNELS, the art gallery and holds all the artistic value and ownership over the artwork.

Artistic value is the consequence of quantifying value. It is not a fixed value, but a dynamic one. It is a reflection of the market's perception of an artwork's value, which is influenced by a combination of ever-changing factors alongside the subjective perception of the viewer.

Thanks to creating the Most Valuable Painting at MVP.


AORIST

MVP is supported by AORIST, a non-profit organization that provides digital art and technology solutions for the art and technology sectors.




The problem: NFTs

- Over the past few years NFTs have become the focal point for digital art. In fact, it remains the core mechanism for its distribution.
- It's a vast and unregulated landscape.
- The result? Rampant theft of digital artwork, unauthorized replications, and a surge in the misappropriation of digital art, further exacerbated by emerging AI tools.
- If that wasn't enough, the easy accessibility of these digital art forms has cast a shadow on their credibility as investable assets.
- The artists themselves, but also art dealers, galleries, and museums, are left pondering: how do we better protect ourselves in the digital space?
- **There's a dire need for a robust solution that addresses these challenges.**



Our mission is to **unlock boundless possibilities** in the digital art landscape by focusing on the protection of digital visual content to maximize its investment potential.





How? By going back to first principles

Over the past two years we've developed NINA, a groundbreaking technology to provide images with native encryption. **Making digital visual art the closest it can be to physical artworks.**

What are the benefits for artists?

- Through NINA, artists can easily create encrypted digital visual content without compromising quality.
- Encryption means artists can freely determine to whom, when, and where their digital artwork is accessible, protecting it from unauthorized use, replication, or morphing.

What are the benefits for collectors and art investors?

- NINA gives digital visual art the attributes of a private good by granting investors and art collectors exclusive access and complete control over the artwork acquired. Just like a physical canvas hanging on a wall.
- Transforming otherwise ordinary JPGs or GIFs into private goods opens the door for unlocking additional monetization opportunities such as art lending or arts-backed index products.



NINA makes episodes of South Park a thing of the past

Calvin Becerra @calvinbecerra
Major news! All three of these @BoredApeYC were hacked tonight over discord. Guys posing as buyers in discord were helping me trouble shoot a problem we thought was happening. They walked me through language settings in my MetaMask and had me chose an option and took everything.

Calvin Becerra @calvinbecerra
I contacted the FBI field office and gave them everything.
1:26 PM · 30 Oct 21 from Corona, CA · Twitter for iPhone
1 Retweet 1 Quote Tweet 35 Likes

Chi3fer @ka_dewaal · 1d
Officer they stole my apes!

msforadollar @msforadollar
Replying to @calvinbecerra
Lmao you understand “this image still belongs to me even though I don’t have ownership of the NFT” invalidates the entire reason you guys claim NFTs have any value or use right??
7:57 PM · 31 Oct 21 · Twitter for iPhone
7 149 1.997

Chi3fer @ka_dewaal
Replying to @ka_dewaal @calvinbecerra and @dirt_710
You are giving the government reason to come in and regulate this when you call the fbi. If you gave someone your username and password to your bank and they stole funds do you think the fbi is going to come help?
8:53 AM · 10/31/21 · Twitter for Android

Asher Langton @AsherLangton · 3h
Replying to @calvinbecerra and @BoredApeYC
I stole it back for you.

Emperor @Emperor13472027
Can I talk to you for a second, I also just had a deal with a thief and I was conned out of a monkey
7:00 PM · 10/31/21 · Twitter for iPhone
1 Quote Tweet 4 Likes

Calvin Becerra @calvinbecerra · 19h
Replying to @ka_dewaal and @dirt_710
If you are obeying the laws you have nothing to worry about.

OpenSea
Lets work out a deal please. Lets create a win/win

I WANT TO BUY MY BAYL BACK. THEY ARE FOREVER HACKED. COMPROMISED NOW. THEY ARE BLACKLISTED NOW. PLEASE, LETS WORK OUT A DEAL. IT'S BETTER THAN NOTHING.
WRITE ME ON DISCORD, INSTAGRAM OF TWITTER.,
CALVIN BECERRA
I WILL GLADLY BUY BACK



What makes NINA stand out?

- **An innovative digital format**

NINA introduces a pioneering encrypted format for both still and moving images. A unique approach in digital art protection.

- **Protection & control**

Beyond encryption, NINA offers artists control and guarantees collectors exclusivity.

- **Making digital art investment-worthy**

NINA brings the tangibility and exclusivity commonly associated with physical art into the digital realm.

- **Transparency**

With inherent authentication, NINA ensures the art's origin is always publicly verifiable, protecting its story and legacy.

- **Future-proof technology**

Built today with tomorrow in mind, NINA can easily adapt to our ever-evolving technology landscape.



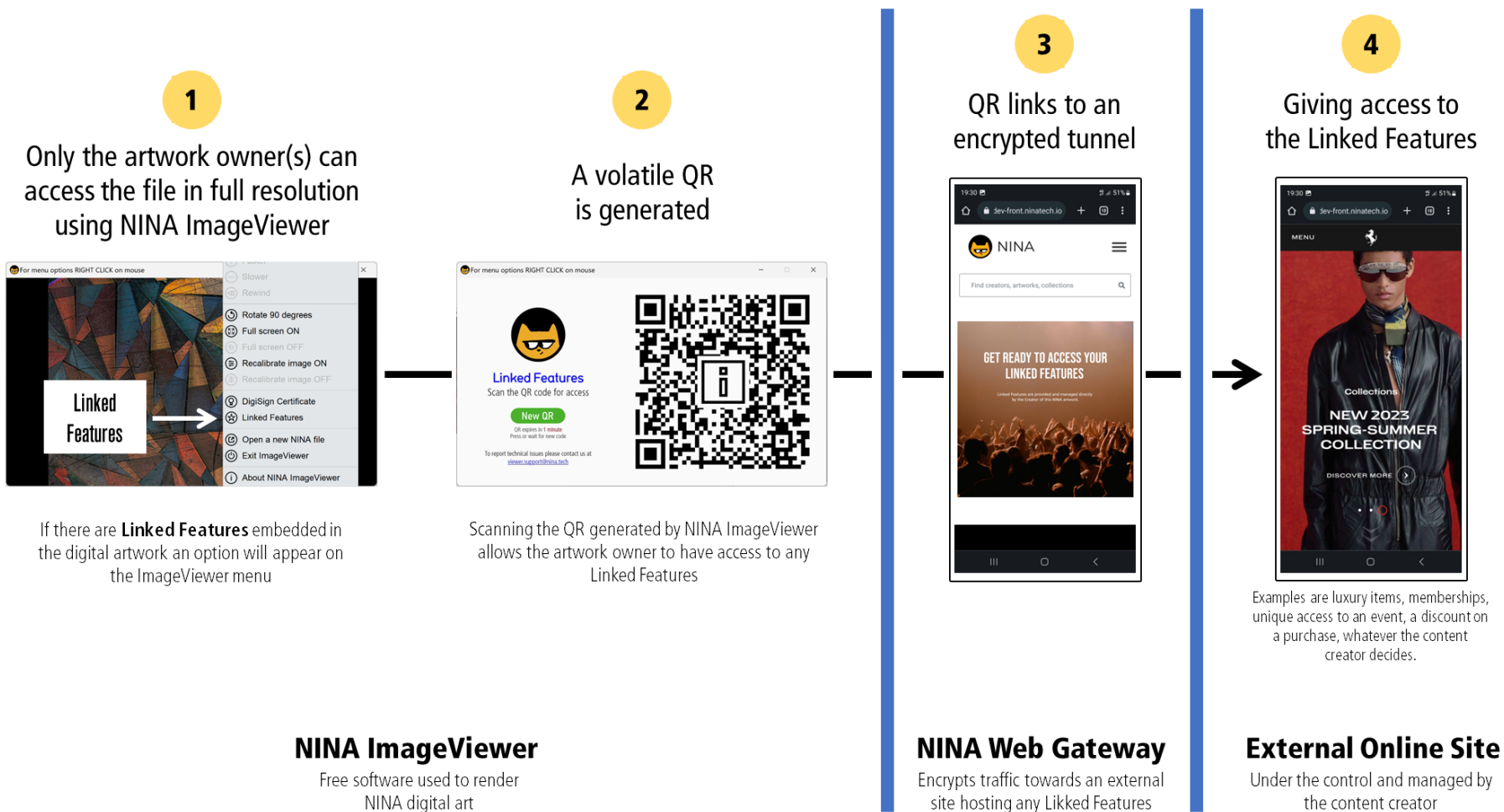
Our technology aims to **restore trust** in digital art assets, regardless of the transaction or distribution method adopted.





NINA artworks can easily incorporate other properties

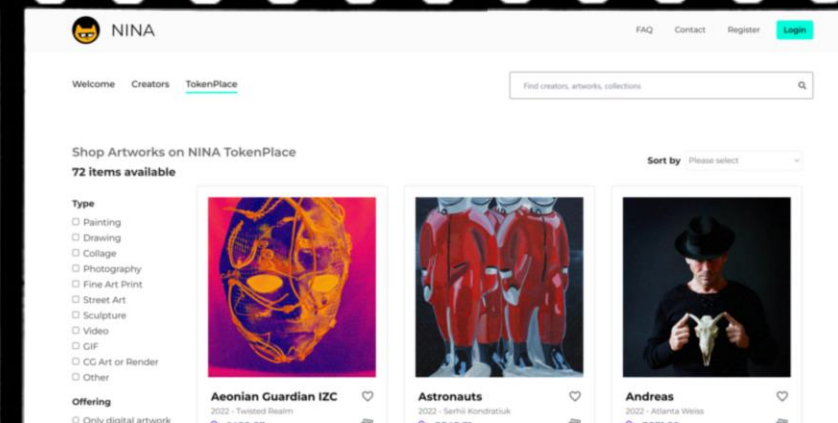
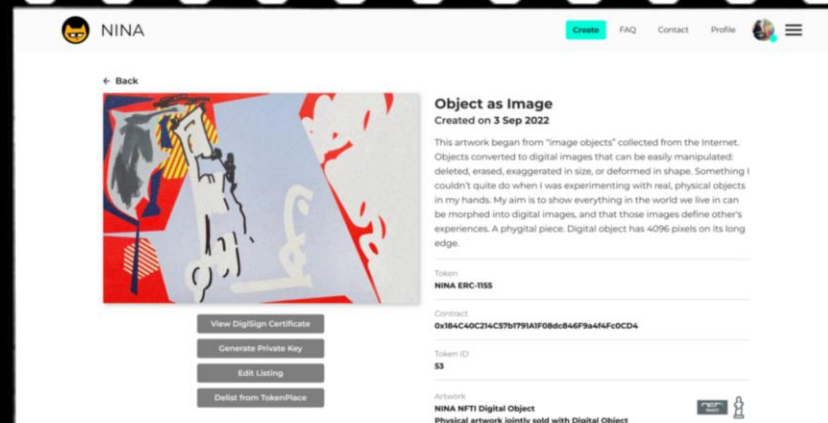
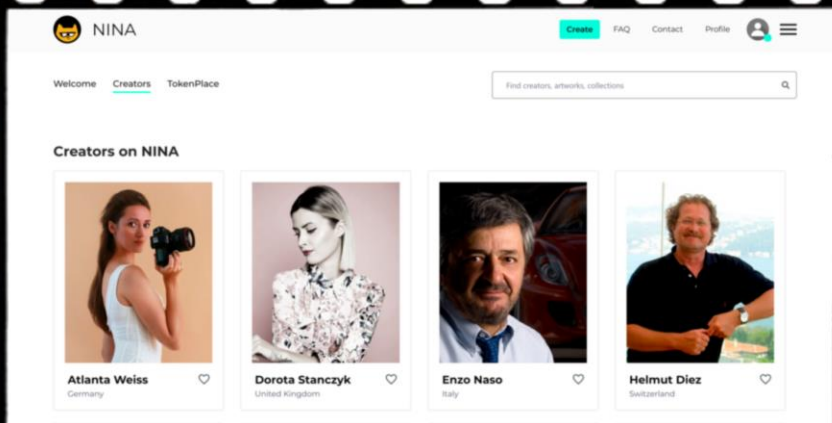
Artists and brands can use visual arts as a mechanism to build affinity and create a sense of exclusivity.





NINA technology stack demonstrator

Currently NFT-based but in the process of migration to our new fiat-based technology stack.

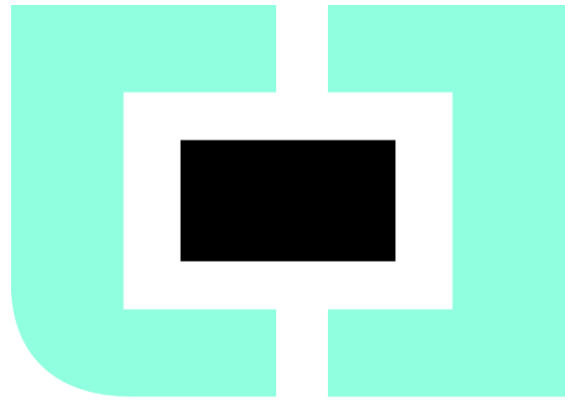


Please browse <https://ninatokenplace.com> to know more



Join us at the **intersection of cutting-edge innovation and security** to reshape the digital art landscape and create an enduring legacy.





Forctis

<https://forctis.io>

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This presentation is dated September 2023