



Body for Holo

App white paper

Abstract: Body is a sub-web ecosystem hosted inside Holo. The purpose of Body is to serve web pages, and to provide related services.

1000 words, 10 to 15 minutes

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## Body app white paper

### What's Body?

Body is a sub-web ecosystem proposal to be part of Holo. The purpose of Body is to serve web pages, and to provide related services. As Holo was created to host web apps, we are building an app which can host and serve web pages inside Holo.

### Core values

**Body is private.** All users, even registered users, remain anonymous while browsing Body pages. All data possible will be collected. All data collected is totally anonymized, stripped of precise IP addresses, and stripped of any precise browser and individual identification. All data collected is made available to anybody, at the cost of minimal Holo currency charges.

**Body is safe.** All customer and all supplier personal data is collected, safely stored, and used for identification purposes and vetting. Corporate customers and suppliers are subjected to thorough examination and vetting process.

**Body is open.** Everything is open-sourced. Code is open-sourced. Analytic is open-sourced. Algorithms are open-sourced. Data is open-sourced. All data is wide open and accessible, at the cost of minimal Holo currency charges.

**Body pays.** Every identifiable asset made available in the Body ecosystem is being compensated for when accessed. Use of every file is recorded, including script files, news or blog post, picture files, sound files, video files, and special files (pdf, epub, doc, etc.). Call for every file bearing the appropriate id marker will register and generate Holo currency credits. Therefore, every Body registered supplier contributing to the ecosystem as a coder, a designer, a blogger, a journalist, an artist, or a corporation, can be compensated each and every time their files are requested, providing those files are correctly tagged.

**Body is free.** Body remains a free environment for all of its users. Access to all virtual goods, including streaming, file downloading and torrenting, must remain free. Material goods can only be sold and delivered to registered users, and only in exchange for Holo currencies, following a formal transaction process. Paywalls are forbidden. Body remains a tightly controlled and restricted environment for all of its customers and suppliers. Content have to be curated.

**Body is friendly.** Any app deployed in Holo is natively compatible with Body.

**Body is fast.** Restrictions and limitations imposed to Body customers and suppliers are many, all for the benefit of users. Pages are fast, as they only require HTML and CSS. A very limited Javascript library is also available through api calls. Pages remain fast, as only static HTML coded pages are permitted.

**Body sells.** Body serves very discrete targeted ads on every page, in the form of color coded text links and image links. Body ads only use very basic HTML code, ads are non-intrusive, and they are administered in a way to resist ad blockers. Affordable Holo currency payable ad costs are calculated using a combined pay-per-view and pay-per-click ratio (25/75).

**Body thrives.** Body collects Holo currency revenues through anonymized data distribution, ad sales, and domain/hosting sales. Once Body app hosting fees are paid to Holo, 10% of the remaining revenues are kept for administration costs, and the rest is instantly distributed to accessed asset suppliers.

**Body is fair.** Not all assets are created equal, therefore every asset made available in a Body page will received a differentiated compensation, according to a specially made open sourced algorithm. Factors considered for pricing will include asset location, asset type, asset size, asset request frequency, asset use, etc.

**Body finds.** Body search engine will automagically index all text content on every page, as it is uploaded. Search algorithm is open sourced, and rules are publicly available, so search engine optimization becomes an easy task, and if you want to get ahead, you can always buy ad space.

**Body names.** Body domains are unique and easy, and come in 3 flavors. Single words are exclusively used for Body and Holo administration resources (body-admin/, holo-app-name/, etc.). Any two words domains are reserved to registered trademark owners (company.number-1/, trademark.name/, etc.). Any three words domains are for anyone else (beautiful.web.site/, i.am.hungry/, visit.my.city/, etc.). Other traditional URL and URI rules apply.

**Body browses.** Body browser makes surfing Body pages easy. But Body pages can also be accessed through regular browsers, from **https://body.holo.host/my.body.domain/**. Therefore, Body websites are universal and not limited to Holo audience.

**Body rules.** Body is fully HTML 5 and CSS 3 compliant. Server side programming is absent, as only static pages (HTML and CSS) and media files (MP3, PDF, MP4, AVI, MKV, etc.) can be uploaded. While all links inside or outside Body ecosystem are permitted, only access to assets hosted inside Holo will generate compensation payments. Static pages can be created in any way, as long as the resulting static code conforms to HTML 5 and CSS 3 prerequisites. All images are automagically optimized when uploaded (while conserving dimensions and quality). Domains parking and vacant domains are forbidden. This last rule will be enforced by Body search algorithm.

# Components

The following Body ecosystem resources are part of **BCI** (Body Central Intelligence)

Body Search

Search engine with open-source algorithm

Body Scan

Web based analytics (Holo currency fee)

Body Pass

Log in and out manager api

Body Language

Communications, email, and instant messaging api

Body Functions

Basic JS library api

Body Bags

Database app and api

Body Snatcher

Static page upload app

Body Parts

Body hosting control panel

Body Count

Holo currencies transaction and payment api

Body Builder

Web based WYSIWYG website creator

Body Shape

Body domain administration

Body Image

Text and picture ad system api (Holo currency fee)

Body Fat

Holo currencies compatible cart system api

Body Marks

Customer, supplier and registered user identity api

Body Shower

Body compatible torrent client

Body Watcher

Best app for optimal Body browsing

