

# Discover the Future of Digital Video Authenticity

Blockchain-Based Authenticity for Digital Content

● SOLUTION BRIEF

## A New Threat

As AI advances, creating hyper-realistic deepfakes and synthetic media has become easier and more widespread. The security industry is struggling to keep up, leading to a flood of manipulated content that is difficult, if not impossible, to detect. This puts businesses, governments, and society at risk of misinformation, fraud, and repetitional damage.

Current forensic methods are reactive and often inadequate. There is a growing need for a solution that can verify the authenticity of digital content from the point of capture with a chain of custody that can stand up in court.

## The SWEAR Solution

SWEAR offers an advanced content authenticity platform integrating cryptographic watermarking and blockchain technology directly into surveillance and security hardware. This solution provides real-time protection against unauthorized alterations and ensures that every frame, pixel, and soundbite captured is preserved with an immutable record of authenticity.

By mapping these security measures at the moment of capture, SWEAR delivers a proactive defense against the growing threats of digital manipulation.



**12 Approved Patents**

## Benefits

**Enhanced Security:** By ensuring that every piece of footage is protected from the moment of capture, SWEAR significantly reduces the risk of tampering and manipulation, thereby bolstering the security and reliability of surveillance systems.

**Trust and Transparency:** SWEAR provides an irrefutable record of authenticity that can be used in legal, security, and investigative contexts, ensuring that the captured content can be trusted and relied upon.

**Future-Proof Protection:** As deepfake technology evolves, SWEAR's proactive approach ensures that your digital assets are safeguarded against even the most sophisticated manipulation techniques, securing the future of digital content authenticity.

## How it Works

**Content Delivery:** Secure distribution of assets ensuring the authenticity is preserved from creator to consumer.

**Tracking:** Provides a chain of custody, crucial for industries like journalism, law enforcement, and surveillance.

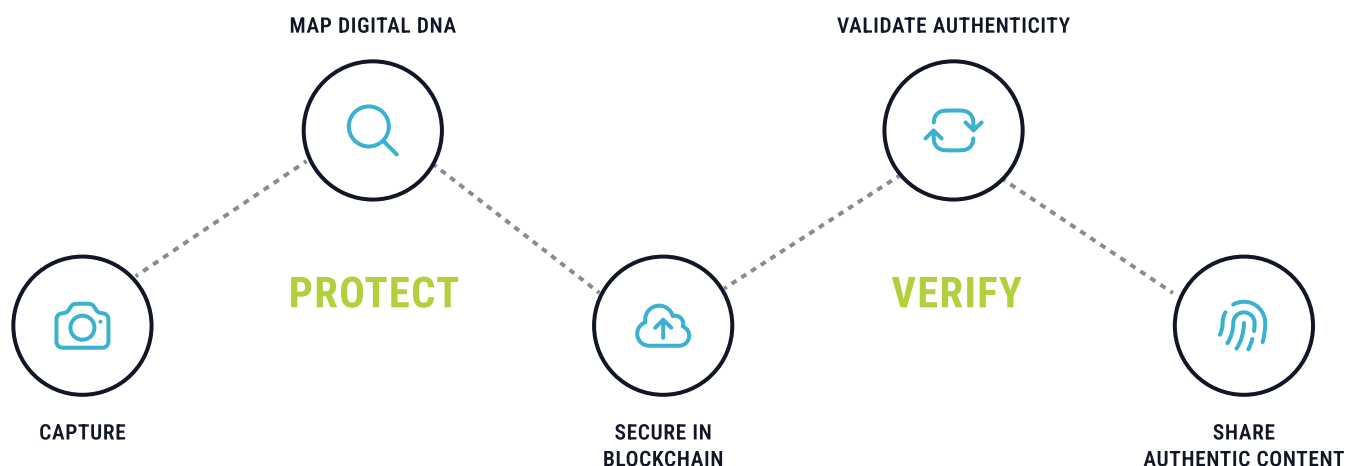
**Management:** Helps organizations manage their digital assets by ensuring their content is protected and verified at every stage.



**8+ Years of R&D**

# Swear's Process for Content Protection

End-to-End Immutable Chain of Custody



## Key Benefits



### Capture and Protection

SWEAR'S technology works at the point of creation, mapping cryptographic fingerprints into the footage as it is captured. This ensures that the content remains untampered and authentic from the outset.



### Immutable Chain of Custody

All data captured is written into a secure blockchain ledger, creating an unbreakable chain of custody that verifies the integrity of the content at any point in the future.



### Tamper Detection and Alerts

SWEAR's system continuously monitors the integrity of the captured data. If any alteration is detected, it immediately alerts relevant stakeholders, preventing the spread of manipulated content.

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