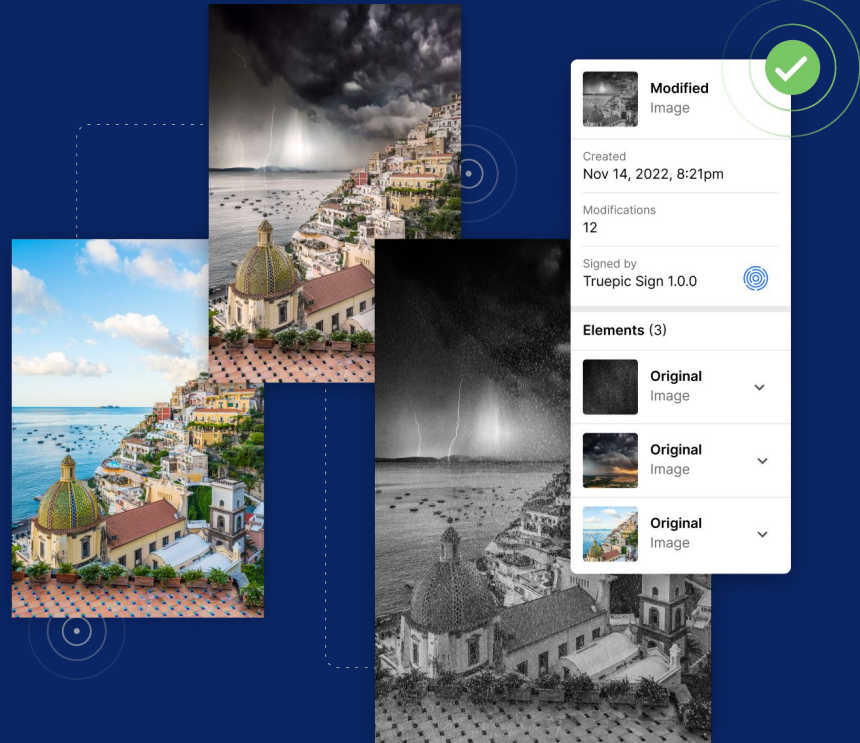




Authenticity Infrastructure for the Internet

Backed by leading investors:



Authenticity in Content Matters



Syria's president intensified on Thursday his attacks against Western accusations that he had used chemical weapons bombing last week on civilians, including dead and convulsing children.

In his first interview since the April 13 attack on Khan Sheikhoun that killed more than 80 people and outraged the world, President Assad doubled down on the government's denial, contending without evidence that the videos were a pretext for an American retaliatory strike.

"We don't know whether those dead children were killed by Assad or by the West," Mr. Assad told Agence France Presse in an interview from Damascus. "Were they killed by Assad or by the West?"

The decision by the increasingly isolated Assad to give an interview to a Western news organization was a calculated risk, his best option, even if the odds were stacked against him. The evidence, was to repeatedly deny the charges, the worst in the six-year-old Syrian war.

Medical examiners in Turkey, where the victims were taken, have said that the videos showed children attacked with sarin, a lethal nerve agent, that Syria had claimed to have eradicated.

The interview with Mr. Assad was a calculated risk, his best option, even if the odds were stacked against him. The evidence, was to repeatedly deny the charges, the worst in the six-year-old Syrian war.

A report from the official Syrian Arab Republic news agency said it had no evidence of an attack but said it had



WASHINGTON – U.S. intelligence officials said Thursday they have evidence that Russia is planning to develop a propaganda video that will depict a fabricated attack on its troops that will then be used as a pretext to invade Ukraine.

Senior administration officials speaking on the condition of anonymity said the video will likely depict graphic scenes of a staged false explosion with corpses, actors depicting mourners, and images of destroyed locations and military equipment.

The military equipment used in the fabricated attack will be made to look like it is Ukrainian or from allied nations, the officials said.

U.S. officials believe that Russia will release the fake video publicly to make it appear that Ukraine is a threat to Moscow's security and to



The "Liar's Dividend"

“Deep fakes will make it easier for liars to deny the truth in distinct ways. A person accused of having said or done something might create doubt about the accusation by using altered video or audio evidence that appears to contradict the claim.”

“Liars aiming to dodge responsibility for their real words and actions will become more credible as the public becomes more educated about the threats posed by deep fakes.”

-Robert Chesney University of Texas School of Law
-Danielle Keats Citron University of Virginia School of Law



Truepic is designed to power authenticity & transparency for the
2+ trillion digital images created each year.

Provenance in Action: Sensitive Documentation Globally



Before



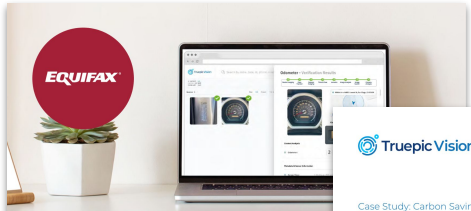
After



Validated media

- Government, law enforcement, and accountability efforts today rely digital content for decision making
- 1,500+ images captured in 8+ cities
- 10+ investigations opened throughout Ukraine with provenance based image
- First “glass to glass” use for accountability documentation

Provenance in Action: Powering Future of Business



Automate underwriting with verified odometer images

Instantly collect accurate mileage and vehicle identification from policyholders. Truepic Vision's image authentication platform enables insurers to accurately verify vehicle possession, location, and mileage values. Contactless odometer and VIN extraction enables precise vehicle information to be instantly collected, which establishes a frictionless customer experience.

Simple, fast, and accurate verification
Captured images are served back to insurers in real-time with 20+ authenticity checks, saving significant time and cost. Truepic Vision's technology helps reduce premium leakage by verifying images with 100% accuracy, which improves auto insurance risk assessment with both speed and trust.

Authenticated image technology is cost-effective, improves risk assessment, and streamlines processes.

- Increase Trust**
Manage risk with tamper-proof images & real-time transparency
- Save Time**
Lower request and completion cycle times
- Improve Accuracy**
Verify vehicle possession, location, and odometer values

Call your Equifax representative to book a demo today.
equifax.com/business/product/truepic-vision/

Truopic Vision + EXL

Case Study: Carbon Savings in Insurance

EXL and Truopic Estimate the Prevention of 2.5 Million Pounds of CO₂ Emission for Insurers in 2022



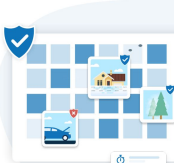
Climate Friendly Innovation Across Insurance

EXL Service Holdings, (NASDAQ: EXLS) a leading operations management and analytics company, and Truopic, the leader in digital image provenance and authenticity, teamed up to innovate insurance inspections while reducing carbon footprints by digitizing claims with authenticated imagery.

With image authentication technology, EXL is helping its customers to empower end-users to self-document their claims, inspections, underwriting, etc. All virtual inspections were provided by over 20 computer vision, fraud detection, and AI-powered tools on digital media. This innovation has dramatically reduced carbon footprints associated with insurance inspections by removing the associated transportation emissions of in-person inspections.

IN 2022, EXL AND TRUOPIC ESTIMATE:

- Prevented over **3.5 million** pounds of CO₂ from being emitted
- Across **76,000** virtual inspections in the United States and Canada
- Reducing wait times for insurance inspections by over **3 days** per inspection



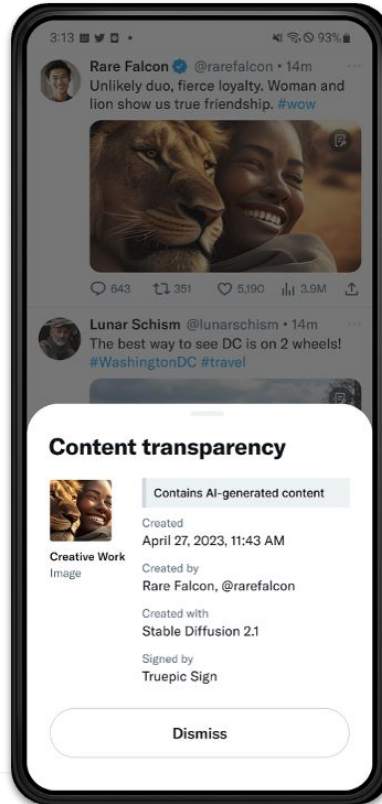
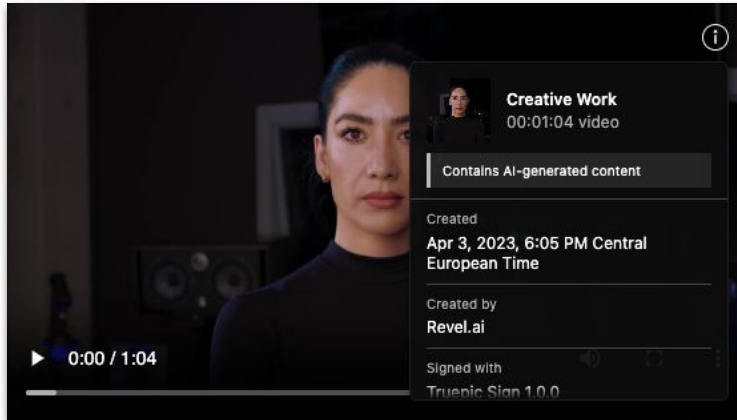
- Private Industry has digitized.
- Authenticity, transparency, and trust in digital content are now a necessity.
- Truepic deploys provenance based solutions to hundreds of businesses around the world.

EQUIFAX

EXL

 **Warranty Inspection Services**

Transparent Social Media and Synthesis



- Transparency and authenticity can be introduced to social media via the C2PA standard.
- Synthetic media, including Deepfakes, can be transparently labeled directly from the creating platform to mitigate deception.

Transparency Will Be Best Practice ... C2PA is Differentiated

The C2PA Open Standard is best positioned as the only interoperable method of transparency



C2PA Meets Regulation:

- Interoperable
- Tamper Evident
- Multiple formats
- Opt In
- Provenance chain
- Scalable
- Do not train
- Stable



THE WHITE HOUSE

Trust

5) Develop and deploy mechanisms that enable users to understand if audio or visual content is AI-generated, including robust provenance, watermarking, or both, for AI-generated audio or visual content

Companies making this commitment recognize that it is important for people to be able to understand when audio or visual content is AI-generated. To further this goal, they agree to develop robust mechanisms, **including provenance and/or watermarking systems for audio or visual content...**



European Parliament

Article 52: Transparency obligations for certain AI systems
Providers shall ensure that AI systems intended to interact with natural persons are designed and developed in such a way that natural persons **are informed that they are interacting with an AI system.**



info@truepic.com

