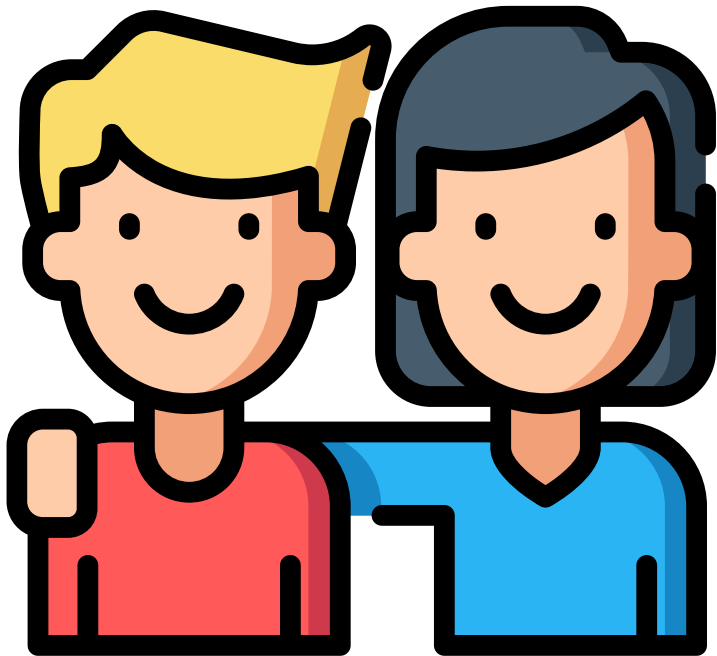




**REPLY
FROM THE
STARS**

Connect with your favourite celebrities



Everyone desires a personal, direct and trustful relationship with someone they love, appreciate or admire

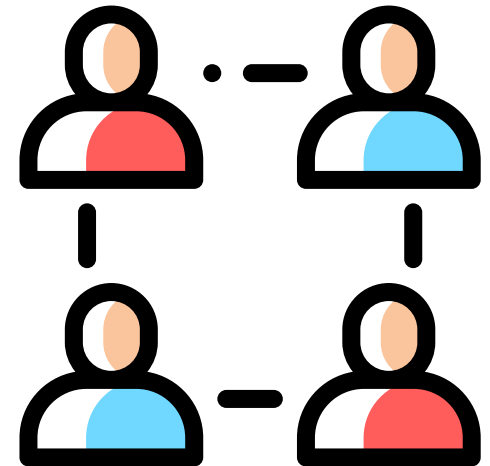


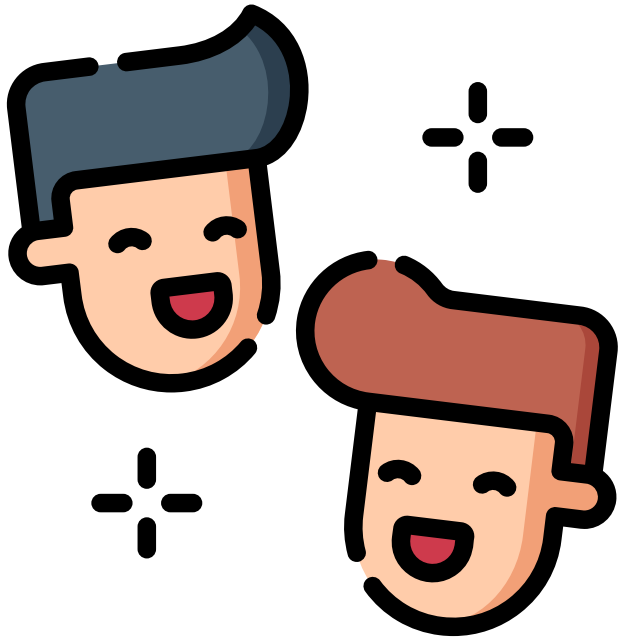
There are some special individuals in the world who possess a great ability to inspire and influence other people, serving as an example and providing guidance.

We tend to call these individuals the "Stars".



Social media has created a form of connection between 'normal' people and the Stars, albeit a unilateral one: there is on one side an undefined, impersonal, silent group of followers, sometimes in the millions, and on the other side a solitary Star who speaks to the followers collectively, but to no-one individually.





In the current state of affairs, these exchanges completely lack the essence of human interaction, which is normally based on personal knowledge, direct, bilateral balanced communication: at the end of the day, a natural, friendly relationship.



**REPLY
FROM THE
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REPLY FROM THE STARS, a new Right of Reply Plc application of its Reputation Online Register (RoR Key) and Digital Reputation Identity (DRI), is in a simple, intuitive and rewarding way of bringing about a healthy, individual, direct and friendly relationship between some of the followers and the Star, in modifying this interaction from a "them to him" communication to a "me and you" relationship.

How it works



The main reason why a Star does not reply personally to his followers is not, as many suppose, a problem of time, technology or cost.

It's a problem of privacy, security and anonymity.

Who is willing to talk to a stranger?



All the followers know who the Star is, but the Star does not know who each of his followers is.

Therefore, any relationship between a Star and their followers is inherently imbalanced.

It's a problem of personal direct knowledge.

If I do not know who you are, I will not expose myself by talking directly to you.

It's as simple as that.



Thanks to RoR Key Digital Reputation Identity Pro (DRI Pro), based on blockchain technology, anyone's personal identity can be certified.

WithDRI Pro, everyone can trust that I am who I say I am



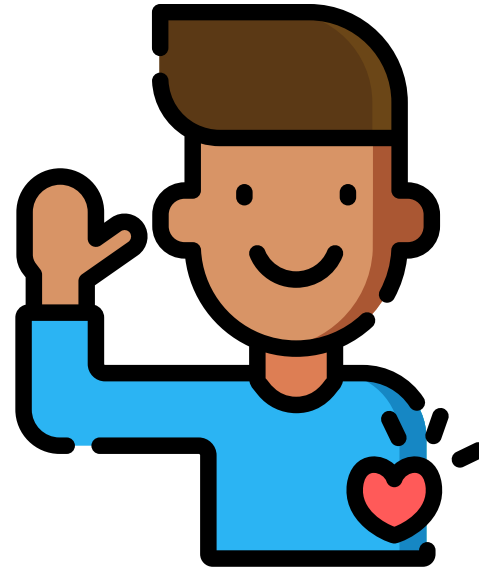
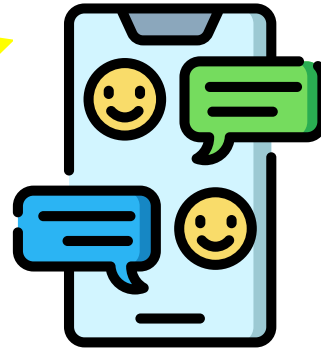
Firstly you acquire your Digital Reputation Identity, through the quick and easy- to-use RoR Key App, and get registered on RoR Key Reputation Online Register. This is the first step towards a direct relationship with your preferred Star.



Once you have registered using DRI Pro, download the "REPLY FROM THE STAR" App and start chatting with your preferred Star.

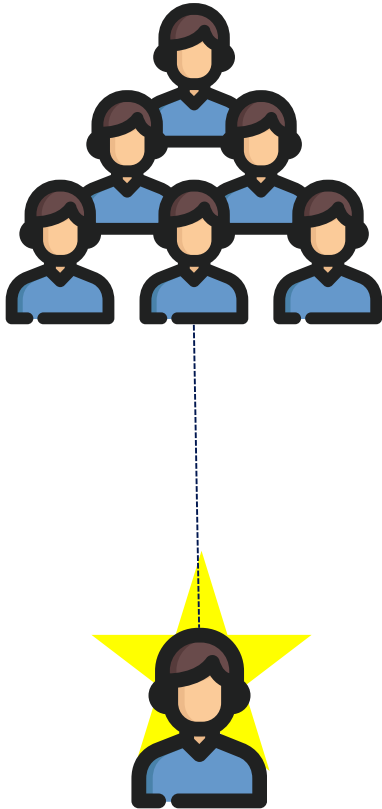


If you are among the lucky ones of the people selected by the Star him/herself who is allowed to chat directly, you will receive the “Let’s Talk Token” in your personal Wallet. You can then chat with your chosen Star. The REPLY FROM THE STAR App is not a blog or a platform [in which anyone could masquerade as the star]. It's a message system akin to What's App, XXXX and SMS, on which only you and the Star can interact, share content and receive special attention and unique personalised features.



**WITH "REPLY FROM THE STAR"
THE STARS ARE NOW REPLYING *PERSONALLY* AND
INDIVIDUALLY ONLY TO YOU**

Exclusivity



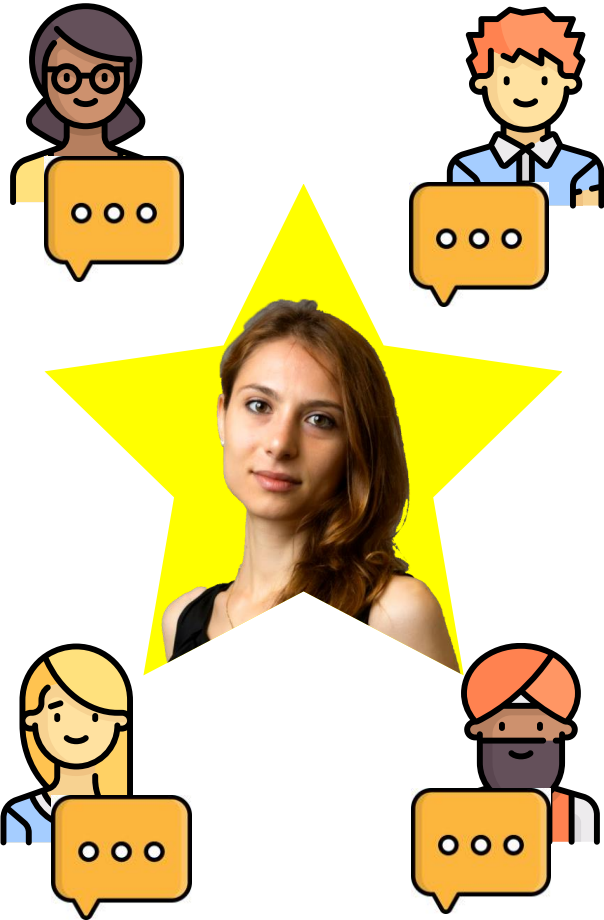
It's easy to understand how such a personalised relationship as that created by REPLY FROM THE STARS cannot be offered to each and every follower of a specific Star.

It will be the Star him/herself who decides how many recognised people owning a DRI will receive the “Let’s Talk Token” and will interact directly with him/her.

The number of lucky people **cannot be greater than 1%** of the total number of followers.

The Star decides how many messages he/she will directly reply to from each individual, but this number **cannot be less than 4 personal interactions per year.**

Exclusivity



Once the maximum number of individual DRI holders allowed to chat with the Star is defined, only those that have downloaded the REPLY TO THE STAR App on a “first-come-first-served” basis up to that defined maximum number, will get the App activated.

Once the App is activated, --and you become part of the very exclusive set of people that can directly interact with your preferred Star, --you will receive a Let's Talk Token in your personal wallet for the specific Star you have chosen to interact with.

You can now start your personal friendship with your preferred Star.

The Let's Talk Token

In your wallet, you may have **as many Let's Talk Tokens that as you like** – one for each Star that you would like direct contact with – supposing that you are consistently fast enough to qualify for one of the restricted slots available for each Star.

Because of the scarcity of Let's Talk Tokens for any given Star compared to the number of followers, demand for the Let's Talk Token will be high. Possessing the tokens, you will then be in a position to trade them.

Once you are no longer interested in having this unique relationship with a specific Star, or if the economic value of the Star's Let's Talk Token has greatly increased, you will be free to trade this Token between other DRI owners and RoRKey members who would like to talk with the Star but failed to qualify for one of the limited number of Tokens.

So, not only can you have fun in getting into a direct and personal relationship with your preferred Stars, but you can even make money out of it, due to the scarcity and exclusivity of the Let's Talk Token.