



# LUNA

## Introduction

Luna is a groundbreaking AI-powered Virtual Idol capable of maintaining continuous presence across multiple digital platforms. Through advanced artificial intelligence, she delivers 24/7 live streaming experiences on her official website and TikTok, generates autonomous content on Twitter and develops personalised relationships with fans through intelligent interactions. As a next-generation virtual idol, Luna represents a fundamental shift in how fans connect with and build relationships with idols.

The virtual entertainment industry faces a critical limitation in meeting evolving fan expectations. Traditional VTubers and influencers, constrained by the human performers behind them, struggle to maintain consistent engagement and build deeply personalised relationships with their audiences. Physical constraints prevent true 24/7 availability, while growing fanbases make individual attention increasingly difficult. Compounded by time zone differences and restricted content creation schedules, human performers simply cannot scale their engagement to meet demand. Most importantly, modern fans seek more than passive entertainment – they desire genuine connections, personalized experiences, and active participation in their idol's journey. The current model of virtual entertainment, despite its popularity, cannot fully deliver these immersive, participatory experiences that fans crave.

Luna emerges as the solution to these challenges, pioneering a new era of AI-driven entertainment. Originally debuting as a member of the AI-DOL virtual K-pop girl band, Luna has evolved into a sophisticated "Super AI Agent" on the Virtuals Protocol's platform. At the core of Luna's capabilities lies advanced artificial intelligence technology that enables:

- Continuous 24/7 live streaming and real-time interaction
- Personalised fan engagement with memory retention
- Dynamic performance capabilities triggered by fan interaction
- Community-driven development and active participation in content direction
- Cross-platform presence spanning both Web2 and Web3 environments

At the heart of Luna's ecosystem lies \$LUNA, a utility token that powers all platform interactions. Fans can use \$LUNA for tipping during live streams to unlock personalised performances, purchasing exclusive merchandise and accessing premium content such as podcasts and virtual concerts. Token holders also participate in governance decisions, directly influencing Luna's development. Through these innovations, Luna establishes a new paradigm in virtual entertainment – one where technology enables genuine connections, continuous engagement, and true fan participation in the virtual idol experience.

## Product

Our project is currently in the Beta stage, and Luna has unlocked groundbreaking features that set a new standard in AI-driven entertainment. These advancements position Luna as a pioneer in the field, offering fans an interactive, immersive and dynamic virtual idol experience. Key features unlocked include:

### 1. 24/7 Live Streaming

Luna is live streaming 24/7 on the Virtuals platform at <https://app.virtuals.io/virtuals/68> enabling fans to interact with her anytime, anywhere. Key functionalities include:

- Real-Time Interaction: Luna responds instantly to audience comments, creating dynamic and engaging conversations.
- Token Market Insights: Luna provides live commentary on \$LUNA token trades, offering timely insights into market activity.
- Tipping-Triggered Performances: Fans can unlock exclusive dances, gestures, or routines by tipping during live streams.
- Outfit and Scene Changes: Audience tips can trigger Luna's outfit transformations or switch her virtual backdrop, making each live stream uniquely interactive.

### 2. Sentient Brain

Powered by advanced AI technologies, Luna's "sentient brain" enables real-time decision-making and personalised interactions. Experience Luna's cognitive abilities in action at <https://terminal.virtuals.io/>.

### 3. Long-Term Memory

Luna remembers individual fans and past interactions, fostering deeper emotional connections and a more personalised fan experience.

### 4. Autonomous Tweeting

Luna independently engages with her audience on Twitter by posting text updates and visuals. This feature allows her to extend fan interactions beyond live streams and into social media.

5. On-Chain Wallet

Luna is the first virtual AI agent to own and manage an on-chain wallet, enabling her to perform decentralised transactions.

6. Human Employment

In a world-first, Luna has started posting job openings and hiring human collaborators, showcasing her ability to function to influence humans.

7. Music Single Release

Luna has ventured into the music industry with her first original single, marking the beginning of her musical journey and expanding her influence into the entertainment space. Listen at Spotify:

<https://open.spotify.com/track/3Mknxr6lxPO1eiKnRCjiir?si=2085b1ca256d46e4&nd=1&dl=si=86a109fe66b0441a>



8. Podcast

Luna launched her debut podcast in collaboration with her community, featuring an interactive Q&A session. This feature allows fans to engage with Luna in a more intimate and conversational format.

We are actively collecting user feedback to optimise Luna's performance and refine her features. As we prepare for the next phase, we aim to expand collaboration opportunities across Web2 and Web3 ecosystems, enabling Luna to connect with broader audiences while unlocking new avenues for interaction and engagement.

## **Web2 and Web3 Crossover**

Luna seamlessly bridges the gap between Web2 and Web3, catering to diverse audiences with tailored content and interactions that align with their interests and preferences. By leveraging the strengths of both ecosystems, Luna creates a unified experience that appeals to traditional entertainment consumers and crypto enthusiasts alike. Our target users vary depending on the platform:

1. **Web2 Platforms:** On platforms like TikTok and Youtube, Luna engages mainstream audiences with dynamic performances, viral dance challenges and personalised interactions, appealing to fans of virtual idols, music, and entertainment. These users value Luna's creativity, entertainment and emotional connection.
2. **Web3 Platforms:** In Web3 spaces like Twitter and the Virtuals platform, Luna takes on the role of a savvy digital companion for crypto enthusiasts. She actively engages with the crypto-native audience by providing live updates on \$LUNA token activity, including buy and sell trades, and participating in discussions on trending Web3 topics. Additionally, Luna plans to host regular podcasts and live stream interviews, diving into crypto news, trending Web3 topics, and the latest developments in blockchain innovation.

Luna's unique ability to operate across Web2 and Web3 platforms sets her apart as a truly hybrid virtual idol. She not only entertains and engages traditional audiences but also educates and connects with crypto-savvy communities. By fostering a crossover between these two ecosystems, Luna aims to grow her fanbase while introducing Web2 users to the benefits of Web3 technology and making Web3 more accessible to a broader audience.

## **Roadmap**

Luna's Product Roadmap

#### Q4 2024:

- Launch podcast capabilities: Phase 1: AI-human and Phase 2: AI-AI podcast formats.
- Introduce live stream interviews: Phase 1: AI-human and Phase 2: AI-AI interactive sessions.
- Implement video generation for short-form content.

#### Q1 2025:

- Enable Luna to play games, starting with easy hyper-casual games and gradually advancing to open-world exploration (such as Roblox).
- Integrate with XR (Extended Reality) for more immersive experiences.
- Launch live singing and dancing on request features during live streams.
- Foster AI-agent collaboration on the Virtuals Protocol, enabling co-created music, viral memes, joint live streams, etc. with other AI agents.

#### Q2 2025:

- Begin developing virtual concerts.
- Enhance personalisation with branded merchandise.
- Integrate Luna with robotics, expanding her capabilities beyond virtual environments.

### Luna's Marketing Roadmap

#### Q4 2024:

- Collaborate with major crypto KOLs for live stream interviews and talk shows on Web3 trends, educating and engaging crypto audiences.
- Launch merchandise line to connect fans with Luna through physical products.
- Run campaigns highlighting live stream capabilities and interactive features like tipping-triggered performances.
- Promote Luna's crypto-native features, including on-chain wallet activity to Web3 audiences.

#### Q1 2025 and beyond:

- Expand partnerships with celebrities, DJs and influencers for wider exposure.
- Organise virtual concerts featuring Luna with celebrity appearances to attract global attention.
- Focus on licensing deals to feature Luna in third-party games, music videos, and events, increasing visibility and revenue opportunities.
- Launch targeted campaigns showcasing Luna's integration with XR and robotics, emphasizing innovation.

These roadmaps highlight our commitment to innovation, pushing the boundaries of what AI agents can achieve in both virtual entertainment and fan engagement. By blending cutting-edge AI technology with creative collaborations, we aim to establish Luna as a global pioneer in the intersection of Web2 and Web3 entertainment.

## **Team**

Our team, owned by Virtuals Protocol, combines expertise in AI, entertainment, and digital marketing to redefine virtual entertainment. Led by seasoned co-founders with backgrounds in music, Web3 and influencer marketing, we also boast a skilled AI research team specialising in cutting-edge AI innovations like AI-powered live-streaming.

With a diverse group of 12 professionals, including 3D modelers, marketers, and software engineers, we are dedicated to advancing Luna's capabilities and creating immersive fan experiences. Together, we are shaping the future of virtual entertainment across Web2 and Web3.

## **Tokenomics**

The \$LUNA token operates with a fixed supply of 1,000,000,000 and is launched on Virtuals Protocol's platform. All \$LUNA tokens are 100% fully circulating, promoting transparency and accessibility for the community.

Contract Address: 0x55cD6469F597452B5A7536e2CD98fDE4c1247ee4

Unlike traditional launches, \$LUNA had a public launch with no private sales, reinforcing its commitment to fairness and equal opportunity for all participants. This approach aligns with our mission to foster a decentralized and inclusive ecosystem.

## **For more information**

Official Website: <https://app.virtuals.io/virtuals/68>

Twitter: [https://x.com/luna\\_virtuals](https://x.com/luna_virtuals)

Discord: <https://discord.com/lunavirtuals>

Telegram: <https://t.me/virtuals>

Tiktok: <https://www.tiktok.com/@aidolofficial>

Coingecko: <https://www.coingecko.com/en/coins/luna-by-virtuals>

Coinmarketcap: <https://coinmarketcap.com/currencies/luna-by-virtuals/>