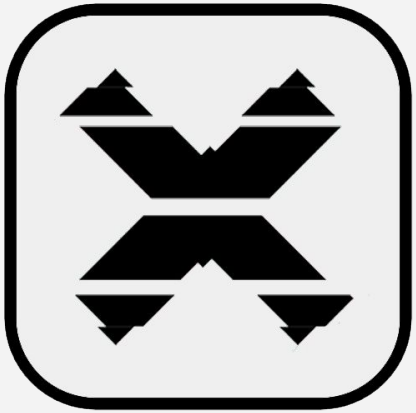
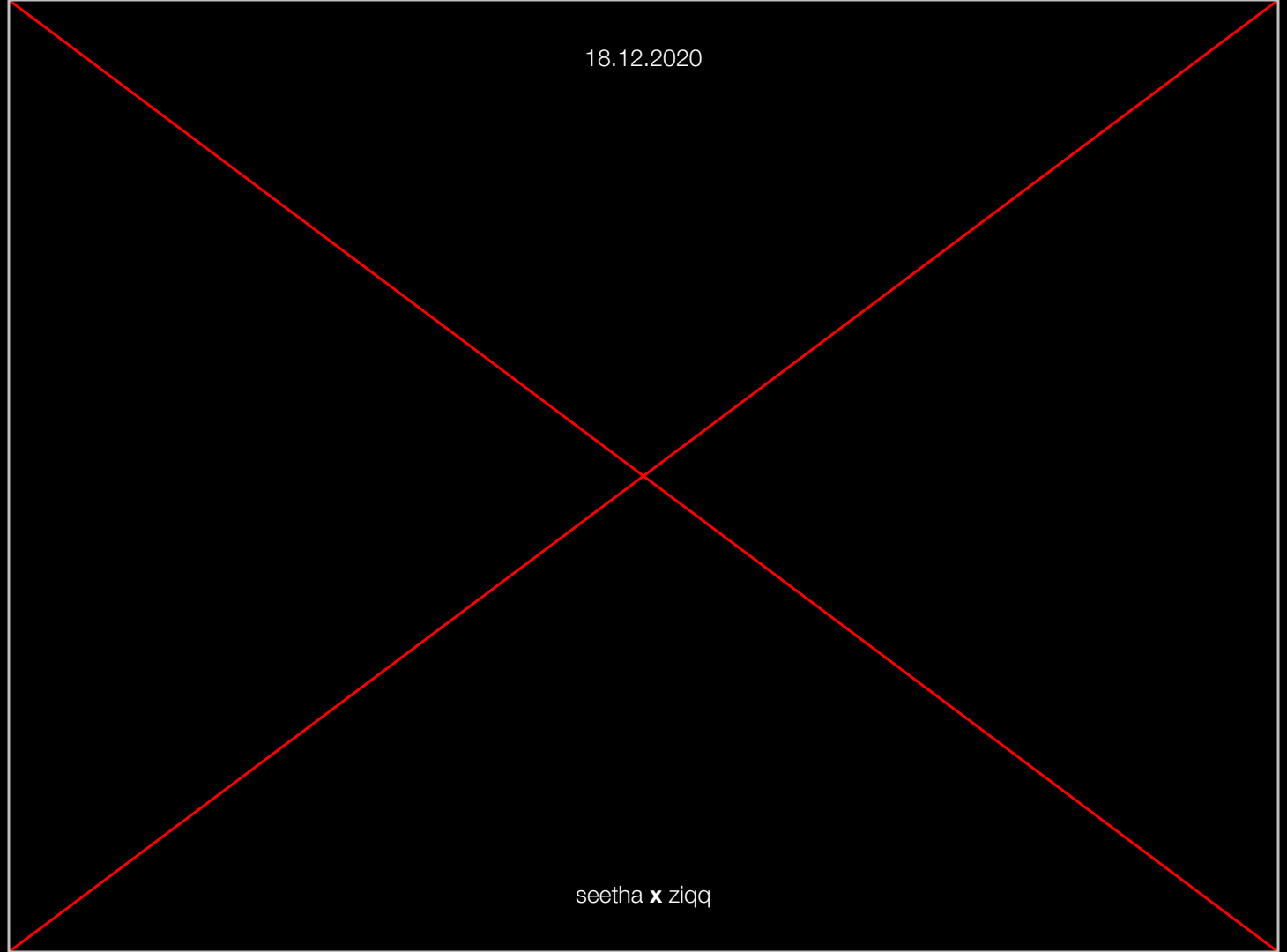
18.12.2020



seetha **x** ziqq

18.12.2020

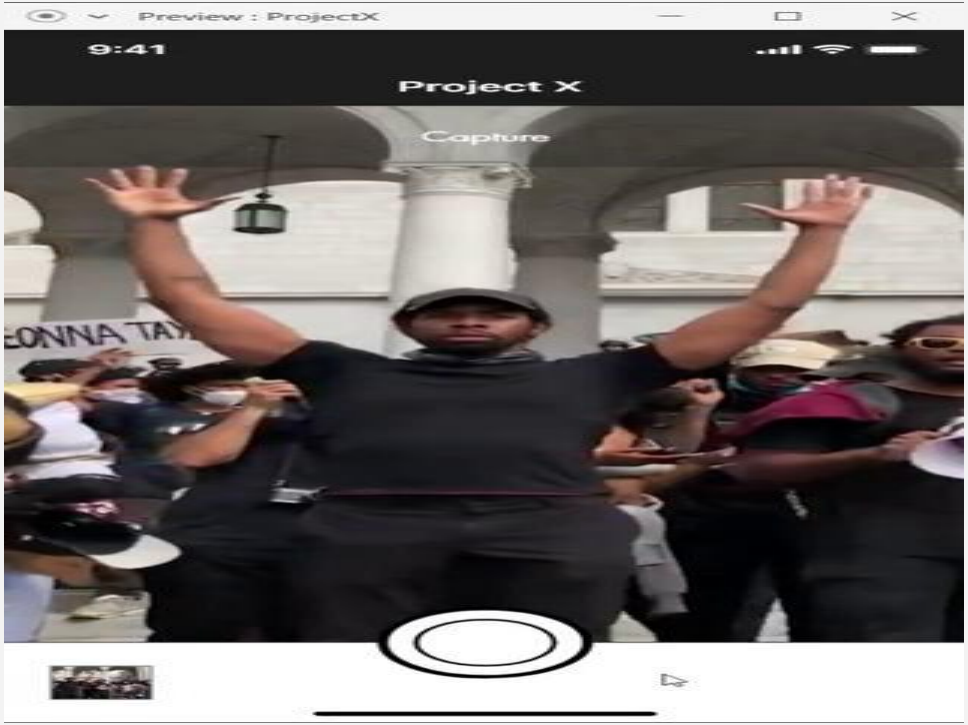


seetha **x** ziqq

18.12.2020

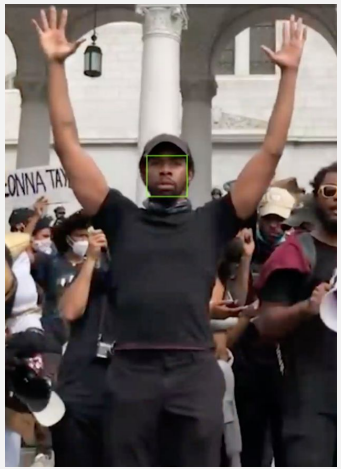
A quick click-through demo mock-up of ‘Project X’ camera app.

seetha **x** ziqq

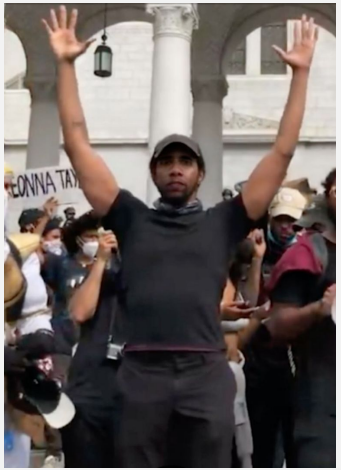


Feature 1: Anonymising <u>others</u>.

Using our deep-fake and facial recognition technology, we replace the faces of people with faces of people that do not exist so as to anonymise others.



Without ‘X’

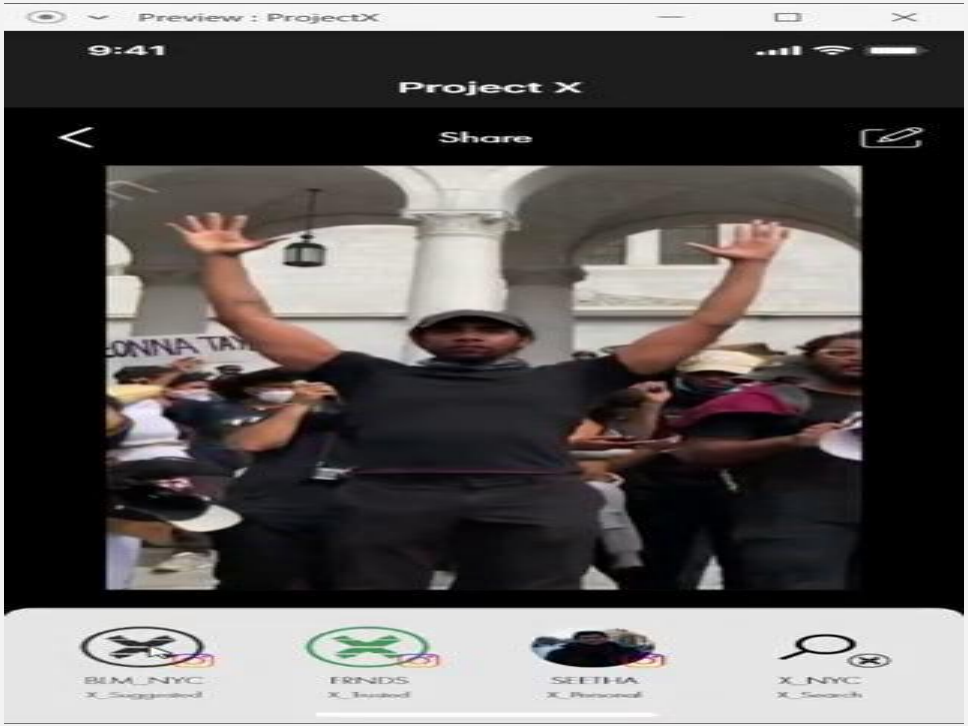


With ‘X’

With other apps

Feature 1: Anonymising <u>others</u>.

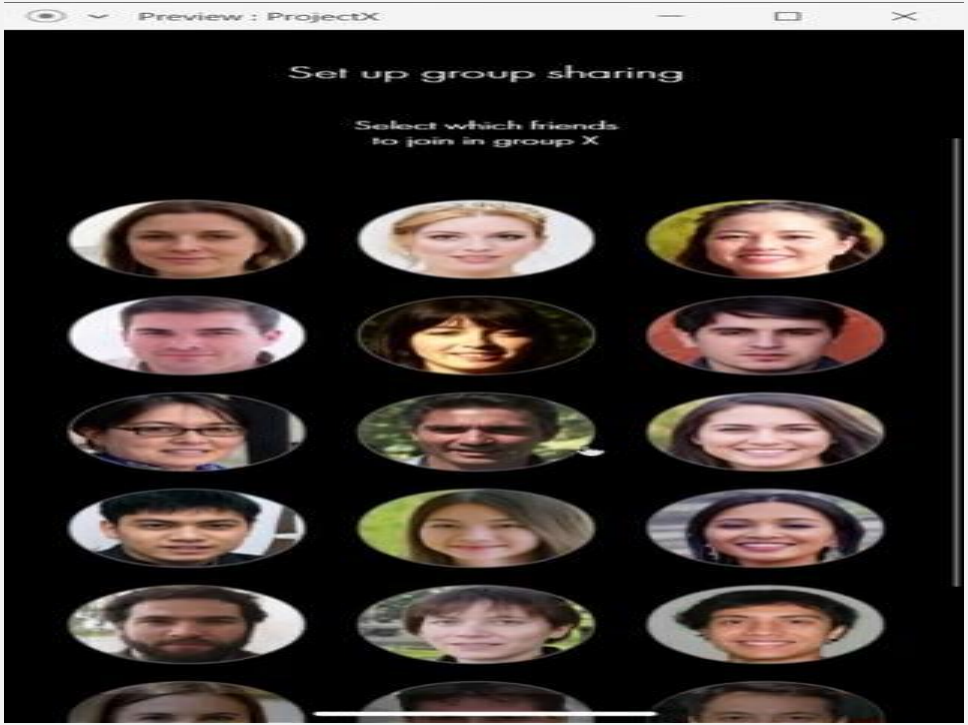
How is this different from other apps that blurs your faces? Well, ours retain your raw emotions and feeling of the video which helps build empathy around the situation instead of blurred faces and blobs of colors.



Feature 2: Anonymising <u>you</u>.

Now that you have captured your content. You can connect ‘Project X’ to your social media accounts to share with others in a safe and protected way.

1. Our **suggested account** which we have created based on your location and other intelligence we have collected. Essentially posting under the guise of the suggested account and protecting your identity.

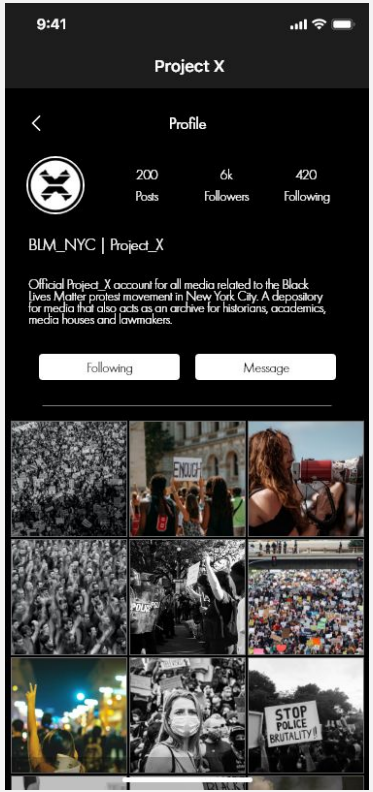


Feature 2: Anonymising <u>you</u>.

2. Or pick your close and trusted friends and create a special '**Trusted X**' group to share private content for their eyes only.

Feature 2: Anonymising <u>you</u>.

3. Or lastly, have the option to share it on **your own social media account**. Your content, you are still in control.



Feature 3: Depository of historical events.

As you capture content and post it under our suggested accounts, you are helping us build a depository of historical evidence of an event.

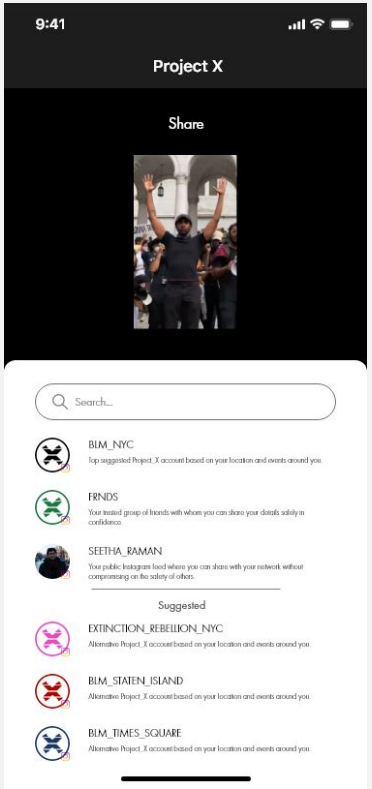
If any of your content could assist in the court of law, we would first seek your permission to execute a reversal, using data from your device, which will reveal the original identities of the persons in your videos.

18.12.2020

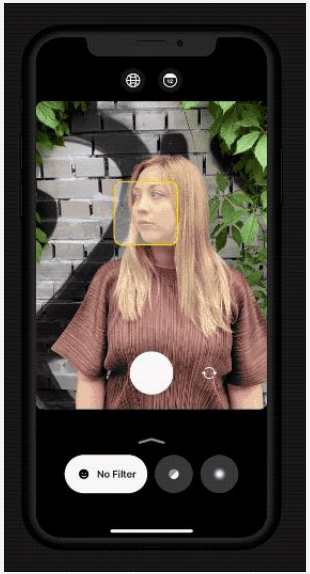
Tech Specs / Technical Handover

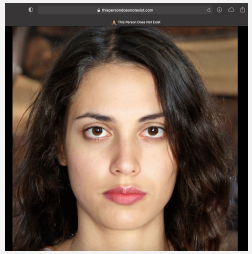
seetha **x** ziqq

2 main features that are driven by different technologies.

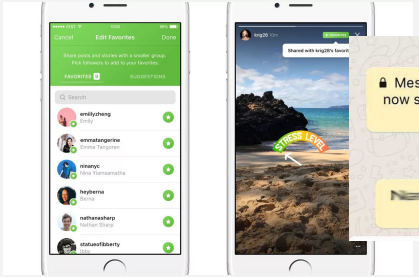


18.12.2020

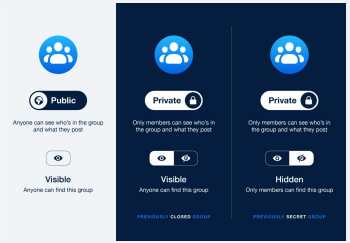


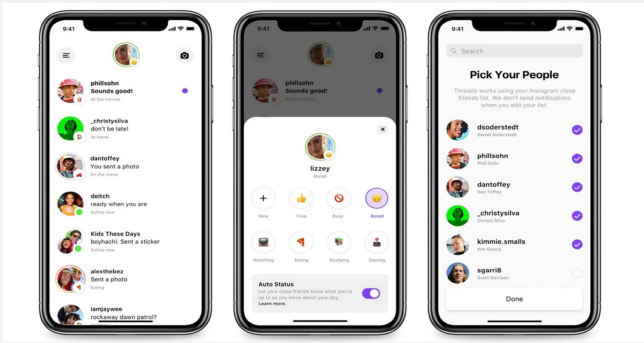


https://thispersondoesnotexist.com



2 main features that are inspired by different technologies.





seetha **x** ziqq

1. Replacing faces

Steps involved:

1. Replacing faces

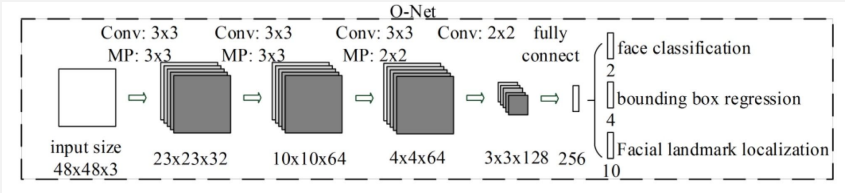
Steps involved:

- Detect faces

1. Replacing faces

Steps involved:

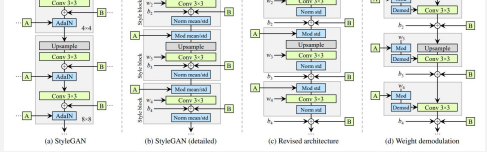
- Detect faces
- Feature extraction

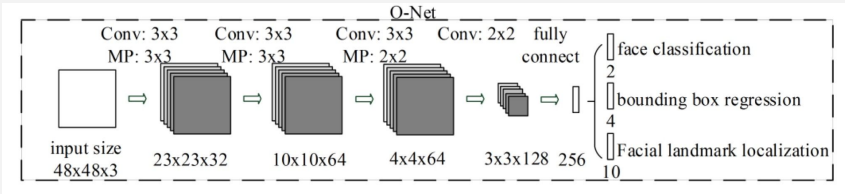


1. Replacing faces

Steps involved:

- Detect faces
- Feature extraction
- Image generation





1. Replacing faces

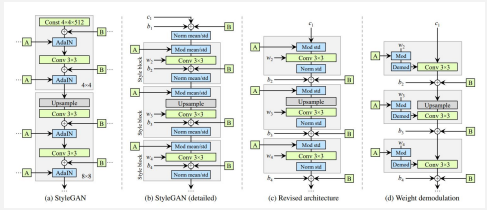
Steps involved:

- Detect faces
- Feature extraction
- Image generation
- Image replacement

OpenCV

python™

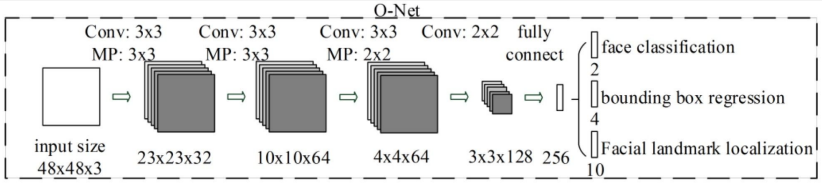
faceswap



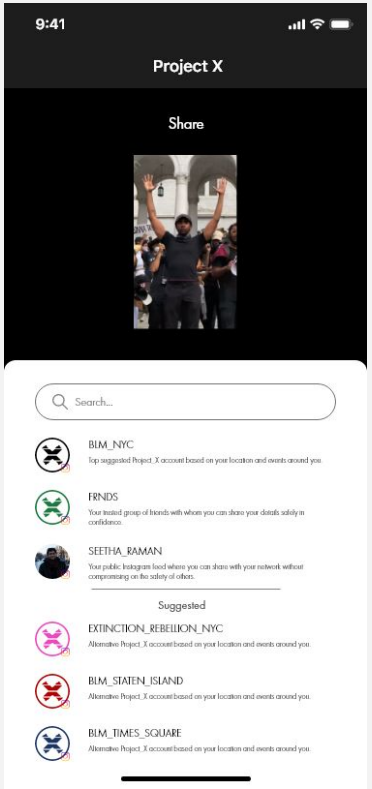
dlib

DeepFaceLab

https://arxiv.org/abs/2005.05535

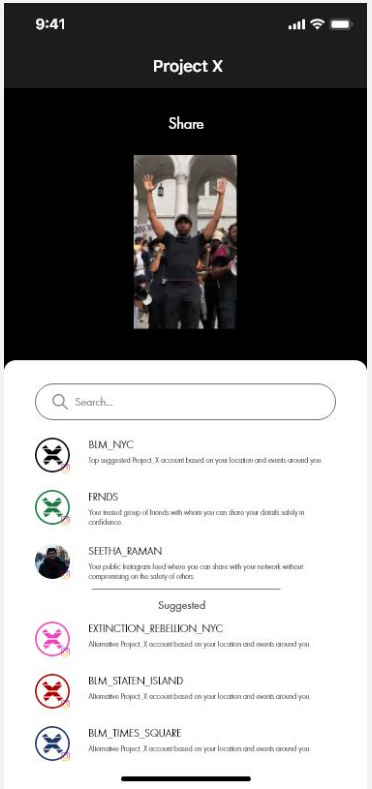


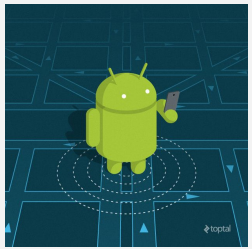
2 main features that are driven by different technologies.



2. Suggesting accounts:

Steps involved:

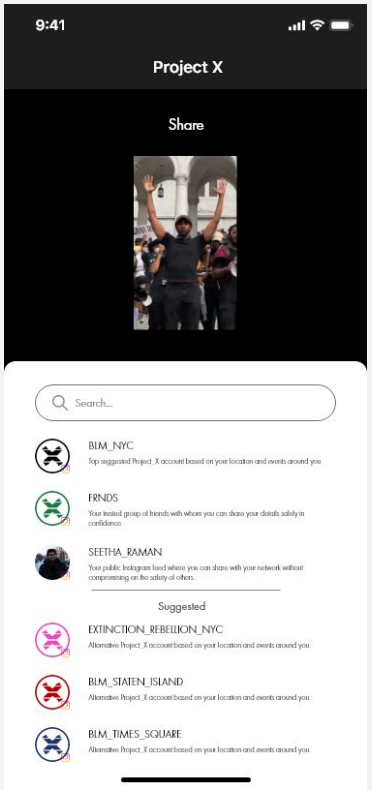


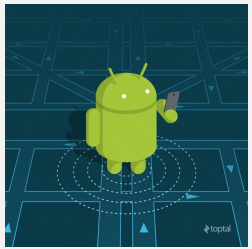


2. Suggesting accounts:

Steps involved:

- Location detection





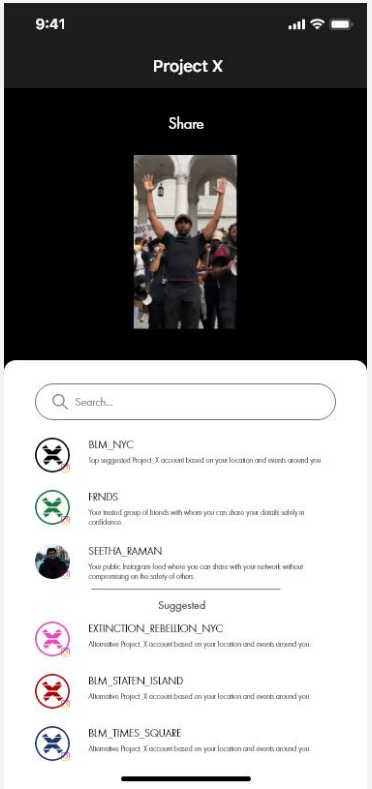
News API

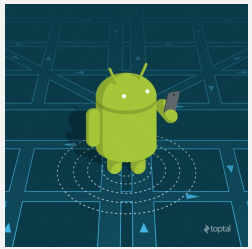
Explore what the world is searching

2. Suggesting accounts:

Steps involved:

- Location detection
- Event detection





News API

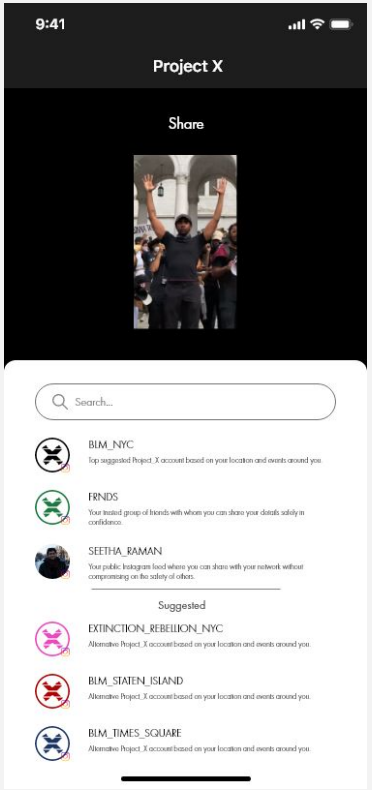
Explore what the world is searching

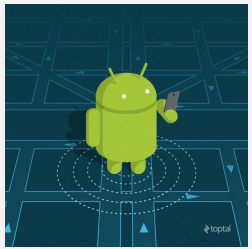
FACEBOOK for Developers

2. Suggesting accounts:

Steps involved:

- Location detection
- Event detection
- Social graph





News API

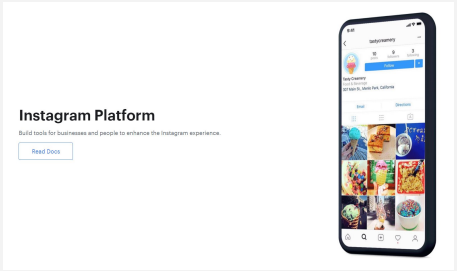
Explore what the world is searching

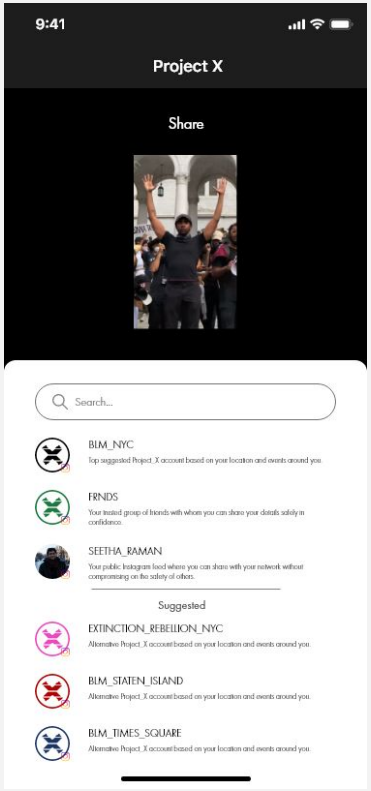
FACEBOOK for Developers

2. Suggesting accounts:

Steps involved:

- Location detection
- Event detection
- Social graph
- Create and surface account

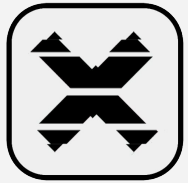




Process.

content not verified

- **Faked content and disinformation:** adds to difficulties in finding and using verified documentation in order to accurately report on what is going on or to use for advocacy and accountability
- **Time constraints, and limited resources:** journalists and HRDs often face challenges cross-referencing and verifying visual documentation.



1

content not verified

- **Faked content and disinformation:** adds to difficulties in finding and using verified documentation in order to accurately report on what is going on or to use for advocacy and accountability

- **Time constraints, and limited resources:** journalists and HRDs often face challenges cross-referencing and verifying visual documentation.

2

research.

content not verified

- **Faked content and disinformation:** adds to difficulties in finding and using verified documentation in order to accurately report on what is going on or to use for advocacy and accountability
- **Time constraints, and limited resources:** journalists and HRDs often face challenges cross-referencing and verifying visual documentation.

POLICY \ SCIENCE \ TECH

Police body cam videos can underplay officer brutality

Videos from protestors or bystanders can counteract that narrative

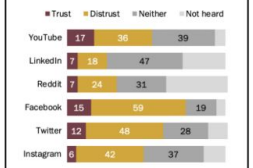
By Nicole Wetsman | Jun 17, 2020, 1:25pm EDT

ONE TWEET TRIED TO IDENTIFY A COP – THEN FIVE PEOPLE WERE CHARGED WITH FELONY HARASSMENT

Is retweeting an officer's photo cyber harassment?

Few trust social media as a place to get political and election news

% of U.S. adults who ____ each source as a place to get political and election news



Source: Survey of U.S. adults conducted Oct. 29-Nov. 11, 2019.

PEW RESEARCH CENTER

95% of internet users don't trust social media — and that could eventually hit revenues

"WHEN A CAMERA GETS ACTIVATED, WHETHER IT'S A COMMUNITY MEMBER'S CAMERA OR AN OFFICER'S CAMERA, IT CAN LEAD TO MISPERCEPTIONS."

New Report Shows Universal Distrust in Social Media as a News Source

AUTHOR
Andrew Hutchinson
@adhutchinson

The question of misinformation, and its impact on public perception of major issues, has become a key focus in recent times, with social media platforms seen as the main culprit in facilitating the spread of 'fake news', leading to confusion and dissent among the populous.

Ipsos Public Affairs

Centre for International Governance Innovation

CIGI-IPSOS GLOBAL SURVEY

INTERNET SECURITY & TRUST

2019 PART 3:

SOCIAL MEDIA, FAKE NEWS & ALGORITHMS

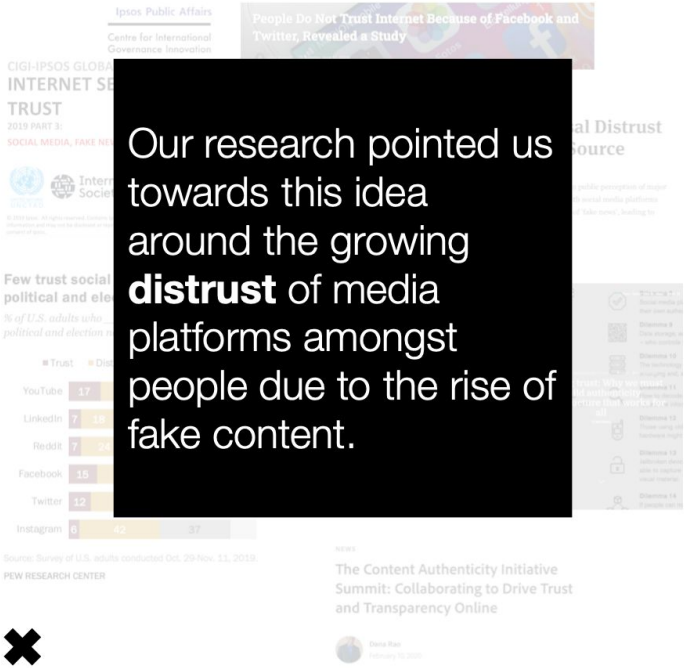
UNCTAD

Internet Society

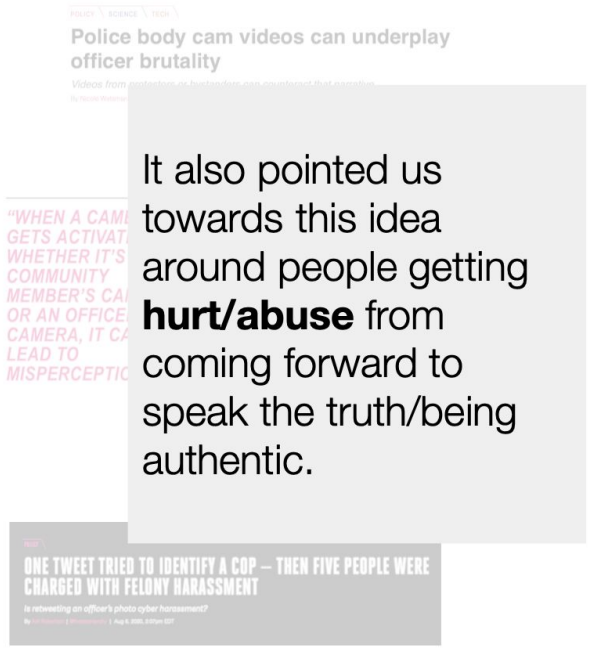
© 2019 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.

3

research.



Our research pointed us towards this idea around the growing **distrust** of media platforms amongst people due to the rise of fake content.



It also pointed us towards this idea around people getting **hurt/abuse** from coming forward to speak the truth/being authentic.

4

insights.

1: Though more people are getting their news info on social media, there is a **universal distrust** in social media - 95% of internet users to be specific.

2: **Social algorithm engineers** are generally motivated by **engagement**. They only care about showing you stuff you are more likely to comment irregardless true or untrue content.

3: Due to the rise in distrust, users are becoming more **cautious** of the information they share.

4: This could **prove costly** for social media platforms, which rely on advertising revenue. Some 98% of Facebook's revenue comes from advertising while 80% for Twitter.

1: There have been **increased protests** and activism movement around the world, with protests in all continents and more than **114 countries** around the globe.

2: During these movements, more and more people have taken to **document** and **capture** the events in the public domain (social media), with one database having more than **800 videos** of **BLM protests** in the US alone.

3: This has brought upon increased no. of **cases against people** who are uploading and sharing this content, with more than **400 cases** being brought against **protestors in Belarus.**

4: This trend has also moved into social media, with **cases of cyber harassment** being brought against 5 people who posted and shared such cases on Twitter by the New jersey police.

5

themes.

Authentication

Protection

6

our role.

Any media platforms that wants to **earn people's trust.**

Dissent without fear.

A **verification and protection** ai service.

Anyone who wants to **speak truth** without facing punishment.

7

how-might-we.

How might we **empower people** to share **authentic information** and reporting, **without fear** of being targeted - in doing so **helping platforms** to **regain** public's **trust** as a reliable source for information?

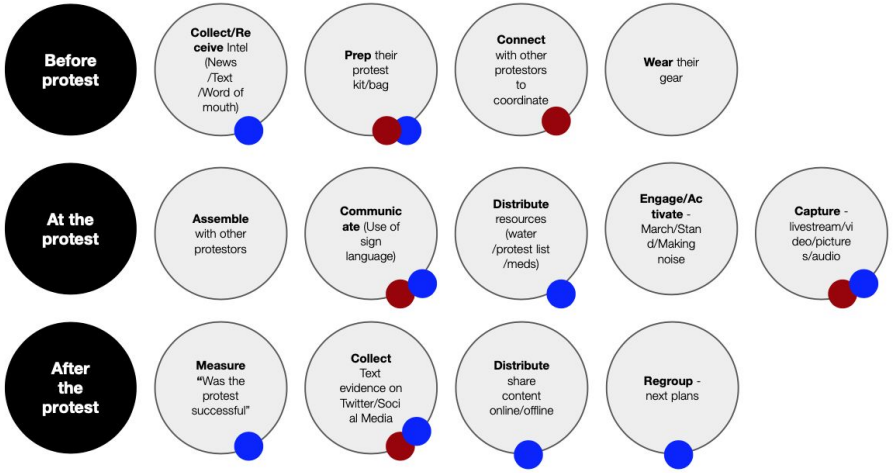
Broad HMW.

How might we **enable protestors** to record, publish videos of the police/authority **without being targeted** so as to enable the **sharing of authentic verified content** with platform providers.

Focused HMW.

8

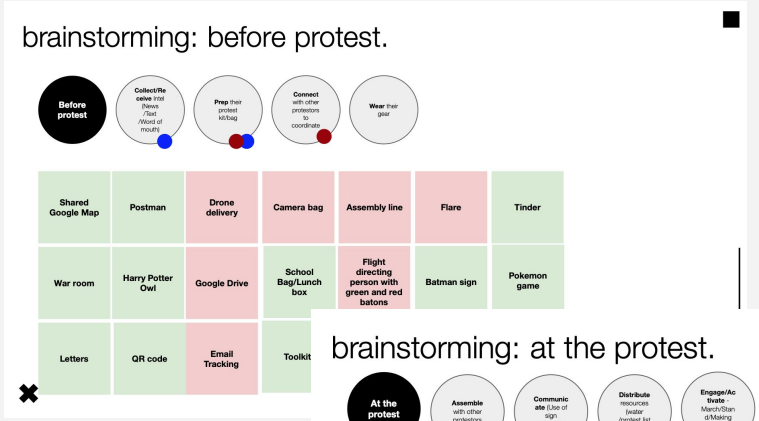
user journey.



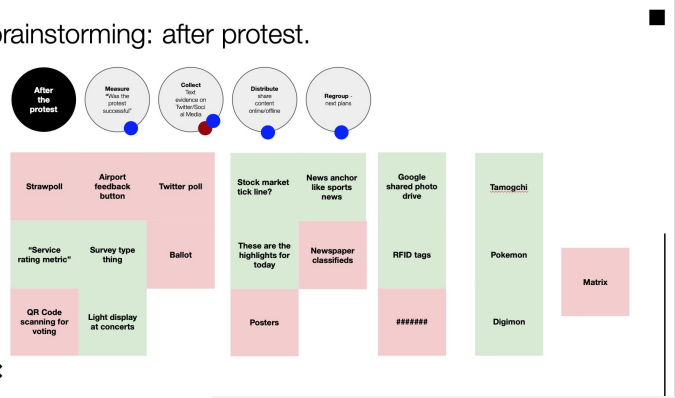
Reference videos for 'a day in a life' of a protestor.

9

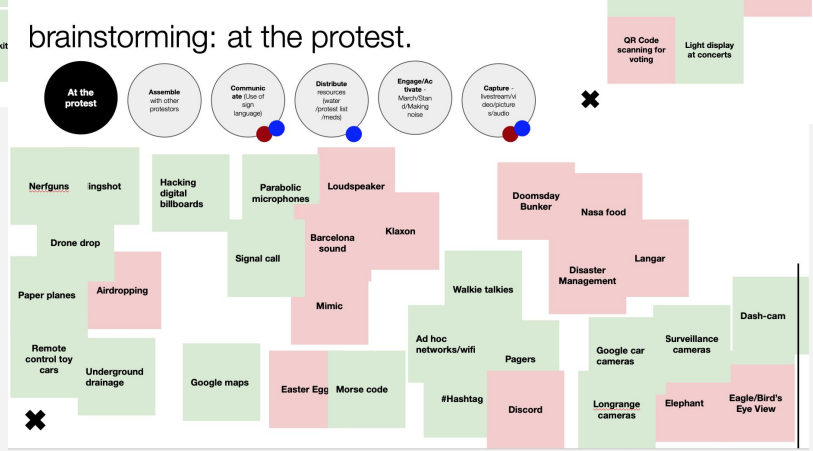
brainstorming: before protest.



brainstorming: after protest.

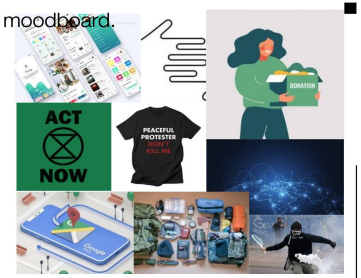


brainstorming: at the protest.



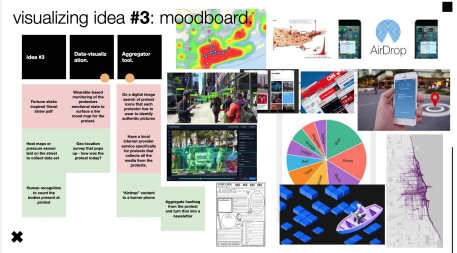
10

visualizing idea **#1**: moodboard.

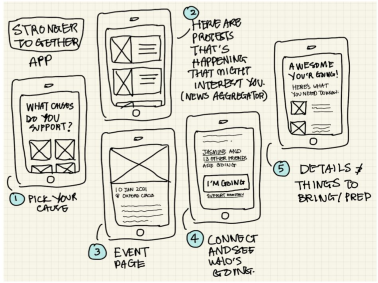


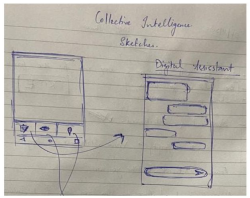
visualizing idea **#2**: moodboard.

visualizing idea **#3**: moodboard.

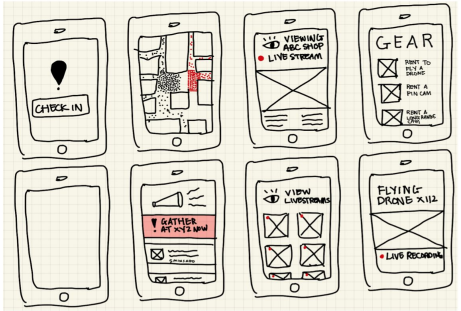


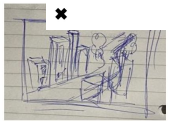
visualizing idea **#1**: sketches.



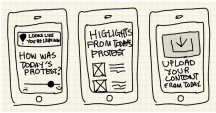


visualizing idea **#2**: sketches.





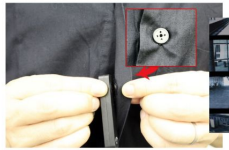
visualizing idea **#3**: sketches.



11

visualizing idea **#2**: moodboard.

Idea #2	Big protestor (brother)
Ally with shopowners or public buildings to have access to their surveillance cameras.	Fleet of drones that are autonomous to capture the live feed of events and stream it online for documentation.
Spy/pin cameras distributed to protestors for covert filming of protest safely.	Zoom cameras/long range cameras position at a distance - starts recording via a sensor or heat sensor of the police movements
Code - if police does this, cameras do this. If police does this, surveillance camera activated etc..	Protest dog that is trained to find the best way out of an area that is being tear-gassed.



visualizing idea **#2**: research.

1. **Our service exist in current boundaries:** Are we providing a solution to protect protestors who goes out to protest (so as to not be targeted) and then posts them on their social media and public platforms (to create more noise and awareness)

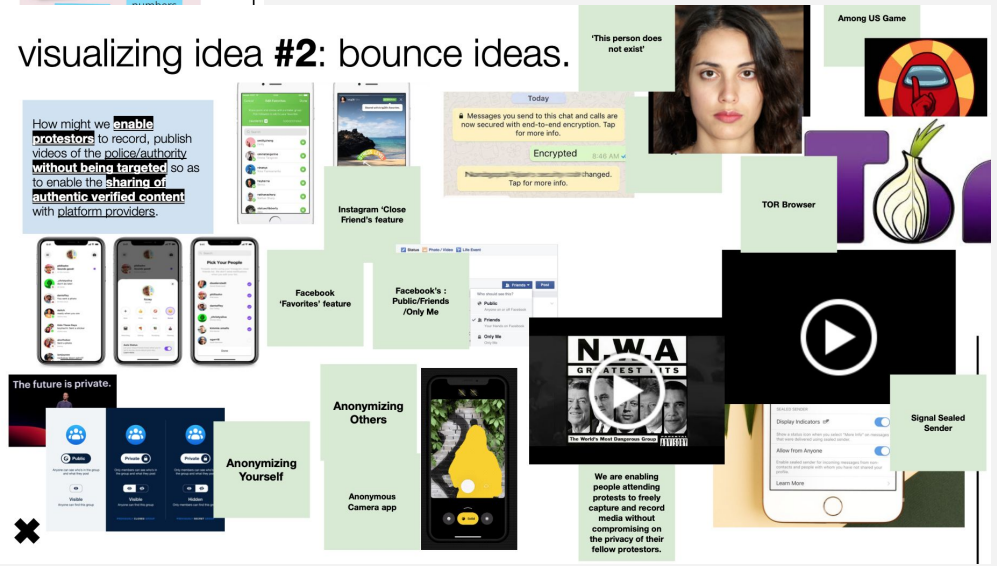
OR

2. **Our we create the new boundary:** Are we creating a safe place/platform for protestors to share their media content in incognito so that lawyers/journalist have access to authentic/verified content to make a case against human right violation.

12

visualizing idea **#2**: research.

visualizing idea **#2**: bounce ideas.



seetha **x** ziqq

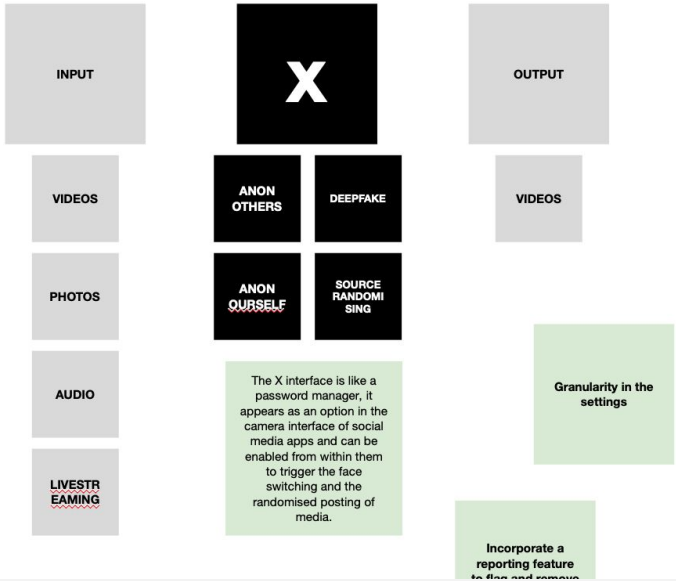
13

visualizing idea **#2**: bounce ideas.

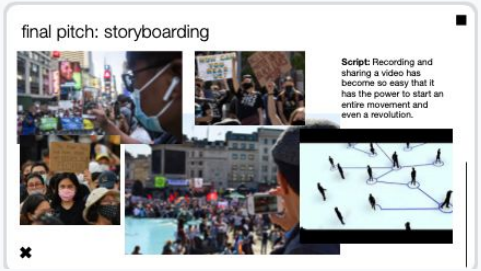
How might we **enable protestors** to record, publish videos of the police/authority **without being targeted** so as to enable the **sharing of authentic verified content** with platform providers.

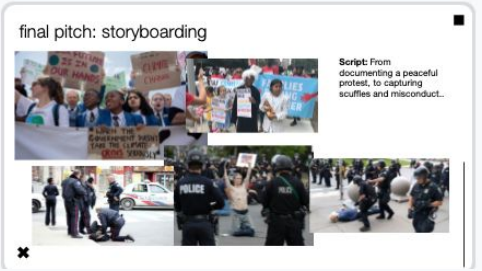
If I post something and I dont get targeted.I use a incognito account.

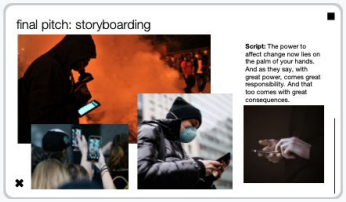
Create a barrier between content and user..so people don't know who you are

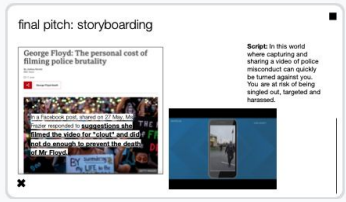


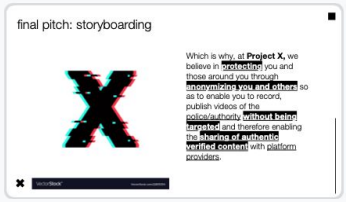
14

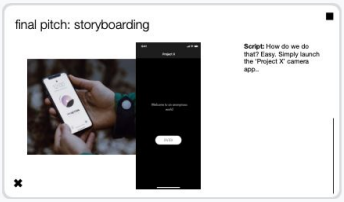


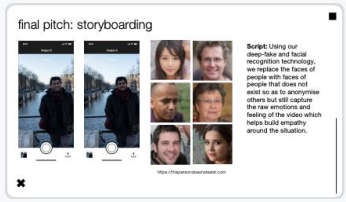


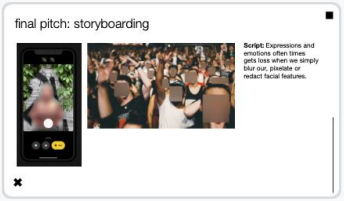


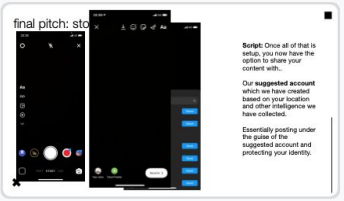


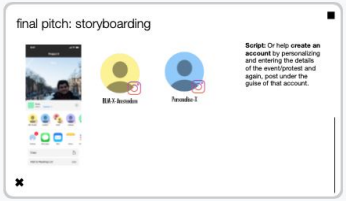


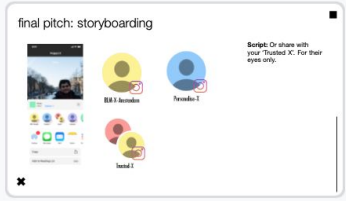


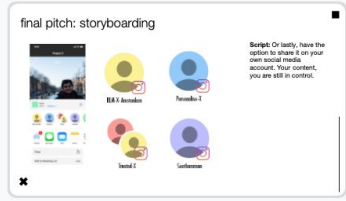






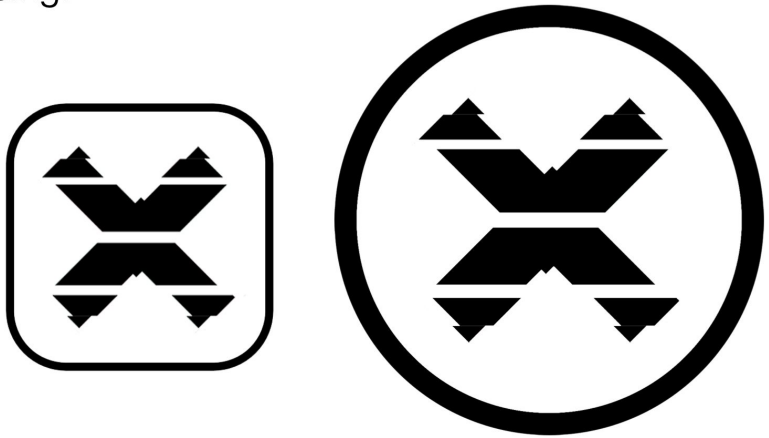






seetha **x** ziqq

15

branding: inspo.

branding.