

# Platform Infrastructure Architecture

Persistent relational continuity across orchestration, attribution, and interaction environments

Persistent relational continuity maintaining attribution and participant-state continuity across interaction environments

CONTINUITY INFRASTRUCTURE LAYER · PERSISTENT RELATIONAL CONTINUITY

## Persistent Relational Continuity Layer

User Identity Graph

participant state

Interaction Records

cross-session state

Behavioral Data

cross-party activity

Engagement Analytics

attribution signal

Attribution and participant-state continuity persist across identity-linked interactions

IDENTITY ORIGIN

### Identity + Value Initiation

User-to-user attribution and origination

origin signal

PWA-Based Delivery

ORCHESTRATION

### Orchestration Layer

Identity initiation & contextual attribution

US 9,830,627

Customized Electronic Gift Product

Initiation

Attribution

Contextual routing

Session continuity

Contextual messaging attached

message + transaction context



CONTINUITY ANCHOR

Identity Persistence Bridge

## Identity Persistence & Continuity

Persistent attribution and participant-state continuity.

Continuity state

Attribution memory

EXECUTION · INTERACTION ENVIRONMENTS

### Execution Layer

Wallet persistence & redemption continuity

US 11,941,606

Digital Wallet & Redemption System

Wallet continuity

Redemption

Merchant

Reloads & alerts

Digital Value Objects

wallet artifacts

Merchant & Network

redemption

Alternative Rails

crypto / optional