Identity Intelligence for notable talent in real & virtual worlds.

CONTACT
WILL KRETH – CEO
+1-917-714-4532
WK@HANDIDENTITY.COM
THE PROBLEM

DEEPFAKES: TAYLOR SWIFT, TOM HANKS - WHO’S NEXT?

BILLIONS OF $$$ OF IP VALUE IN JEOPARDY 🔥

DEEPFAKE CRISIS REQUIRES A CROSS-INDUSTRY EFFORT FOR BOTH PREVENTION AND DETECTION

INSTAGRAM - OCTOBER 2023

There's a video out there promoting some dental plan with an AI version of me. I have nothing to do with it.

-Tom Hanks
WHAT IS HAND?

HAND is a unique identifier standard providing global Talent Identity resolution & verification enabling cost savings, greater security, and revenue acceleration.
HAND DELIVERS IDENTITY INTELLIGENCE

HAND’s interoperable, forever IDs enable verification of notable human talent, connected digital replicas, and fictional characters in sports, entertainment, gaming, fashion, and more.

HAND AUTOMATES THE TALENT SUPPLY-CHAIN

Like a bar-code, HAND brings standardization to the media supply-chain - simplifying tracking residuals, royalties, and participations - via talent provenance automation.

HAND PROTECTS TALENT AND ACCELERATES REVENUE

HAND’s talent ID registry was designed to help tackle emerging NIL-rights challenges - both in the prevention of unlicensed AI-based deepfakes and monetizing consent-based virtual talent usage.
SOLUTION: YOU CAN'T AUTOMATE WHAT YOU CAN'T IDENTIFY

HAND’S “IDENTITY INTELLIGENCE” DEFENDS, MONETIZES, PROTECTS, & AUTOMATES NOTABLE TALENT IN THE AGE OF AI

• Actor (screen & voice)
• DJ
• Talent Agency: The Artists Partnership
• SAG/AFTRA member
• Golden Globe, SAG award winner
• OBE (Order of the British Empire)

LEGAL HUMAN
IDRIS ELBA

• Fictional Portrayal: (Coach Ernie Ames)
• Voiced by: Idris Elba (Human)
• 3D Scan / Motion Captured in HD
• Appears in: Game: NBA 2K20
• Developed by: Visual Concepts
• Published by: 2K Sports

DIGITAL REPLICa
IDRIS ELBA
ONE NOTABLE HUMAN - MANY DIGITAL REPLICA OVER TIME

HUMAN + VIRTUAL – USE CASE: VERSION CONTROL

LeBron James - Human (Legal Person)
HAND ID: 10.23/825C-139B-34A6-90ED-6D0E

LeBron James - Virtual Human - Abstract
HAND ID: 10.23/5555-139A-34C6-1DED-YUYU

LeBron James - Virtual Human - Version
HAND ID: 10.23/2012-139A-34C6-1DED-TBHQ
(As scanned in 2012)

LeBron James - Virtual Human - Version
HAND ID: 10.23/2018-139A-34C6-1DED-QDPW
(As scanned in 2018)

LeBron James - Virtual Human - Version
HAND ID: 10.23/2022-139A-34C6-1DED-JKLP
(As scanned in 2022)
A WORLD-CLASS PLATFORM - NOW AVAILABLE

HAND CENTRAL: OUR B2B TALENT DATABASE
CUSTOMERS AND STRATEGIC PARTNERS

**SIGNED NOW**

- SONY
- AFI
- fabric
- WILD CAPTURE
- META MARTIS

**IN ADVANCED DISCUSSIONS**

- Talent Agencies, Payment Processors, more.

**FIRST WAVE COMPLETE**

 Beta Partner Program

**TIMELINE**

- Fall '23 / Winter '24

**COMMERCIAL ACCOUNTS / VAR RESELLERS**

- Spring / Summer ‘24

**STRATEGIC PARTNERS**

- doi Foundation
- Coalition for Content Provenance and Authenticity
- Content Authenticity Initiative
- IPTC
- EIDR
PROACTIVELY DEFEND IP & RIGHTS
Unique ID Provenance confronts the deepfake crisis, while protecting NIL rights value for all notable talent.

BETTER MONETIZE IP & REDUCE OPEX
Unique talent ID labeling of existing IP (footage) clears rights for AI training data & streaming, while reducing need for manual database matching and de-duplicating.

AUTOMATE & PROTECT SUPPLY-CHAIN
Talent IDs help track licensed new “Digital Replicas,” accelerate royalty payments, and stop use of PII (SSI#’s) to reduce risk of ID theft.
TALENT IS A SUPPLY-CHAIN – IT’S TIME TO AUTOMATE IT

FROM SCRIPT TO SCREENS

WORKFLOWS: INTEGRAL TO THE MEDIA SUPPLY-CHAIN

- Project Green Light
- Deal Negotiation
- Rights Planning
- Production
- Post-Production
- Metadata & Globalization
- Launch
- Reporting & Analytics

HAND ID Used in contracts as a unique ID for legal talent and prep for virtual talent version creation - as needed

HAND ID Used in call sheets as a unique ID for talent

HAND ID Used in metadata payloads as unique ID for talent (legal / virtual / fictional) and to tie to other talent info

HAND ID Used to disambiguate talent data from multiple sources and de-duplicate

TALENT IS A SUPPLY-CHAIN – IT’S TIME TO AUTOMATE IT

Copyright © 2024 Hand – Human & Digital Inc.
# INDUSTRY VERTICALS, GTM FOCUS

<table>
<thead>
<tr>
<th>ADDRESSABLE MARKETS</th>
<th>MEDIA &amp; ENTERTAINMENT</th>
<th>SPORTS</th>
<th>MUSIC</th>
<th>GAMES, SPATIAL COMPUTING, WEB3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Producers &amp; Distributors</strong></td>
<td><img src="image" alt="Disney" />, <img src="image" alt="ESPN" />, <img src="image" alt="NBC" /></td>
<td><img src="image" alt="FOX" />, <img src="image" alt="CBS SPORTS" /></td>
<td><img src="image" alt="Universal" />, <img src="image" alt="Warner Music Group" />, <img src="image" alt="SONY MUSIC" /></td>
<td><img src="image" alt="Epic" />, <img src="image" alt="Unity" />, <img src="image" alt="Niantic" /></td>
</tr>
<tr>
<td><strong>PROs, Talent Guilds, Sports Federations, Leagues, Player Associations</strong></td>
<td><img src="image" alt="Actors Equity" />, <img src="image" alt="WGA" />, <img src="image" alt="SAG-AFTRA" /></td>
<td><img src="image" alt="MLB" />, <img src="image" alt="NBA" />, <img src="image" alt="NFL" />, <img src="image" alt="FIFA" /></td>
<td><img src="image" alt="ASCAP" />, <img src="image" alt="BMI" />, <img src="image" alt="RIAS" />, <img src="image" alt="IMM" /></td>
<td><img src="image" alt="Epic" />, <img src="image" alt="Unity" />, <img src="image" alt="Niantic" /></td>
</tr>
<tr>
<td><strong>Talent Agencies (cross-verticals)</strong></td>
<td><img src="image" alt="CAA" />, <img src="image" alt="UTA" />, <img src="image" alt="WME" /></td>
<td><img src="image" alt="CAA" />, <img src="image" alt="UTA" />, <img src="image" alt="WME" /></td>
<td><img src="image" alt="CAA" />, <img src="image" alt="UTA" />, <img src="image" alt="WME" /></td>
<td><img src="image" alt="CAA" />, <img src="image" alt="UTA" />, <img src="image" alt="WME" /></td>
</tr>
<tr>
<td><strong>Talent Payment Processors</strong></td>
<td><img src="image" alt="Cast &amp; Crew" />, <img src="image" alt="The Team Companies" />, <img src="image" alt="Entertainment Partners" /></td>
<td><img src="image" alt="Cast &amp; Crew" />, <img src="image" alt="The Team Companies" />, <img src="image" alt="Entertainment Partners" /></td>
<td><img src="image" alt="Cast &amp; Crew" />, <img src="image" alt="The Team Companies" />, <img src="image" alt="Entertainment Partners" /></td>
<td><img src="image" alt="Cast &amp; Crew" />, <img src="image" alt="The Team Companies" />, <img src="image" alt="Entertainment Partners" /></td>
</tr>
<tr>
<td><strong>Platforms (cross-industry)</strong></td>
<td><img src="image" alt="Amazon" />, <img src="image" alt="Google" />, <img src="image" alt="Apple" />, <img src="image" alt="Microsoft" /></td>
<td><img src="image" alt="Amazon" />, <img src="image" alt="Google" />, <img src="image" alt="Apple" />, <img src="image" alt="Microsoft" /></td>
<td><img src="image" alt="Amazon" />, <img src="image" alt="Google" />, <img src="image" alt="Apple" />, <img src="image" alt="Microsoft" /></td>
<td><img src="image" alt="Amazon" />, <img src="image" alt="Google" />, <img src="image" alt="Apple" />, <img src="image" alt="Microsoft" /></td>
</tr>
</tbody>
</table>
HAND SOLUTION

TECHNOLOGY PLATFORM

FEATURES & BENEFITS

SECURITY & PRIVACY
- Defend against deep fake AI fraud
- Safeguard PII in workflow
- Eliminate generic & opaque IDs
- Eliminate government issued IDs

BUSINESS INTELLIGENCE
- Citation-Backed Notability™ (CBN)
- Visibility across media supply chain
- Detailed analytics & reporting

VERIFIED TAGGING & LABELING
- Identification of key Master data reduces friction and drives workflow automation

HAND SAAS PLATFORM ARCHITECTURE
- Scale efficiently
- Ride technology evolution curves, e.g., ‘Blockchain ready’

PLATFORM

MASTER DATA MANAGEMENT

API

AUDIT LOG
DEDUPE
ENRICH

UI / UX
CLEANSE
MATCH / MERGE

KEY MANAGEMENT

HAND CENTRAL

RAW DATA SOURCES
OPEN SOURCE & COMMERCIAL

FEATURES & BENEFITS

PLATFORM

RAW DATA SOURCES
OPEN SOURCE & COMMERCIAL

HAND CENTRAL

MATCH / MERGE

CLEANSE

UI / UX

AUDIT LOG

DEDUPE

API
THE FIRST GLOBAL TALENT SUPPLY CHAIN SOLUTION

A SINGLE SOURCE OF TRUTH FOR TALENT IDENTITY

- BOOK ID
- CPG / PHARMA ID (UPC)
- MUSIC ID
- FILM / TV ID
- HAND TALENT ID

## COMPETITIVE ADVANTAGE

**HAND IS THE ONLY DOI REGISTRATION AGENCY FOR NOTABLE TALENT**

<table>
<thead>
<tr>
<th>doi Foundation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FOUNDED:</strong></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

### MANDATE
Persistence of unique IDs for Objects (Digital or Physical)

### TODAY
The ubiquitous Object ID for the Scientific and Research community

### FREE
Free to resolve in perpetuity

### AVERAGE
1.3B ID resolutions per month

### BILLIONS
Billions of unique IDs in use across multiple industries (Including Film/TV titles)

---

**DOI REGISTRATION AGENCY 2023 EMMY® WINNER**
Engineering, Science and Technology Emmy® Award

**EIDR**