

ABOUT SWEAR



Here are useable snippets about Swear for your convenience, offering a snapshot of our commitment to reshaping the digital media landscape. Feel free to use these concise statements to share our pioneering efforts in safeguarding authenticity and integrity. For more detailed information to use in press or media please contact us at press@swear.com.

Swear is restoring trust in digital media by proactively protecting original content against manipulation, ensuring every piece of media remains as authentic as its creation.

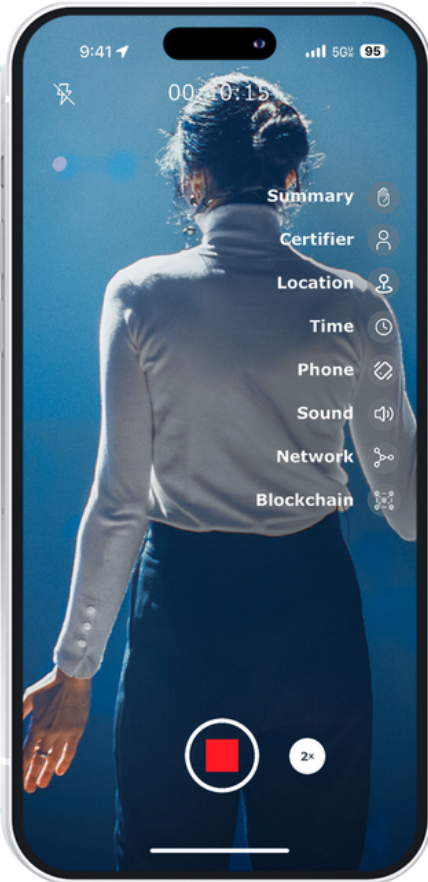
Swear is leading the charge against synthetic media. Utilizing advanced, multi-patented technology, Swear provides real-time protection for digital content, embedding authenticity at the time of creation. Swear is setting a new standard in digital integrity, infusing the truth into every pixel of content from the outset.

Swear is on a mission to safeguard the authenticity of digital media to foster a transparent global information ecosystem. Employing a unique blend of steganography and blockchain technology, Swear forms an unbreakable defense against forgeries. Every creation secured by Swear's multi-patented technology is protected with immutable, cryptographic watermarks, guaranteeing its originality. This process not only defends against tampering but also provides an irrefutable record of the truth that restores confidence in the digital media landscape. Swear's vision is to maintain the core of truth in our digital stories—at every lens—one authentic piece at a time.

HOW SWEAR WORKS



Here is a brief overview of how Swear technology works. For a detailed demo or assets to use in press or media, please contact us at press@swear.com.

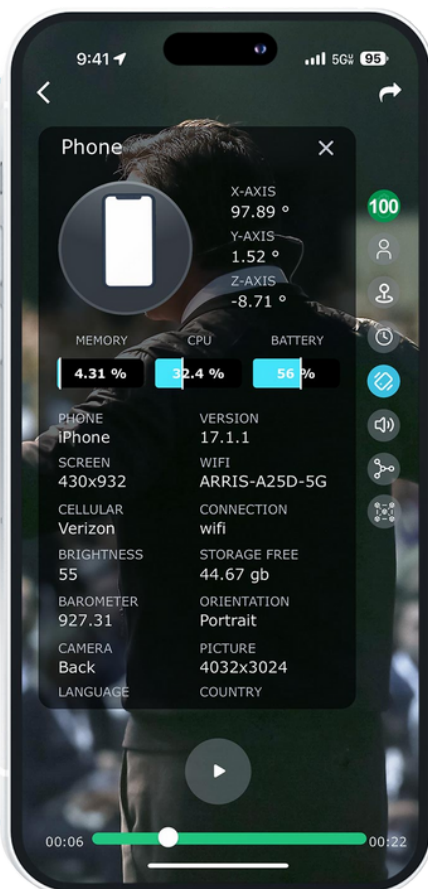


CAPTURE

As media is captured, Swear gathers a multidimensional set of authentication data, crafting a comprehensive story of the media's origin—its when, where, and how. Swear natively collects nearly 100 unique data points, from time and location to system specifics and user credentials.

This data isn't just recorded; it's embedded invisibly within the media, transforming each piece into a self-contained proof of authenticity, carrying its verifiable history wherever it travels.

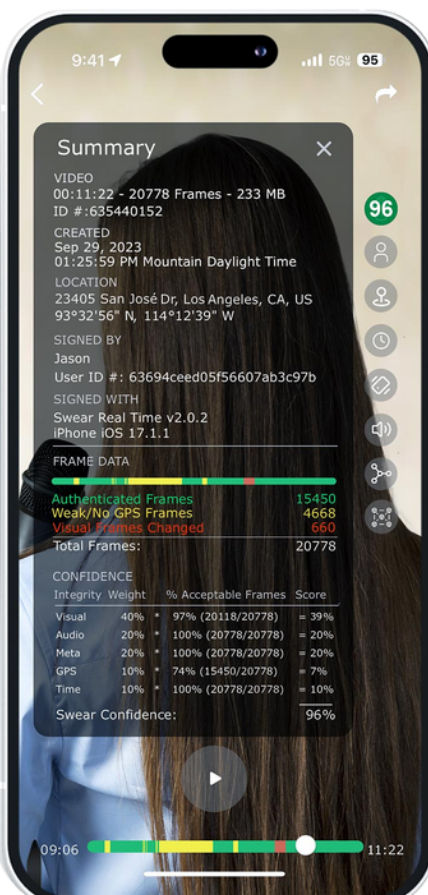
Swear is accessible via mobile app or can be integrated with systems—from body cams to security systems.



PROTECT

In the act of recording, Swear is actively encoding cryptographic fingerprints, a digital DNA, for every pixel, frame and sound byte of video. This digital DNA is as intricate and distinctive as its biological counterpart, detailing the content's unique attributes.

Cryptographic hash functions provide unique individuality, ensuring no two pieces of content can ever be undistinguishably similar. As each fingerprint is created, it's embedded into a decentralized blockchain ledger—an unbreakable protection against tampering, safeguarding the provenance of content.



VALIDATE

When digital media circulates, Swear scrutinizes the content, flagging any discrepancies or manipulations with crystal-clear transparency.

Each viewing triggers a re-creation of the media's unique digital DNA, which Swear then cross-references with the original fingerprint secured on the blockchain. Every soundbite, every pixel, is accounted for. Swear reveals any disparities, assigning a "confidence score" to communicate the extent of any alterations.

With Swear, the integrity of media is visibly, demonstrably certified.



Jason Crawford

Chief Executive Officer

Jason, a seasoned entrepreneur and digital media authenticity expert, currently serves as the CEO of Swear. With a mission to safeguard the truth through unbreakable blockchain-protected media, Jason boasts 25+ years of startup expertise. His portfolio includes managing over 100 global systems and designing mobile solutions, accumulating an impressive 35 million+ downloads worldwide. Notably, he founded Treetop Technologies, later acquired by MobileDataForce in 2008.



Pete Vomocil

Chief Marketing Officer

Pete, an accomplished executive and the CMO of Swear, brings profound knowledge in technology commercialization, business strategy, and data analytics. At the core of his philosophy is the belief that authenticity is a fundamental human right, especially in our digitally driven era. With over 20 years of experience, Pete has successfully driven profitable growth in various business sectors. His executive roles at leading technology firms, including Pyramid Analytics, MetaGeek, Truckstop.com, and TakeShape, Inc., underscore his commitment to shaping a truthful digital landscape.



Shelley Bennett
Chief Operating Officer

Shelley, the COO of Swear, contributes over 15 years of comprehensive business management experience. Her versatile career spans public relations, project management, and team building. In addition to her primary role, Shelley serves as a board member for both Land Trust of the Treasure Valley and the Crane Creek LGA. As an entrepreneur, she has founded two companies specializing in event management, political consulting, and project management. Shelley's dynamic background complements Swear's commitment to authenticity and innovation.