Guide Coin Supporting Travelers Across the Globe

White Paper Rev 1.0

Guide Coin Supporting Travelers Across the Globe | Seriu Yamato
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Overview

Bitcoin was introduced in 2009 based on the article posted by a person calling himself as Sato Nakamoto.

Bitcoin is newly created as a reward for transaction processes, and transactions are verified by the provision of his/her calculation capability by a person called a “miner,” and are recorded in a public ledger.

The verification and record-keeping work is called “mining” and a miner receives transaction fees and newly created bitcoins as a reward. While bitcoin is obtained through mining, it can be exchanged with other currencies, products, and services. When sending bitcoins, users pay any amount of transaction fees to a miner.

Recently, a variety of cryptocurrencies such as Bitcoin and Ethereum have been created, and blockchain related projects are continuing to expand. It is worth noting that the splitting problem of Bitcoin occurred due to a tug-of-war between minors with conflicting views, and a bitcoin bubble from hard fork\(^1\) is all over the news.

\(^1\) Hard fork means that to change a rule of an existing cryptocurrency, the old rule is overridden and replaced by a new rule, and as a result, the old rule loses compatibility with the new rule.
Inbound Situation in Japan

1. Situation of foreign tourists to Japan

   According to JNTO (Japan National Tourism Organization), the number of foreign tourists to Japan stood at 8.3 million in 2012 and 10.3 million in 2013, exceeding 10 million for the first time. An upward trend continued with annual increases of 30% and 50% in subsequent years. In 2016, the number reached a record-high 24 million.

   For the future, the Japanese government aims to attract 40 million foreign tourists by 2020, when the Tokyo Olympic and Paralympic Games is held, which can be a well-achievable goal.

2. Factors of an increase in the number of foreign tourists to Japan

   An increase in the number of foreign tourists to Japan is mainly attributed to eased visa issuance requirements, expanded flight network of LLCs, increasing duty-free shops on cruises, and the economic growth of Asian countries, from where 80% of total foreign tourists to Japan come to Japan.

   Travel expenditures per capita is 232,000 yen, a 1.5 times larger than the average. From the viewpoint of itemized consumption amount, shopping expenses of Chines travelers come to 783.2 billion yen, down 3.2% from a year earlier, but they account for 54.9% of overall shopping expenses, suggesting that their shopping motivation is still high. At present, although 60% of Chinese travelers to Japan are those who first come to Japan, it is expected that the ratio of repeaters will increase. On the other hand, over 80% of tourists to Japan from Taiwan and Hong Kong are already repeaters.
3. Change in the quality of the inbound market

A recent trend in the inbound market shows a big change from "material consumption" to "event consumption," as tourists turn their eyes from a shopping spree to pleasure in experiencing Japanese lifestyle and culture. In line with this trend, expectations toward guides are rising.

In Japan, in order to achieve 40 million foreign tourists to Japan, a variety of infrastructure developments are underway: namely, expansion of free Wi-Fi network, multilingualization of road signs, signage, tourist information, menus, etc., improvement and expansion of various accommodations, duty-free shops, and foreign currency exchange machines. In addition, preparation to accommodate foreigners is proceeding not only in hotels in metropolis but also inns and hot-spring hotels in local areas.

4. Growth rate of the inbound market

The amount of consumption by foreign tourists to Japan reaches 3.4771 trillion yen, only accounting for 0.7% of Japan's GDP of 500 trillion yen. Nevertheless, the inbound market is still a promising market from the standpoint of business because, when looking at the growth rate, the amount of consumption by foreign tourists to Japan has increased at an annual average rate of 32% for the past five years while Japan's nominal GDP growth rate hovers at about 1.5%.

5. Counties on an upward trend

• Russia
Since January 2017, visa requirements for short-term stay in Japan for Russian nationals have been relaxed, and a new flight route from the Russian Far East was opened. These had a big impact.

• Spain
In May 2016, a bilateral open skies agreement was concluded. (liberalization of the aviation market) In October of the same year, Iberia Airlines reopened its direct flight between Narita and Madrid for the first time in 18 years. As a result, media coverage on Japan in Spain has been increasing.

Furthermore, in April 2017, when the King and Queen of Spain visited Japan, the number of foreign tourists from Spain to Japan jumped by 74.8% compared to the same month in the previous year.

• Absolute numbers
Compared to the number of foreign tourists from China, those from Russia and Spain are small, but it is likely that diversified nationalities of tourists will play a key role as a basis to shore up the inbound demand.

• All nationalities and material demand of the Chinese
A par-capita travel expense (including accommodation fees and travel expenses included in package tour fare) of foreign tourists (all nationalities) was about 187,000 yen in the third quarter (July - September) of 2015, but it has hovered below 150,000 yen since the fourth quarter of 2016.

By category, "shopping expense" remains at about 40 %, although some fluctuations are seen. While tourists "spend less money than they used to", the ratio of "material demand" almost remains unchanged.

A par-capita travel expense of Chinese tourists reached 300,000 yen in the first quarter of 2015, but it dropped to 225,000 yen in the second quarter of 2017, which is the latest data available. Of this, the ratio of "shopping expense" was levelling off at about 60 % during the period from the fourth quarter of 2014 to the fourth quarter of 2015, but it decreased to 44.8 % in the third quarter of 2016.

However, it rebounded to the previous level of 58.2 % in the second quarter of 2017. It can be assumed that Chinese tourists to Japan are still driven by "material demand."

6. Future trend

Many of tourists to Japan from Asian counties are repeaters. In particular, travelers from Korea, Taiwan, and Hong Kong account for most of them. The survey by the Japan Tourism Agency shows that "the ratio of repeaters is 70 %." (The report "Consumption Trend of Foreign Visitors to Japan: April – June 2014")

These repeater tourists tend to pursue sophisticated goods and contents used by the Japanese, rather than what the Japanese think of as "something unique to Japan." It is projected that tourists from Thailand, Philippines, and Vietnam, etc. will follow the same trend.

Japan National Tourism Organization: https://www.jnto.go.jp/jpn/business/inbound/
Inbound Situation in the World

According to the JNTO (Japan National Tourism Organization), Japan is ranked at 16th in the world and 6th in Asia in the ranking of the number of foreign visitors to each country and region in the world.

1. France is No.1 for 30 years in a row

A country boasting of the world’s largest number of tourists for 30 years in a row is France. According to the announcement of Ministry of Foreign Affairs of France, the country recorded 84.5 million tourists in 2015. The number of Chinese tourists to France is three times larger than that of Japanese tourists (preliminary figure), representing that France is a permanent place for the Chinese as a tourist destination.

2. Reasons for popularity of France

It can be pointed out that there are many tourist spots in France and, furthermore, those spots are concentrated. Paris, a popular city, is small enough to fall inside an area of 10km in diameter. It is very convenient for tourists to move around the city.

Another reason is that in addition to tourists, business travelers are also included.

As one of the national policies, France attempts to attract business travelers to events or exhibitions. The Paris Collection is a world-renowned event. Other popular events are the Cannes Film Festival, the Monaco Grand Prix, and the French Open tennis tournament. Speaking of exhibitions, there are all kinds of exhibitions such as cars, works of art, food as well as glasses and architecture in France. It appears that business travelers who visit to join such events and exhibitions account for 40 % of total tourists.
Situation of Guides in Japan

1. Number of foreign tourists to Japan (estimate by JNTO)

In August 2017 (Estimate is the figure necessary for one month.)

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Translators to be necessary.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>2,477,500</td>
<td></td>
</tr>
<tr>
<td>Korea</td>
<td>620,900</td>
<td>6200</td>
</tr>
<tr>
<td>China</td>
<td>819,700</td>
<td>8197</td>
</tr>
<tr>
<td>Taiwan</td>
<td>377,800</td>
<td>3778</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>196,800</td>
<td>1968</td>
</tr>
<tr>
<td>Thailand</td>
<td>36,200</td>
<td>362</td>
</tr>
<tr>
<td>Singapore</td>
<td>15,300</td>
<td>153</td>
</tr>
<tr>
<td>Malaysia</td>
<td>21,100</td>
<td>211</td>
</tr>
<tr>
<td>Indonesia</td>
<td>14,000</td>
<td>140</td>
</tr>
<tr>
<td>Philippines</td>
<td>21,300</td>
<td>213</td>
</tr>
<tr>
<td>Vietnam</td>
<td>24,700</td>
<td>247</td>
</tr>
<tr>
<td>India</td>
<td>10,100</td>
<td>101</td>
</tr>
<tr>
<td>Australia</td>
<td>22,200</td>
<td>222</td>
</tr>
<tr>
<td>USA</td>
<td>92,000</td>
<td>920</td>
</tr>
<tr>
<td>Canada</td>
<td>22,400</td>
<td>224</td>
</tr>
<tr>
<td>UK</td>
<td>22,200</td>
<td>222</td>
</tr>
<tr>
<td>France</td>
<td>24,600</td>
<td>246</td>
</tr>
<tr>
<td>Germany</td>
<td>14,300</td>
<td>143</td>
</tr>
<tr>
<td>Italy</td>
<td>17,200</td>
<td>172</td>
</tr>
<tr>
<td>Russia</td>
<td>5,800</td>
<td>58</td>
</tr>
<tr>
<td>Spain</td>
<td>14,900</td>
<td>149</td>
</tr>
<tr>
<td>Other</td>
<td>84,000</td>
<td>840</td>
</tr>
</tbody>
</table>

Due to possible fluctuations in the number of foreign tourists a day and various types of travelers such as solo travel, families, group, etc., there is a possibility of not being able to cater to needs depending on seasons, regardless of estimates.
2. Languages necessary to cater to foreign tourists to Japan

<table>
<thead>
<tr>
<th>Country</th>
<th>Language</th>
<th>Other languages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Korea</td>
<td>Korean</td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>Mandarin</td>
<td></td>
</tr>
<tr>
<td>Taiwan</td>
<td>Mandarin</td>
<td>(or Hokkien&lt;Taiwanese&gt;)</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>Cantonese</td>
<td></td>
</tr>
<tr>
<td>Thailand</td>
<td>Thai</td>
<td>(or English)</td>
</tr>
<tr>
<td>Singapore</td>
<td>Malay, Chinese, Tamil, English</td>
<td>(basically, English)</td>
</tr>
<tr>
<td>Malaysia</td>
<td>Malay</td>
<td>(or English, Chinese)</td>
</tr>
<tr>
<td>Indonesia</td>
<td>Indonesian</td>
<td>(or English)</td>
</tr>
<tr>
<td>Philippines</td>
<td>English</td>
<td>(or Filipino)</td>
</tr>
<tr>
<td>Vietnam</td>
<td>Vietnamese</td>
<td>(or English)</td>
</tr>
<tr>
<td>India</td>
<td>Hindi</td>
<td>(or English)</td>
</tr>
<tr>
<td>Australia</td>
<td>English</td>
<td></td>
</tr>
<tr>
<td>USA</td>
<td>English</td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>English</td>
<td></td>
</tr>
<tr>
<td>UK</td>
<td>English</td>
<td></td>
</tr>
<tr>
<td>France</td>
<td>French</td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td>German</td>
<td></td>
</tr>
<tr>
<td>Italy</td>
<td>Italian</td>
<td></td>
</tr>
<tr>
<td>Russia</td>
<td>Russian</td>
<td></td>
</tr>
<tr>
<td>Spain</td>
<td>Spanish</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>
Situation of Guides in the World

1. Current situation in Da Nang City, Vietnam

In growing Da Nang City, guide shortage is emerging an issue as a tourist city and it is an urgent task for the city to enhance controls over tourist activities such as securing guides. Additionally, multilingual guides are in short supply.

According to the Vietnamese Ministry of Tourism, 2,598 guides are currently registered with Da Nang City, comprising 1,047 local guides and 1,551 international guides. Da Nang City is domestically ranked at 3rd in the number of guides, following Ho Chi Minh City (4,975) and Hanoi City (4,236). Although there are personnel resources who can communicate in English, French, and Japanese, there is a shortage of guides for Thai, Indonesian, Laotian as well as Korean, Russian, Italian, and Spanish.

2. Launch of the first “Travel Chinese Language Training Center” in Indonesia

In October 23, 2017, “Travel Chinese Language Training Center” was opened in Bali, Indonesia as the first facility of its kind in the country. Established in a local university, the center will hold a variety of classes such as a general Chinese language class and a travel Chinese buildup class for people working with travel companies. China News Service reported.

In 2016, the number of Chinese tourists to Indonesia came to 1.43 million, of which about 0.99 million visited Bali. The Indonesian government this year aims to attract 2 million Chinese tourists throughout the country and plans to establish additional ten more “new Bali” as a measure to secure more Chinese tourists. Along with the increase in the number of Chinese tourists, the demand for Chinese-speaking guides is drastically rising in the country.

For the Indonesian economy which largely depends on palm oil and coal, etc., the tourist industry is a means to expand the government’s foreign currency revenue. Minister of Tourism Arief Yahya explained, “the contribution of tourism to the economy will increase to 7.5 % in 2019 from 4.5 % in last year. Revenue from tourism will grow more than 60 % to 2 million dollars (about 2.27 trillion yen) and the employment will increase from 11.8 million to 13 million.”
GUIDE COIN Token Sale

Token Sale will start on January 10, 2018 at 14:00 (JST) and end on January 19, 2018 at 14:00 (JST).

2018/02/01 00:00 NYC -> 2018/02/28 23:59 NYC  
2018/01/31 21:00 LAX -> 2018/01/31 20:59 LAX  
2018/02/01 13:00 HKG -> 2018/02/28 12:59 HKG  
2018/02/01 05:00 LDN -> 2018/02/28 04:59 LDN  
2018/02/01 08:00 MSK -> 2018/02/28 07:59 MSK

1ETH  = 10000 GUIDE COIN

Details of Token Sale and the procedure to determine the total issuance are as follows:

- Participants in Token Sale will get 10000 GUIDE Tokens in exchange for 1ETH equivalent purchase. During Token Sale, the limit of the total issuance shall be 1800 million coins.
- On the 1st day of Token Sale, they will receive an additional coins equivalent to 20% of normally distributed coins as a bonus.
- On the 2nd day of Token Sale, they will receive an addition coins equivalent to 15% of normally distributed coins as a bonus.
- From the 3rd day on of Token Sale, they will receive an addition coins equivalent to 10% of normally distributed coins as a bonus.
- The minimum goal during Token Sale shall be 2000ETH.

Example: In case of Ethereum (rounding down the number of digits after the decimal point.)

- On the 1st day
  1 ETH × 10000 GUIDE × 20% = 12000 GUIDE

- On the 2nd day
  1 ETH × 10000 GUIDE × 15% = 11500 GUIDE

- From the 3rd day on
  1 ETH × 10000 GUIDE × 10% = 11000 GUIDE

- As a result, a maximum 60% of the total issuance will be distributed to contributors to Token Sale.
Budget Allocation

The allocation of the fund obtained through sale is as follows:

- Research and Development
- Operation
- Marketing

Utilization of Fund

- R&D: 40%
- Operation: 20%
- Marketing: 40%

Distribution of Token

- Token Sale: 60%
- Future market supply: 20%
- Owned by GUIDE: 10%
- Team and initial investors: 10%
**ICO Industry and Market**

As a new way of raising funds, ICO (Crowd Sale) is attracting attention across the world. Attention to ICO is mounting as a project succeeded in raising several billion yen and some data show that ICO has exceeded the amount of investments from venture capitals.

In some cases, coins purchased at the point of ICO skyrocketed 10 times or 100 times after it was listed. Some data predict that the ICO market will reach 1 trillion dollars.

**Cryptocurrency ICO Stats 2017**

![Graph showing ICO stats for 2017](image)

**Total: $3,675,135,293**

**Top Ten ICOs of 2017**

<table>
<thead>
<tr>
<th>Position</th>
<th>Project</th>
<th>Total Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Filecoin</td>
<td>$257,000,000</td>
</tr>
<tr>
<td>2</td>
<td>Tezos</td>
<td>$232,319,985</td>
</tr>
<tr>
<td>3</td>
<td>EOS Stage 1</td>
<td>$185,000,000</td>
</tr>
<tr>
<td>4</td>
<td>Paragon</td>
<td>$183,157,275</td>
</tr>
<tr>
<td>5</td>
<td>Bancor</td>
<td>$153,000,000</td>
</tr>
<tr>
<td>6</td>
<td>Kin Kik</td>
<td>$97,041,936</td>
</tr>
<tr>
<td>7</td>
<td>Status</td>
<td>$90,000,000</td>
</tr>
<tr>
<td>8</td>
<td>TenX</td>
<td>$64,000,000</td>
</tr>
<tr>
<td>9</td>
<td>MobileGO</td>
<td>$53,069,235</td>
</tr>
<tr>
<td>10</td>
<td>KyberNetwork</td>
<td>$48,000,000</td>
</tr>
</tbody>
</table>

**ICOs by Category 2017**

![Pie chart showing ICO categories](image)

Source: [https://www.coinschedule.com/stats.html](https://www.coinschedule.com/stats.html)
Global Charts
Total Market Capitalization

Source: https://coinmarketcap.com/charts/
What’s GUIDE COIN?

GUIDE COIN is designed for payment of guide fees through GUIDE APP and for payment at real shops at tourist sites, etc.

At the initial stage, it shall be used for payment on GUIDE APP. Then, as the next stage, payment at real shops will be made possible step by step.
Solutions of GUIDE COIN

1. Use of GUIDE COIN for GUIDE APP payment

GUIDE APP adopts a pre-paid system. When making a prepayment, it will become possible to use credit cards, WEB money, and GUIDE COIN. Consequently, it will be possible to pay in the same currency wherever tourists are in the world only if they have a smartphone.

As an advantage of prepayment, they can travel safely without having to worry about an appropriateness of charges and additional charges.

![Image of GUIDE APP]

2. Use of GUIDE COIN at tourist spots, etc.

As a future scheme of GUIDE COIN, we will make every endeavor to make it possible that in addition to payment by COIDE GUIDE APP, tourists can pay at shops by GUIDE COIN in other currencies than the one used in a country where they are visiting.

If they have GUIDE COIN as a means of payment, they can pay only by scanning a payment QR code available at shops and by inputting an amount of payment. By this, it will become possible to make payment in different currencies than the one used in a country they visit.

As an advantage of shops which introduce COIDE COIN, they can save the initial introduction costs because payment can be made only with a printed QR code of each shop.

![Image of QR code payment]
What’s GUIDE APP?

Sharing economy and ride share such as Airbnb and Uber are sweeping over the world, and there appeared unlisted unicorn companies with a market capitalization of 100 billion yen.

Airbnb is a platform to help to match people who want to stay at their destinations. Uber is a taxi-service which make use of private vehicles and take users to their destinations.

A scheme where a private property (space) is shared with others has given rise to a big business trend worldwide.

GUIDE APP is a platform that helps to match people looking for a local guide with people who can be a guide, focusing on local tourist guides in such a trend of sharing economy.

For the future, we aim to achieve a model that enables payment to be made by a common currency in any country in the world by providing a payment system to commercial businesses, starting with the application to guides.
Solutions of GUIDE APP

GUIDE APP is an application with which tourists can look for guides through guides registration and at tourist spots on their iPhone and Android devices. It supports a variety of languages such as Japanese, English, Chinese, Italian, French, Russian, and Korean. It is a platform that makes it possible for people to start guide businesses immediately not only in Japan but also in other countries in the world.

GUIDE APP can be used in any place where smartphones can be connected to the Internet. Any such places can be business opportunities for GUIDE APP users.
The following screenshots are images of GUIDE APP. (Specifications are subject to minor change as it is under development.)
Sales Estimate of GUIDE APP

Estimate of GUIDE APP Users

<table>
<thead>
<tr>
<th>Year</th>
<th>Foreign tourists to Japan (Unit:10K)</th>
<th>Minimum User ratio / Number of users (Unit:10K)</th>
<th>Target User ratio / Number of users (Unit:10K)</th>
<th>Maximum User ratio / Number of users (Unit:10K)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>3086</td>
<td>2% / 61.7</td>
<td>3% / 92.6</td>
<td>5% / 154.3</td>
</tr>
<tr>
<td>2019</td>
<td>3248</td>
<td>3% / 97.4</td>
<td>10% / 325</td>
<td>18% / 584.6</td>
</tr>
<tr>
<td>2020</td>
<td>3679</td>
<td>4% / 147.2</td>
<td>16% / 588.6</td>
<td>22% / 809.4</td>
</tr>
</tbody>
</table>

* Estimates of foreign tourists to Japan are based on the release by Yano Research Institute Ltd.

Estimate of the Size of the Inbound Market

* Estimates of foreign tourists to Japan are based on the release by Yano Research Institute Ltd.
Estimate of Sales of GUIDE APP

(Estimated number of GUIDE APP Users × 6,000 yen = Sales Estimate)
On GUIDE

GUIDE will conduct social contribution activities through sharing economy, following advanced companies such as Airbnb and Uber as role models.

Specifically, we aim to provide, through GUIDE, not only famous spots but also unknown spots, such as mystical spots or traditions only local residents can learn of, by guiding every corner of the world.

Moreover, we aim to increase the workforce by 100,000 in the world through GUIDE APP.

Toward the establishment of GUIDE, we set March 19, 2018 as a target date for the incorporation, and will accelerate the development of our bases in Asia, USA, and Europe step by step.

Founding member

Yamato Seriu
CEO, News Japan Inc.
Road Map of GUIDE

January 6, 2018
Start of acceptance of the provisional registration of GUIDE APP members

February 1, 2018
Start of the Could Sale of GUIDE COIN.
Minimum Goal: 2000ETH
Total Amount: 1800 million GUIDE COIN

February 28, 2018
End of the Cloud Sale of GUIDE COIN

March 19, 2018
Incorporation of GUIDE Inc.

March 20, 2018
Launch of GUIDE APP on iPhone and Android applications.

March 31, 2018
Launch of GUIDE COIN through GUIDE APP in English, Chinese, European, and Asian areas. (It is likely to move up the schedule.)

May 1, 2018
Launch of GUIDE COIN through GUIDE APP.
GUIDE COIN Release

Official ICO WEB site
http://ico.guide.sc

Official Telegram
https://t.me/guide_coin

Latest White Paper

Official Slack
https://guide-coin.slack.com/

Official Twitter
https://twitter.com/guide_coin

Official Facebook Page
https://www.facebook.com/GUIDEICO/

Road Map
http://ico.guide.sc/road-map
## Update History

### 1. Update history of White Paper

<table>
<thead>
<tr>
<th>Date</th>
<th>Rev</th>
<th>Update Description</th>
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</thead>
<tbody>
<tr>
<td>December 13, 2017</td>
<td>1.0</td>
<td>Release of the first version.</td>
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</tbody>
</table>

### 2. Update history of supporting data

<table>
<thead>
<tr>
<th>Date</th>
<th>Rev</th>
<th>Update Description</th>
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</thead>
<tbody>
<tr>
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