ECASH FOR ESPORTS

Global Cryptocurrency for the eSports Community

Decentralized eSports Ecosystem | 3rd-Party Development Platform

EBYTE
WHITEPAPER

With the eByte cryptocoin, digital sport takes a big step closer to real sport. Introducing the eByte gives rise to new opportunities for which the eSports Community has been waiting a long time.

July 2019

D. Tewes, T. Braum, T. Lindlar

TABLE OF CONTENTS

INTRODUCTION

eSports is a big business—and getting bigger. What started as a hobby or casual pastime for many people—competing against other players in online video games—has quickly evolved into a global business that generates hundreds of millions of dollars annually. Yet, despite the rapid growth in eSports revenue, only a few recognized professional players are well-compensated. Most players receive little or nothing in return for their skill and commitment.

At the same time, eSports teams often lack the resources to equip players with the latest technology. And without guaranteed compensation, talented players frequently switch teams in search of better opportunities, making it difficult for teams to manage their rosters and attract investors and sponsors. Similarly, leagues and event and tournament organizers have no financial resources to promote their activities or support the growth of their projects. Therefore, people such as moderators, administrators, and service providers receive no compensation for their work.

The eByte project is developing a consortium blockchain, in cooperation with Draglet, to establish the first international monetary system specifically designed for the eSports community. The eByte project also includes a trustworthy contract system for leagues, teams, and players, to ensure all participants and service providers can be rewarded for their achievements in a safe and simple way. In addition, the new cryptocurrency will enable fans to support their favorite teams and players with donations. The eByte portals and platforms will give investors and sponsors a complete overview of the eSports market, making it easier for them to participate in the growth of eSports. Like the Ethereum blockchain, developers will be able to use the eByte blockchain as a third party development platform optimized for gaming projects as well as eSports solutions.

Our eByte project team understands the problems of people in the eSports community, because we're part of that community. We have spent many years participating in eSports both as players and organizers, which has enabled us to gain valuable experience in all kinds of eSports. Our team has the technical knowledge to develop the eByte as a project that will address the needs and concerns of eSports enthusiasts—from players and fans to sponsors and investors. We believe that a blockchain is ideally suited for the requirements of eSport and enables the independent development of useable, user-friendly and standardized applications and functionalities. With the development of our consortium blockchain, we offer the eSports Community an easily accessible, extensible and cost-efficient platform for getting started in mining, applying smart contracts and accessing blockchain technology. As part of our project, we will ensure that active applications and users on the blockchain are in no way affected by ongoing activities on the network, similar to the DAO project, Parity or Cryptokitties on the Ethereum blockchain.

In addition, we enlisted the support of leading consultants who have experience successfully navigating the challenges associated with launching a new cryptocurrency. Currently, the eByte project with its partnerships has already access to more than 45,000 eSports enthusiasts and potential users. All of these partners trust in eByte as a solution for the ongoing problems in the eSports scene.

With the eByte cryptocoin, digital sports will take a big step closer to sports in the physical world.

MARKET POTENTIAL

The popularity of digital sports is growing rapidly. In 2015, eSports attracted 120 million regular viewers and 115 million occasional viewers worldwide, according to Newzoo, a market-research company specializing in digital gaming. By 2020, the audience for digital sports is projected to reach 286 million regular viewers and 303 million occasional viewers (Figure 1).
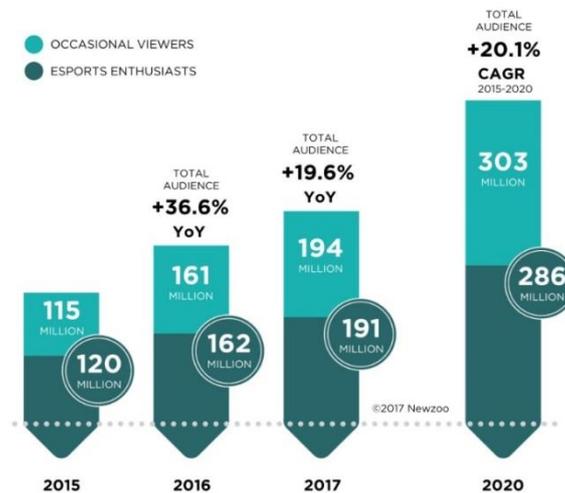
Figure 1: Estimated eSport audience until 2020 [Newzoo-2018]

As audience enthusiasm for eSports continues to grow, so does the revenue that the games generate through sponsorships and the sale of tickets, merchandise, advertising and media rights. eSports revenue grew by 51.7% between 2015 and 2016—from US$325 million to US$493 million—and was expected to reach almost US$700 million in 2017.

According to current projections, total eSports revenue will more than double again in the next few years, increasing to nearly US$1.5 billion by 2020 (Figure 2).

Figure 2: Global revenues of eSports and estimated development until 2020 [Newzoo- 2018]

Clearly, the eByte project aims to serve a dynamic, prosperous, and rapidly growing market.

INTRODUCING BLOCKCHAIN TECHNOLOGY TO THE ESPORTS COMMUNITY

CHALLENGES AND SOLUTIONS

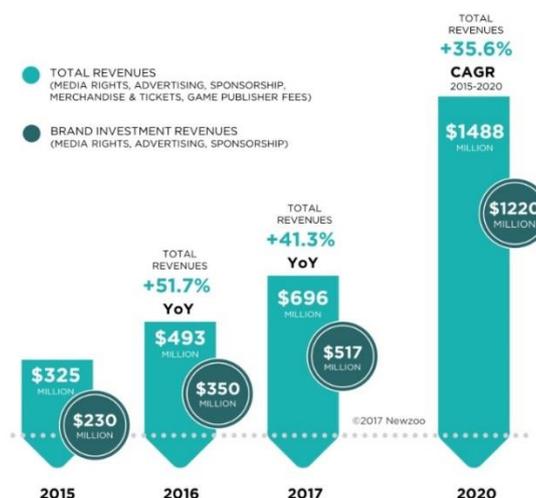Despite the amazing market potential and growth eSports currently lacks in possibilities that are fundamental for its future development. As a relatively young and booming industry, eSports lives from the enthusiasm of its community but has a clear need for professional market structures that ensure secure, easy and transparent contracts between all parties. Our vision with eByte is to contribute to the maturation of eSports by solving the following challenges.

- **Challenge**: Investment decisions are very difficult since there are no uniform portals that allow uncomplicated and secure participations in eSports.

- **eByte solution**: eByte will offer a new platform (the eByte Team Market) that provides future investors and sponsors a complete overview of the market through specific measures and manageable market values of teams, leagues and players.

- **Challenge**: Insufficient financial compensation for eSports event organizers and teams. Only high ranking players are rewarded for their performance. This results inhibited growth of eSports industry.

- **eByte solution**: Development of a new contractual system (smart contracts) to enable the first profound market economy in digital sports. Monetization of eSports projects by secure distribution of participation fees, prize money to all participants and generating income through mining.

- **Challenge**: Players invest a lot of time and energy in training and competitive games but have no financial safety. Self-marketing and sponsor acquisition is demanding and therefore teams suffer a high fluctuation of their players.

- **eByte solution**: The eByte smart contracts enable teams to send their players regular compensation via blockchain. Teams are able to bound successful players for longer terms with player contracts. Our eByte compensation system will provide increased financial scope for purchasing hardware or software. The eByte network adds additional possibilities for usage of the revenues, such as purchasing services on the eByte Service Market and marketing content on the eByte betting and streaming portal. An eByte blockchain database provides information about the market value of each player at any time, which also improves the inclusion of sponsors and investors.

- **Challenge**: eSports sponsors and fans have to use fiat money to support their favorite players and leagues. Betting on eSports via popular platforms offers no added value for the actual content producers.

- **eByte solution**: The eByte blockchain enables sponsors and fans to support their favorites in cryptocurrencies in an easy and secure way. Through eByte betting portals the manufacturers of eSports content will then be able to make profits.

- **Challenge**: Community service providers cannot be rewarded in a fair and easy way for their work – some even volunteer their work.

- **eByte solution**: By using the eByte blockchain technology remuneration of community services can be processed securely and transparently in a new way. This will increase trust inside the community and will contribute to establish new jobs in eSports industry.

PLAYERS

TEAMS

LEAGUES

FANS

INVESTORS

SPONSORS

SERVICES

BETTING

OUR VISION

The main objective of the eByte project is to create an internationally accepted and widely used monetary system for eSports, to ensure participating leagues, teams and players can be fairly compensated for their commitment and achievements while preserving the decentralized nature of digital sports.

To achieve this goal, we are creating various platforms and portals, including a system of smart contracts, an online marketplace where service providers can exchange their services for eBytes, and an idea portal where enthusiasts can generate funding and support innovative projects.

We also intend to create platforms for various games using the eByte, including competitive ladder systems, websites for mini-games, and a variety of mobile apps and games. Players, teams and enthusiasts will not be required to use our portals. eByte trading will be available on many common crypto exchanges as soon as our coins are published.

After we release the eByte, eSports leagues will be able to distribute prize money and start fees, just as real sports organizations do.

Leagues that already support the eByte project and will use the eByte as currency are listed in the partner section on our homepage.

By establishing such a monetary system among participating eSports leagues, teams and players, they finally can be rewarded for their successes.

PLATFORMS AND PORTALS

With expertise from various partners and the support of the eSports community, we will develop, deploy and operate high-performance platforms and portals for a large number of users, helping to establish the eByte compensation system, promote eSports in the long term, and enable sustainable cash flow and a lively share price performance.

In addition to intelligent contracts our initial planned eByte platforms and portals include:

- **eSports Betting Portal**

Fans can bet on their favorite players or teams and earn prizes as they view streamed games and follow the latest eSports news. League managers or teams can earn revenue by receiving shares on a percentage basis of bets made on their streams or of results-bets.

- **Idea Portal**

Enthusiastic developers can use this portal to describe a project that adds value to the digital sports scene as well as receive support from members of the eSports community, to run the project onto the eByte blockchain.

- **Market Place**

Coder, Graphic Designer, Streamer, Copywriter and other service providers can use our web portal and smart contracts to market their skills to teams, league leaders and tournament organizers, receive payments in eByte and build their reputation in the eSports community.

- **Team Market**

Leagues and teams can use this online market to buy, sell, or trade team tokens and win investors for their projects.

- **Gaming Portal**

In the gaming portal, you can play with or without bets, make secure deposits and withdrawals without limits, work your way up our competitive game rankings and receive additional bonuses for successfully participating in all kinds of games. Furthermore you will be able to play all kinds of manager- and mini games in the browser or as a smartphone app and lead your club to the championship.

- **The Clubhouse**

The Clubhouse provides a free platform for the public image of your team or club, where you can visualize and organize your club, publish game dates and announcements, share information about other club activities, receive tradable collectables and adapt and professionalize your own club in different ways.

FEATURES

The eByte cryptocoin is a next-generation compensation system for the eSports community: modern, efficient and easy to use. Users can create an account on their PC or smartphone to access the eByte wallet, send and receive eBytes, and perform mining operations. By simple mining, every user contributes to the security of the network and the decentralized creation of new eBytes and can generate revenue for the league, the team or themselves.

The eByte mining process, designed specifically for eSports, requires less GPU capacity than most crypto-mining systems.

Key features of the eByte cryptocoin are:

- **Quick transactions** - The eByte cryptocoin, working based on its own blockchain, has a quicker confirmation time than Bitcoin, Ethereum and many other coins. This enables transactions to be confirmed in under a minute.

- **Worldwide payments** – Users can transfer eBytes anytime and from anywhere.

- **Security** – We protect your eByte transactions in different ways. Our expert encryption and blockchain technology guarantee secure coin transactions.

- **GPU efficiency** - eByte is GPU efficient. The eByte mining process has been developed to protect and ease the hardware in contrast to many other mining activities.

- **Decentralized** - Considering the decentralized nature of digital sports, eByte doesn't have a central authority and is not being controlled or managed by individual persons.

- **eByte mining** – Every eByte miner is important for the network. Every eSports enthusiast can create a wallet, mine eByte and strengthen the network.

CONTRACTS

Although eByte will be freely available to everyone, smart contracts will be a cornerstone of the eByte project. The integration of smart contracts in the eByte monetary system will enable secure, autonomous and accurate agreements between contract partners on the blockchain, allowing users to execute all kinds of contracts in a safe and trustworthy way.

The official eByte wallet will include predefined smart contracts that users can easily select and fill in. Generic APIs (application programming interfaces) will enable the use of smart contracts on different platforms. Using these APIs, parties can incorporate platform data such as league statistics or viewer numbers into smart contracts as contract terms. Initial eByte development will implement several standardized contract types, including:

- **Player contracts** – Contracts between a player and a team that spell out the responsibilities of both parties

- **Transfer agreements** – Contracts between teams concerning player transfers

- **League contracts** – Contracts between the league and participating teams or players

- **Awards contracts** – Contracts about the distribution of premiums to teams or players

- **Sponsorship agreements** – Contracts between leagues, teams or players and their sponsors, investors or advertising partners

- **Founding treaties** – An agreement that establishes a league or team on the blockchain

Here are two examples to show how eByte smart contracts may be used:

Awards Contract

Imagine that you operate a digital sports league and want to introduce eByte as a new monetary system for your project. The teams and players have already sent the necessary information, such as their wallet addresses. Now you need to establish the first-place awards for an upcoming competition. You open the eByte wallet and select "awards contract" from the list of available contract types. In addition to the bonus amount and distribution date, the contract asks you to provide an address for the team or player that will receive the award, information you won't have until the season ends and the winner is determined. Using an API, you can easily access league data and select the "first place of the season" indicator. After the last game, the champion's information will be automatically forwarded and you can implement the contract immediately.

Player Contract

After a team receives a bonus from the league, it shares the award among the players according to the terms of each player's contract. When a new player signs with a team, the amount of his or her compensation is set out in this contract. The player is paid in eBytes and can either sell the eBytes for dollars or euros on one of the popular crypto exchanges or use the eBytes like cash on one of the platforms that accept eBytes. We will work closely with hardware and software providers who agree to accept the eByte on their platforms, thereby making it easy and convenient for players to use eBytes to purchase equipment.

TECHNICAL DESCRIPTION OF THE EBYTE

Through simple mining, users contribute to the security of the network and the decentralized creation of new eBytes, which enables them to generate revenue for their leagues, their teams or themselves. With the new eSports blockchain, there will be a place where other eSports-targeted crypto projects can be developed. With the project progressing there will be a technical Whitepaper for detailed information about the technical specifications of the eByte project accessible for everyone.

Technical Specs of the eByte cryptocoin (not the ERC20 token for the ICO):

- Coin: Proof of Authority
- Block Time: 5 Seconds
- Block Reward: 0.35 eBytes
- POA block halving: none
- Coins generated per day: 6048
- Hash Algorithm: Ethash
- Max Amount: 47,000,000
- Amount Pre-Mined: 4,700,000 (10%)
- Pre-Mine: Genesis Block
- ETH Fork Version: Homestead

(more information can be found in a technical whitepaper)

eByte is a blockchain based, decentralized eSports-platform. The currency used for the platform monetization will be called eByte. eBytes can be purchased with credit cards and cryptocurrencies such as ETH and BTC. eByte users will be able to create clubs and sign players as members. The teams will be able to join leagues and participate in tournaments.

eSports competitions are going to be streamed on the platform and users will have the ability to place bets on matches and receive interests accordingly. Furthermore, clubs will receive interest in eBytes based upon their earnings in the network. Another part of the platform is going to be an eByte Store, where modders, steamers and caster are able to sell their services and products for eBytes. The platform will also provide a crowdfunding feature, where users can submit their proposal and the community evaluates the product to help investors in calculating its value. The eByte currency will also be used as gas, which is required for the execution of every transaction.

Wallet Security
The eByte Wallet will be a desktop application because desktop applications are standalone applications which protects from various vulnerabilities. A wallet will be developed by the following Ethereum Wallet standards and technology so it will also use the latest security features. Any support of Hardware wallets will be provided in future. The Wallet will provide a feature of account private key backup so users can recover it later with the help of a challenge key. The wallet will always run in a sandbox environment to keep it safe from other vulnerable applications running on the same computer. A certain level of penetration testing will be performed in cooperation with the Draglet security engineers but we will also encourage the public to make our developers aware of certain bugs by introducing some kind of "public bug bounties".

Smart Contracts

Every role on the platform will be backed by smart contracts. Each club will be represented by a smart contract on the platform. The players' and sponsors' identity will be managed by the smart contract on the platform. The smart contract will work as an escrow for tournament money payouts and sponsorship payments. Salaries and bonus payouts will be regulated by smart contracts as well. In order to trigger a smart contract a certain amount of gas needs to be paid by the requesting party. A part of that fee will be distributed to the escrow account of the platform. The platform will be closed for modification but remains open for extensions.

Club Currency

Clubs can have their own specific ERC-20 tokens. On some of the economy and currency regulation models will be defined by the clubs themselves. Currency created by clubs will be compliant to exchanges so that it can be exchanged to any other currency like eByte or Bitcoin.

Mining

Block time will be 5 seconds and block reward will be 0.35 eByte + the Gas consumed by the transaction in the block. If there is no transaction in the block, the miner will get 0.35 eBytes. So every minute, 4.2 eBytes will be generated. At the time of launch of the network 4.700.000 eBytes will be transferred to the current holders of the ERC20 eByte token.

Consensus Algorithm

Clique proof-of-authority consensus protocol will used for block validation. It's a very simplistic protocol, where instead of miners racing to find a solution to a difficult problem like in proof of work, authorized signers can at any time at their own discretion create new blocks. An applicant for a new signer will submit an email verification request in the wallet and fill a trust matrix that will help the existing signers to know about the applicant. So the system will notify to all existing signers through their wallets so that they can vote. A signer will get a portion of block reward and total gas fee used by the execution of transactions in the block. The Consensus algorithm is not computationally expensive for CPUs or GPUs. The platform will not get a reward on each block.

Why Proof of Authority?

Mining process is the most critical to the security of any blockchain network. We prioritized two things, security and performance. Only registered miners can become a part of the network. So attack surface is much shortened. Furthermore, the network can detect malicious miners and deauthorize them by using a proper consensus mechanism. The Block time is very low because the consensus algorithm is not computationally expensive, thus making it possible to achieve rapid transactions.

Test Network

The network will be first launched as a test network in order to observe and analyze chain size and attack vectors like malicious signers, sensoring signers, spamming signers and concurrent blocks.

EBYTE TOKEN DISTRIBUTION

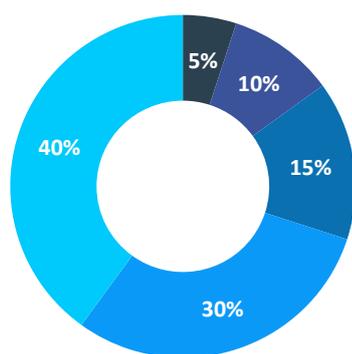Initially 10% of the eBytes (4,700,000) will be generated (pre-mined) with the release of the blockchain. 90% of the eByte coin will then be minable. In the ERC20 Token Event shares of this 10% can already be purchased in advance. The ERC-20 token will be swapped 1:1 to a fully functional and tradable eByte coin once the private blockchain goes live. The following graphics shows the distribution of the ERC20 Token amount and its proportion to the eByte coin on the blockchain.

eByte Cryptocoin

ERC20 Token Distribution

- Mining Share
- Team
- Platform Pool
- Marketing & Events
- Company Reserve
- Early Investors
- ICO & Pre-Sale
- Advisor
- Community Supporter
- Community Campaign
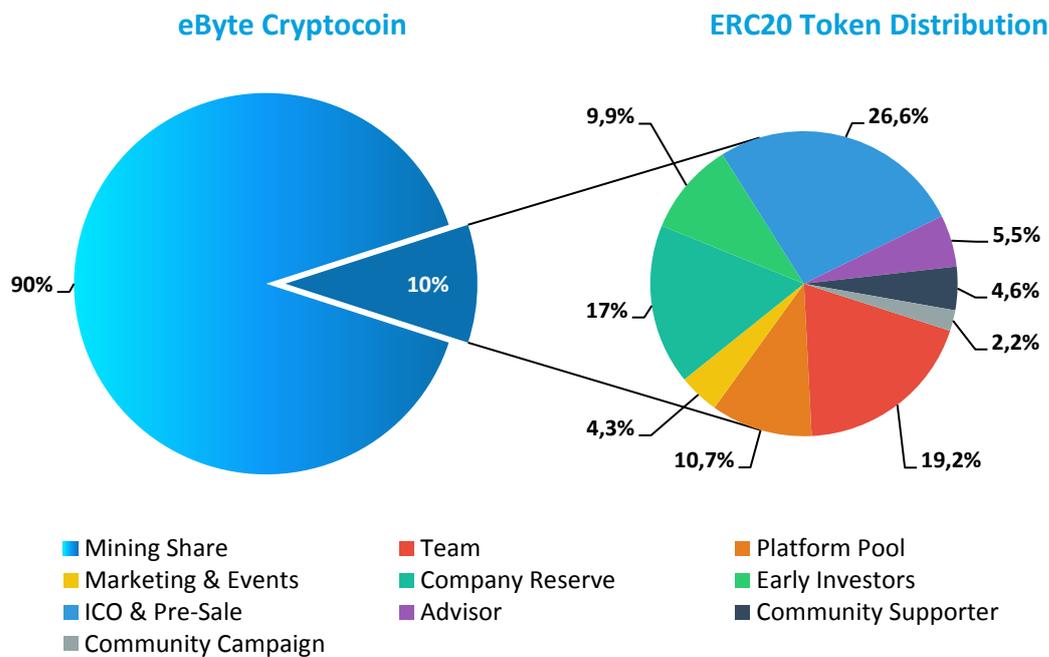
Division Token Sale Income

Token Details

- Token Name: eByte Token
- Coin Trading Symbol: EBYTE
- Token Type: ERC20 Token
- Issued Tokens: 4,700,000 EBYTE
- Max Sup. after coin swap: 47,000,000
- Decimals: 8

Token Logo

- Legal Services & Advisors
- Partnerships
- Business Development
- Marketing & PR
- Research & Development

PROJECT ROADMAP

The roadmap below displays the scheduled milestones and plans for the eByte project since 2016.

2016
Q4
O — IDEA AND VISION

2017
Q1
O — DETAILED CONCEPT

2017
Q3
O — NETWORK & PARTNERS

2017
Q4
O — COMPANY & FOUNDATION

2018
Q1
O — PRIVATE PRE SALE

2018
Q2
O — FEASIBILITY STUDY

2018
Q2
O — REQUIREMENTS ENGINEERING

2018
Q2
O — PUBLIC PRE SALE

2018
Q4
O — PUBLIC SALE (ICO)

2019
Q2
O — DEVELOPMENT EBYTE CORE PRODUCTS

2019
Q3
O — INITIAL EXCHANGE OFFERING (IEO)

2020
Q1
O — EBYTE ESPORTS BLOCKCHAIN DEVELOPMENT

OUR TEAM

An undertaking like the successful development and implementation of the eByte project requires the hard work and expertise of many talented people. Our leadership includes:

Daniel Tewes

CEO & founder, project management, external communication

19+ years of experience as Entrepreneur with main focus on Project Management. Providing executive management and business operations expertise. He's a blockchain enthusiast and a passionate gamer leading his own eSports club.

Thomas Braum

CEO & founder, project management, external communication

Experience in gaming since the Atari area. Leading an eSports team. Entrepreneur with main experience in Sales Management. Solid working knowledge of budgeting, business development and strategic planning. True blockchain addict.

Tim Lindlar

CIO & co-founder, project management, software development

10+ years of activity in the eSports industry. Bachelor's degree in Computer Science with main focus on Parallel Computing and Risk Management. Several years of experience in Software Engineering, Web Development and Online Marketing.

Our team includes:

N. Rau

CTO / Web-Development

Bachelor's degree in Computer Science. 8+ years of practical experience in system and network administration with focus on virtualization, IT security and operating systems. Several years involved in web development.

L. Hörseljau

CDO / Web-Development

6+ years of experience as Software Engineer and Web Developer. Successfully implemented projects based on HTML5, CSS3, PHP7 and C#. Favours frameworks like AngularJS and JQuery. REST API lover.

R. Zug

CMO / Marketing

Avid eSports enthusiast. Experience in marketing activities for over 4 years. Studying Sports Management focusing on B2B communications. Founder of Konzept Backhaus Marketing.

R. Wyss

Business Development

7+ years of experience in accounting and project management. Gamer and active in eSports for more than 15 years. Studying Business Administration in an international program.

D. Leonhardt

Community Manager

Head Manager of the biggest German eSports organisation. Worked for Activision and Fnatic on event promotions. Several appearances on stream as expert and analyst. 10+ years of experience in the eSports industry.

A. Aaltonen

Marketing Strategy

Aleksi has a long history as an entrepreneur from the early internet to blockchains and ICOs. Startups/ Marketing/ Tech/ Investing. Always open to new ideas and projects.

N. Sethi

Public Relations

A seasoned marketer with 6+ years of advertising & community building experience. Director of Marketing at Morpheus Network. Associated with IBC Group and other successful Token Sales including Blockgrain, Pareto, Lamden, Globitex and Paragon.

Dr. med. M. Lindlar

Medical Advisory

Markus Lindlar MD, scientist at the German Aerospace Center and university lecturer with main focus on eHealth, physical and mental fitness and performance, quality management. Working group leader „Digital Health". Board member in diverse medical associations.

T. Frett

Strategic Planning

9+ years of experience in development of innovative products and scientist in the field of human research in aerospace medicine and eHealth. Master´s degree in Biomedical Engineering and project member in several studies together with national space agencies (NASA, ESA).

M. Roth

UI- / UX-Design

8 years of activity in eSports, active Youtuber and part time Streamer on Twitch. Educated interior designer and graphic designer, 10+ years of experience in image editing specializing in Photoshop. Currently student of mathematics and pedagogy.

N. Otte-Krone

Software Development

10+ years of playing FIFA (5+ years in eSports Scene). Developer of a few gaming communities especially FIFA and F1. Bachelor's degree in Economic Computer Science with main focus on eBusiness. Programmer and Project Manager for a few years.

... EXPANDING OUR TEAM

Join our Discord

An undertaking like the successful development and implementation of the eByte project requires the hard work and expertise of many talented people. Because of this we are constantly expanding our team.

PARTNERS & ADVISORS

Along with service providers of all kinds, our eSports community includes leagues, teams and players - well over 45,000 people in total - and this number is growing rapidly. Our advisors actively work with our team to optimize the technologies used, token economics and the operation of our project.

Draglet	*A. Hellinger*
Technical Advisor	Legal Advisor

Draglet is a blockchain service provider with many years of experience, whose origins go back to the beginning of Bitcoin and Ethereum technology. The company provides its know-how worldwide.

CRYPTO LEGAL is the German place to go for legal and tax related questions on cryptocurrencies, smart contracts, DAOs, bitcoins or blockchain.

Visit the advisor website   Visit the advisor website

Our Partners:

Here you will find an excerpt of our partners. For a full list of leagues, teams, players and service providers, visit our eByte homepage ebyte.sale.

Tenerife Top Training	**German eSport Bundesliga**	**energy-WAVE e.V.**	**The Reality**	**Stage5-Gaming**
Panthers Gaming	**Pro Clubs League Germany**	**We are One eSports**	**Maroti Gaming**	**Clanarts Designs**

… See more at ebyte.sale

CONCLUSION

As the popularity of digital sports grows among players and viewers—with matches filling stadiums, streaming live and airing on cable television—eSports is attracting serious attention and support from major brands, real sports organizations, and other investors. Today, eSports is not only a worldwide recreational phenomenon, it is also well on its way to becoming a multibillion-dollar industry. Despite its current popularity, however, the ultimate potential and continuing growth of eSports face three key obstacles:

- **An established** way to fairly compensate all eSports participants—from players to teams to service providers—for their contributions.
- **A trustworthy** way to execute secure contracts that formalize agreements and spell out responsibilities between various eSports participants.
- **Easy-to-use** platforms and portals that offer multiple ways for more people to benefit from and participate in eSports.

<div align="center">

The eByte project solves these problems.

</div>

About eByte

eByte is a blockchain-based, decentralized eSports platform. The eByte project will create an internationally accepted and widely used compensation system for eSports. The new cryptocurrency that will monetize the eByte platform is also called eByte. With the development of the eByte blockchain, plus the creation of in-wallet executable smart contracts and a variety of innovative platforms and portals, the eByte project ensures participating leagues, teams and players a fair compensation for their performance and commitment while preserving the decentralized nature of digital sports. Learn more at ebyte.sale.

The Future of eSports

Companies like Visa, Coca-Cola and Red Bull have a strong commitment to eSports, and partnerships between traditional sports franchising and eSports franchising are becoming more and more regular. In the United States, teams like the Philadelphia 76ers and Miami Heat invest in eSports, and European soccer teams like Paris Saint-Germain (France) and Manchester City (UK) have taken players under contract for their representation. And in April 2017, the Asian Olympic Council announced that eSports will be an official medal sport at the 2022 Asian Games in Hangzhou, China. Although eSports still is a worldwide recreational phenomenon, it's on its way to becoming a multi-billion dollar industry.

Participate Now

Be a part of the international eSports compensation system of the future!

SAVE YOUR

SPOT NOW!

VISIT

EBYTE.SALE