

# Portsy

## portsyar.com

Application for Codeless Creation of Portals for Content  
Teleporting in Augmented Reality.

Author: Paulo Eduardo Carvalho Ramos  
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Barcelona, Spain.

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“Man is by nature a social animal; an individual who is unsocial naturally and not accidentally is either beneath our notice or more than human. Society is something that precedes the individual. Anyone who either cannot lead the common life or is so self-sufficient as not to need to, and therefore does not partake of society, is either a beast or a god.”

— Aristotle, Politics

### <Summary>

Portsy is an Application that allows anyone to create their own augmented reality portals for teleporting content in a codeless and uncomplicated way. Created to be used by anyone from authors to producers of original content in various media formats such as video, audio, *photos and rich text*. The Portsy proposal is to offer to digital creators and content authors an alternative for content distribution, not real-time, timeless, geolocated, democratic and anonymous.

### <Glossary>

**User:** Person who willingly downloads the Application and creates an account.

**Author:** Individual who after creating an account creates a portal for his own or public use.

**Portal:** In this document we refer to it as a technique that uses augmented reality to create a virtual object anchored in reality whose representation resembles a real-world gate or Portal. When crossing this virtual portal, the user has access to immersive content, photos, videos and text.

**Content:** Any form of representation of information to be transmitted or not, static or not. All elements of digital or physical communication.

**Worlds:** Each Portal in Portsy is called a World, with its own content.

**Scroll:** On computer monitors and other kinetic monitors, scrolling consists of swiping text, images, or video on a monitor or screen, vertically or horizontally.

**GPS:** The Global Positioning System, originally NAVSTAR GPS, is a satellite navigation satellite navigation system owned by the United States government and operated by the United States Space Force offered free of charge to the entire terrestrial population.

**Infinite Scrolling:** Or *Infinite Scroll* is a *JavaScript plugin* that automatically adds the next page to the end of each page viewed, saving users from a full-page load. You've probably seen this in use across the web.

**Augmented Reality:** An interactive experience of a real-world environment where objects residing in the real world are enhanced by computer-generated perceptual information, sometimes through multiple sensory modalities, including visual, auditory, tactile, and olfactory.

**Mixed Reality:** A mixture of physical and digital worlds, unlocking the connections between human interaction, computer and environment. This new reality is based on advances in computer vision, graphics processing power, display technology, and data entry systems.

**Virtual Reality:** A computer-generated environment with scenes and objects that look real, making the user feel that they are immersed in the environment. This environment is perceived through a device known as virtual reality glasses.

**Monetization:** In general terms, the process of converting something into money. The term has a wide range of uses. In the banking sector, the term refers to the process of converting or establishing something in legal currency. In the digital world refers to billing for some add-ons that improves an application.

**Cloud:** Or cloud computing is on-demand availability of computer system resources, especially data storage and computing power, without direct active user management. The term is generally used to describe data centers available to many users on the Internet.

**Artificial Intelligence:** It is the intelligence demonstrated by machines, unlike the natural intelligence exhibited by humans and animals

### <Context>

Social networks have been around us for many years. Social media adds creativity to our thinking, people can share their opinions and work with others opinions and by assimilating the diversity of content to which it is exposed, making the experience unique and personal gaining positive social acceptance as a result through interactions with groups of friends for behavior validation.

We have been imposed standards actions for content sharing and engagement. In a quick and simple assessment, we see that many problems arise in the face of passivity with large social networks, these models impose on us, even after many updates and improvements in the algorithms, we continue to be affected emotionally in a negative way. We cannot say in any way that these processes of sharing and engagement are ideal simply because as flawed humans we adapt, including biologically, when exposed to innovative electronic devices and mental processes.

We currently interact on social networks in different ways for each of them, but all use a standard Content Sharing System, limited to a symbolic and two-dimensional interface, with graphics and icons representing each of the content sharing and evaluation activities. It is a fact that the limitation of space on the screens of the devices made them so.

The *matching algorithm* of the world's largest social network was developed 16 years ago by a college student and

has since undergone major updates such as adding tools for content management and moderation. The start of an uncreative model of monetization, which left us with no way out of the bombardment of targeted advertising thanks to the sale of personal users data of this network, and only without offering a fair solution that rewards their users by providing their data to these networks. In a more abrasive analysis, we can affirm that the commercialization of user data, whether in a collective or individually is unethical and that the incorporation of tools for content production is nothing more than an artifact to keep people trafficked by the screens of their mobile devices and their content, often with irrelevant content. We have there the identification of a problem and a war stopped when trying to change this model and go against the imposed way of how we interact in a centralized social network.

### <Content Teleporting and Decentralized Social Network>

We understand as Decentralized Social Network a structure of sharing content based on geolocated positions and not murals with infinite scrolling. In a Decentralized Social Network, all the tools of a centralized social network are present but applied in a secondary and non-primary way within this concept of Decentralized Social Networks. The *timeline* with infinite scrolling loses its sense while interface with the absence of a timeline or news *wall*. All content shared on a decentralized social network is viewed on a map, and each content has its georeferenced position on this map. There are no limits to the location of content as well as multiple content scans that can share the same geographic location. Other features such as notifications, likes and sharing of access links, the main gear of a traditional social network, are incorporated into the Portsy application that makes it thus a Decentralized Social Network.

Portsy can also be used for *one-to-many* communication by teleporting content portals to any location in the world. Portsy enables the geolocation of content portals throughout the planet using GPS coordinates and geolocation (*latitude and longitude*), defined by the portal author at the time of its creation, with part of the process, just a specific search for a locale name or randomly click on the screen, in the chosen location. The application records this location, which is then shown on the global map, the Portal and its content created by the author. Thus, other users of the application who are in that location chosen by the Author, can enter through the Portal created by the Author, in that same Locale and view the content exposed there, in photo, video and or texts. With the level of improvement of the destination location of the teleported of content achieved using Portsy, we may have content allocated in any level such country, state, city, neighborhood and more specifically address, where the Author wants his Portal to be placed and viewed.

### <Portsy: Augmented Reality as Social Media >

Using augmented reality as the basis of a social media platform for teleporting copyrighted content anywhere on the planet is a new idea and concept for sharing content using augmented reality and geolocation, suggested here in this article.

Putting into practice this concept makes use of a series of complex technological features integrated into a simple and user-friendly application for anyone and everyone, with the following features:

**Create an account:** We accept user records from all around the world with no restrictions on country, political or religious orientation.

**Access:** Login area with *e-mail registration* and confirmation by e-mail. No other sensitive data is required to complete the login process, not even additional phone numbers *or* emails. We do not use *2-factor Authentication* because we do not capture the sensitive data from users.

**Studio:** Users can create the portals by choosing the photo or video, decorating the portal, recording up to 6 chapters of their story and saving to our cloud *servers* in private or public mode.

**My List:** Aggregates all portals published by the author privately. This list is not shared publicly. The content is stored on cloud servers *and* made available to the user when required by accessing this section of the application. Users can also delete the content.

**Locations:** Is an Interactive map where the user chooses a location in the world where their story will be published. User can select up to 1(one) locale to teleport its contents.

**Smart Map:** Here all public portals are displayed on a map where markers are positioned according to the GPS coordinates chosen by the authors.

**Help:** Step-by-steps about how to author your Portal, select images, choose 1 of the 8 available themes, add chapters, save and share the portal and how to create your own Portal using 3D modeling tools like Blender®, Cinema4D® and 3DMax®.

The Portsy application also meets several human needs:

**Sure:** "My portal will always be in the same place and people who pass through there will have access to my message.

**Variety/Uncertainty:** Teleported content portals are a surprise with every new experience.

**Meaning:** The contents that were teleported and visited bring to the author a feeling of "task accomplished".

**Connection:** Allows you to chat with your visitors and see what you're doing. It allows you to have a more human connection, with other people, even if digital environment and augmented reality.

**Growth:** More Portals, more visits, more Portals, etc. As you see these numbers grow, you can see the measure of your personal growth and influence.

**Contribution:** Each time you create a Portal, you add your voice, which makes you feel like you are contributing to humanity.

### <Media Resources>

In Portsy the contents are accessed and redeemed from the gallery of images and videos from mobile devices. Portsy accesses the content library on the mobile device where

the author selects the types of content supported for his World, which can be:

**Videos360:** MP4 format. The Portal System has been built and optimized for better viewing of 360 video content.

**Photos:** Jpeg format and png. Photos in 360 are best applied. Authors can choose any photo from their mobile device. Images are used as texture for the portal world.

**RichText:** 6 Chapters are used to tell a story, created by the user. Texts appear within the portal in 6 different positions. Only 1 text box is available free of charge. More text boxes are available as add-on and paid.

**Thematic Portals:** 8 styles of different free portals to choose from. Additional portal styles are being developed by curated artists who will be added and sold individually.

### <Content Moderation>

Decentralized social networks are already born with the advantage of having their contents moderated by AI or Artificial Intelligence. For moderation of text messages, we use third-party AI algorithms (*Google Cloud APIs*), trained and able to identify more than 400 words that connote negative feelings and name-calling. The words thus identified are replaced by "\*\*\*\*\*".

For video images and photos, or Worlds as we call Portsy, we work with image identification algorithms for inappropriate content such as pornography, violence, death, murder, suicide, and animal violence. Images identified within this spectrum are applied fading effects making it impossible to identify the content stored on the servers of Portsy.

If the content is identified as inappropriate or will affect or threaten any community by virtue of beliefs and/or race or that it threatens ongoing legitimate social processes, this content will be **deleted**. Notwithstanding all content may be teleported without censorship or prior moderation. Our AI filters operate only on content files already authorized by the author to be saved on our servers in accordance with our terms of use and privacy policy.

For the control of *Fake News* Portsy will always be open to news and content veracity news checking agencies to make systematic audits on the teleported Portals and all content stored on our servers.

Once discovered, the negative content will be darkened, the text exchanged for "\*\*\*\*\*" and the non-true content deleted and as punishment the author may be banned from Portsy and judicial measures and sanctions may be applied by the party who feels offended, without apostatising Portsy's operations or damaging the image of contributors and content authors on the Platform.

The fallibility of algorithms can randomly leave some kind of content without being blocked. In this case users can activate a call for a human being to evaluate the content of the content and thus be eliminated from the Platform without causing further harm to the community.

### <Privacy and Publicity >

At Portsy the content created is originally private and stored partly on our servers and partly on the Author's own mobile device. Private content is presented in a two-dimensional interface where all Portals are listed ordered by the latest ones. The author has the possibility to permanently

delete from our servers each of the listed portals created by him.

The Portals published by the authors only become public from the moment the author chooses a locality on the map, thus agreeing to make its content available to the other users and authors of the Platform, in a geographical position relevant to the downloaded content.

In this way all public content has the consent of its Author who can remove it from the map by making it private again or by deleting it entirely from the Application. Being its elimination a voluntary act of the author, which is expected to proceed with the duty and judgment in good faith, and as soon as you wish, you can sour it immediately, without prejudice to Portsy.

Portsy retains deleted content in encrypted backups within the time limit stipulated by Portsy in the Terms & Conditions of Use.

### <Monetization>

Portsy is distributed in the *Freemium* model, with paid customization options to increase the quality of the Portals.

Products for purchases within the app will have their prices set according to Table 1, below:

Name	Price	Profit
1 Portal	Free	-
1 Message Box	Free	-
5 Additional Message Boxes	\$1.99/c	\$1.40
Pack 5 message boxes	\$7.99	\$5.60
Unlock Video 360	\$2.99	\$2.10
Unlock Pano	\$2.99	\$2.10
Full Package 6 msgs+Video+Pano	\$12.99	\$9.10
Decoration Artists Series /each	\$9,99	\$7.00

Table 1 - Price List

Products offered within the app are marketed using Apple services that are required for iOS apps, with 30% commission retained by Apple. In the second column of table 1, "Profit", the net values of each of them are displayed.

### <Conclusion>

Portsy is a new form of social interaction and storytelling using Augmented Reality. We believe that in the near future the experiences related to Augmented Reality and storytelling will have a transformation in the environment used. Mobile devices and smart glasses that integrate mixed reality and augmented reality features will play a big role in the storytelling and social media industry. This includes comic books, novels and short stories, which using the features proposed here, offer the possibility of interactions with the story using Augmented Reality and teleportation of content in the form of Portals.

### <Download Portsy>

Portsy is available for download from the *Apple® App Store* and you can download it directly to your mobile device for free by searching the *iTunes AppStore®* with the word "**Portsy**".

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