
CINNAMON
Using Ultrasonic Beacons to Generate NFTs

Ultrasonic Audio Beacons

Ultrasonic audio beacons are beacons that are embedded into ultrasound, so they cannot be heard by humans. These audio beacons are used to communicate and identify unique people or content through other microphones on devices.

CINNAMON

CINNAMON uses ultrasonic beacons during events to generate NFTs to token-gate content.

Put simply, CINNAMON generates a unique sound ID with an inaudible frequency during live events which is listened to by an app to generate an NFT to unlock content.

This would be used at any live event such as concerts, comedy shows, etc to unlock exclusive content. By requiring a unique audio beacon played during the live event, you can specifically control the unlock mechanism to those at the event with NFTs.

How did we come up with it?

We started the hackathon with idea generation.

Mark came up with the initial idea to use something like Shazam to identify concert music and use that as a token-gating mechanism. From there, we googled if Shazam works at live concerts and found that it didn't work.

However, Justin and I had previously spent time talking about ultrasonic audio beacons. By combining Mark's initial Shazam concept with ultrasonic audio beacons, we were able to come up with the idea of CINNAMON.

As for why that name, obviously the Jim Carrey video which, no lie, I had just watched for the first time ever the *night* before and felt it abstractly encapsulated the concept quiet well.

How did we build it?

We didn’t.

The rules said 2 to 4 people in a group. This was created to ensure that people worked in groups *within* Pinata so nobody was Mr. Solo Dolo.

HOWEVER, it didn’t say anything about bringing in outside help. On the day the hackathon launched, I recruited the Pinata Midwest Hackathon winners to build the app for us.

The best way to think outside of the box is to realize the box isn’t even there to begin with.