

CONNECTIN MEDIA

White Paper

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Conectin media s.r.o.
Pod Strani 751
760 01 Zlin
Czechia

We will make it quick. We do love tech. We are all millennials, which is not that important. What is essential, though, is that we grew up with computers and the Internet and do software and tech for a living. We believe in tech-transforming capabilities, and Yes, we all also watched Ready Player One Movie, and we liked it (Kind of).

But boy, the Earth now does not need a perfect virtual world to escape from challenging reality. We need the opposite: a vibrant reality and total focus on what is happening here on the Earth's surface. We have inherited the most beautiful planet in our solar system and probably the whole galaxy. We managed to hurt it a lot.

And now, we must act and repair it as quickly and as much as possible. It will not be easy. But it is only the right thing to do. So if we want to use the tech transformative power, let's use it in favor of planet Earth and human society. Current and future ones. In social networks, it means less meta and more natural, less digital, and more physical interactions.

You know, many people are struggling in this real world. Millions of people go from paycheck to paycheck or have nowhere to live or nothing to eat. Many people who live in so-called developed countries consider their lives miserable and meaningless. They will gladly catch that offer if you give them a chance to escape from an alleged shithole.

Put your pink glasses on; voila, you are in a shiny place where everyone can be anything. Without the struggle of the real world, without hard work, without any obstacles. Instant fun and happiness for everyone. Fuck the planet Earth, fuck the real world, fuck all painful social interactions with real human beings.

Yes, there could be a conflict in the meta world, but you can end it quickly. You cannot shut down your partner or kid. But you can shut down your opponent in the meta world. Done. Problem solved. Everyone is happy. Well. NO. To evolve, we need to struggle. We need to have painful interactions; we need to learn from them. We need to survive them.

We are not saying that having a virtual world could be necessarily bad. It makes sense when that world has its perfect purpose, like allowing people to do things and creating stuff they cannot do in the real world. Gaming? Ok, for a limited amount of time. Our problem with meta is that it aims to create an addiction and easy escape from real-life issues.

Many people would love it, but it hurts society and sabotages the effort to heal the Earth. That is the reason why we decided to go in the opposite direction. We don't want to ban smartphones. We want people to use them responsibly. We want people to capture real-life moments and invite their friends to live with them together.

We want to embrace life and authentic human interactions. We want to highlight this world's colors, smells, and structures and encourage people to enjoy them rather than run from them.

Life on planet Earth is extraordinary. We are obliged to keep it unique for future generations. **And we in the Conectin media platform do the best we can to keep it that way. Our networks focus and will focus on real life and attracting people to it.** As Holiday (a character from RPO movie) said: Reality is the only thing that is real.

Plus, it is the only place where you can get a decent meal, fantastic smells, or true love. So let's stick with it.

Conectim Media team