

“Soon, it’s going to get to the point where there is no way that we can actually detect [deepfakes] anymore, so we have to look at other types of solutions.” – Hao Li, Professor at University of Southern California

Advances in digital media altering technologies (“deepfakes” and “synthetic media”) and their potential impacts are triggering widespread concern among politicians, media, businesses, consumers, and academics. The consequences of high-tech counterfeit media spreading disinformation are significant: fraud, manipulation, deception, conflict, and influence.

Businesses are increasing their reliance on digital media to substantiate workflow processes. The growing ease of altering digital content will compel industries to establish chain-of-custody solutions to protect authenticity of their digital assets.

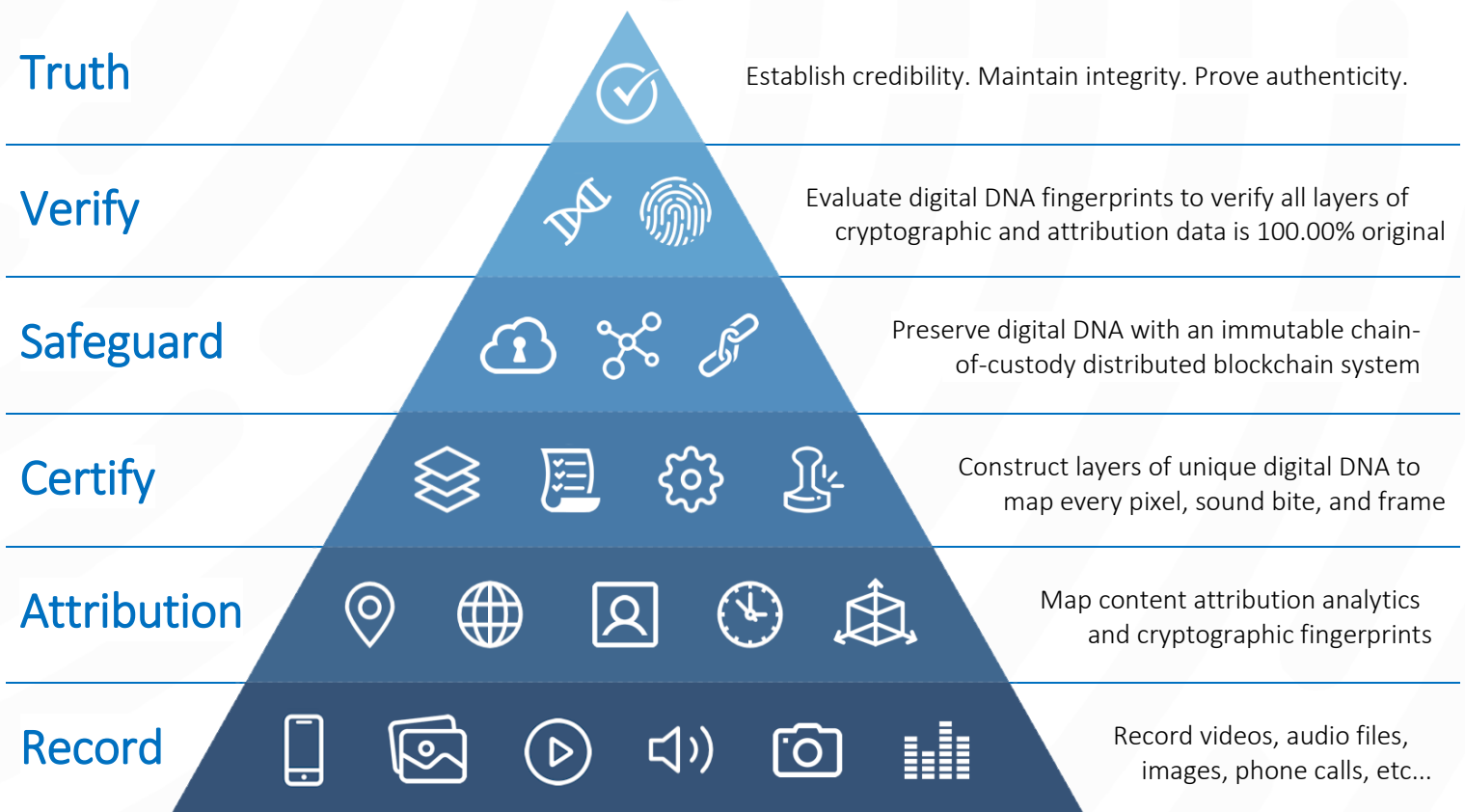
The challenges of synthetic media have entered the national conversation and the tech industry is facing mounting pressure to solve them. The predominant efforts by leading tech companies have focused on various forensic techniques to identify and discredit counterfeit content. Although defense is vital in the fight against deepfakes, it’s a battle that can’t be won. The volume, velocity, and sophistication of synthetic media will continue to accelerate and outpace all types of forensic efforts.

The only solution to win the long fight against synthetic media is to go on the offense and protect the credibility and integrity of digital assets from end-to-end. Every video, image, and audio must be recorded and protected in a manner that makes them impossible to modify or manipulate without detection.

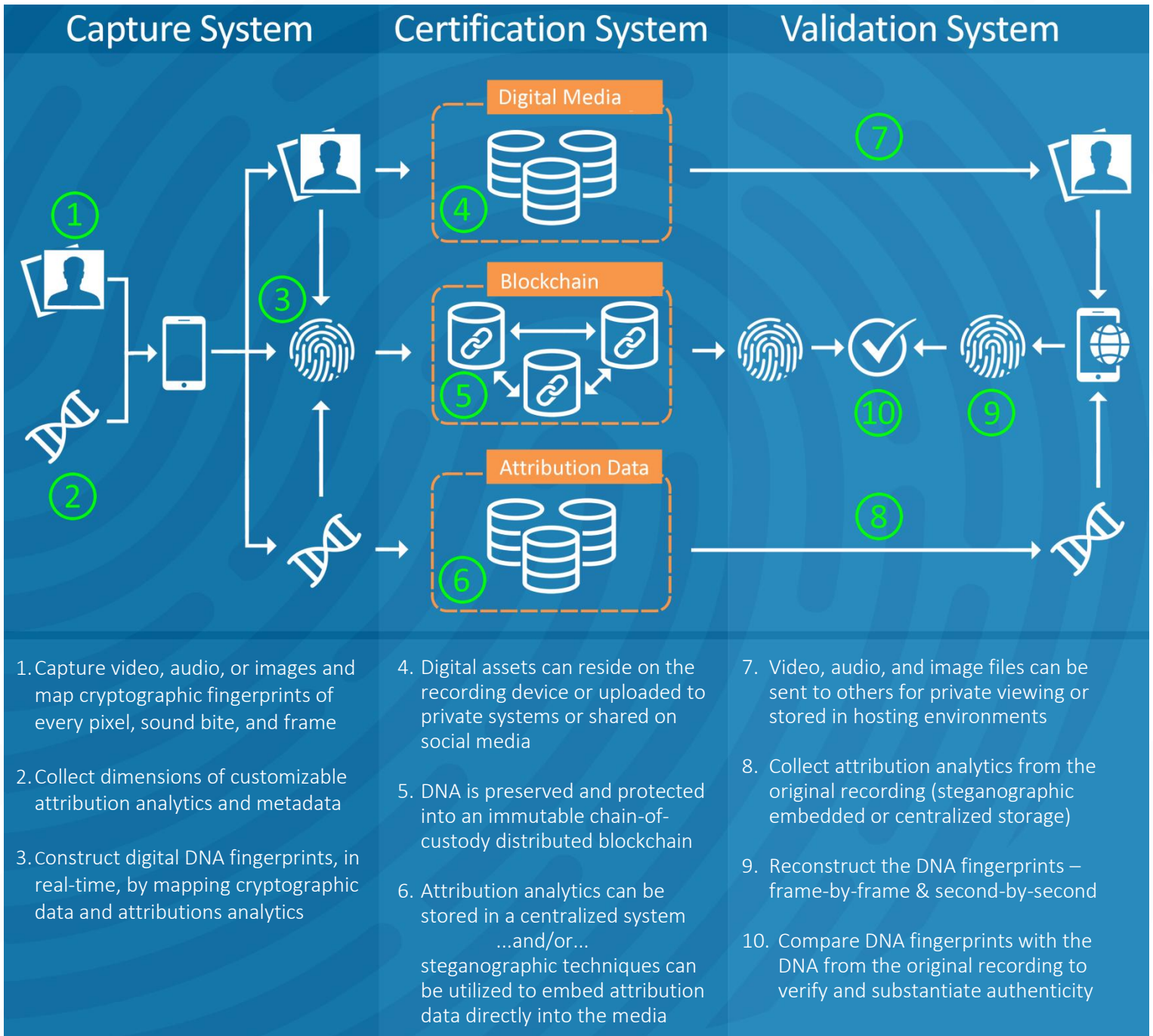
The internet needs a notary to protect digital media. DeepTruth is the solution.

DeepTruth’s multi-patented framework records unbreakable media by constructing cryptographic DNA fingerprints—second-by-second. The DNA maps every pixel, sound bite, and frame, during recording, while simultaneously layering dimensions of content attribution analytics. The fingerprints are preserved, in real-time, to an immutable distributed blockchain ledger.

The integrity and authenticity of digital assets can be verified, at any time, by reconstructing the digital DNA fingerprints and comparing it to the original DNA. If any sub-second of a digital asset has a single pixel modified or sound bite altered or any of the dimensions of content attribution data changed, it will be flagged. Here is the hierarchy of DeepTruth’s protection:



DeepTruth provides the framework to build flexible and scalable solutions. Our innovations are disruptive and our intellectual property has the capacity to transform markets/industries and dramatically shift competitive advantages. Here's our system:



U.S. Patent #10,348,505 – Systems and techniques for validation of trusted media data

U.S. Patent #10,355,865 – Systems and techniques for certification of trusted media data

U.S. Patent #10,560,261 – Systems and techniques for capture of trusted media data

U.S. Patent #10,853,456 – Authenticating media data based on steganographic and blockchain techniques

U.S. Patent #11,055,384 – Validating media data based on steganographic and blockchain techniques

DeepTruth is interested in licensing or selling our platforms. Visit us at www.deeptruth.com or email info@deeptruth.com.