HUMAN DIGITAL

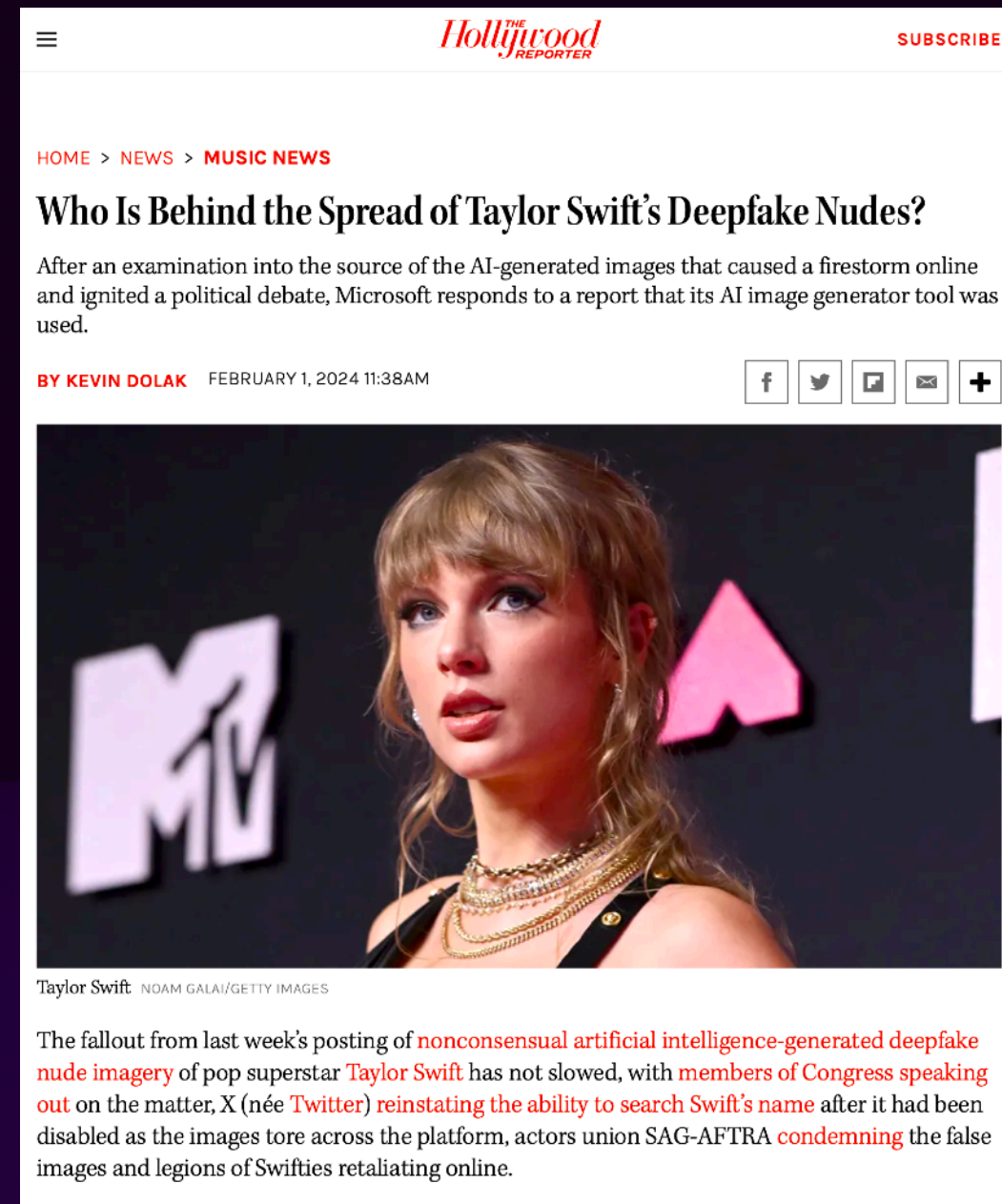**Identity Intelligence**
for **notable talent**
in **real & virtual worlds**.

CONTACT

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WK@HANDIDENTITY.COM

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

INSTAGRAM - OCTOBER 2023

BILLIONS OF $$$
OF IP VALUE IN JEOPARDY 🔥

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

TALENT ID

WHAT IS HAND?

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

10.23/F72B-0103-B361-071E-08F3

LEGAL HUMANS

10.23/F72B-0103-B361-05F9-3Z71

DIGITAL REPLICAS

10.23/J63K-2281-D854-H3N9-2786

FICTIONAL CHARACTERS

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WHY HAND? WHY NOW?

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.

HAND'S "IDENTITY INTELLIGENCE" DEFENDS, MONETIZES, PROTECTS, & AUTOMATES NOTABLE TALENT IN THE AGE OF AI

LEGAL HUMAN
IDRIS ELBA

Idris Elba: Legal Human
10.23/c411-26ca-8b6y-64f9-ad77

LINKED

IDENTITY

DIGITAL REPLICA
IDRIS ELBA

Idris Elba: Virtual Human
10.23/c411-26ca-8b6y-64f9-ad79

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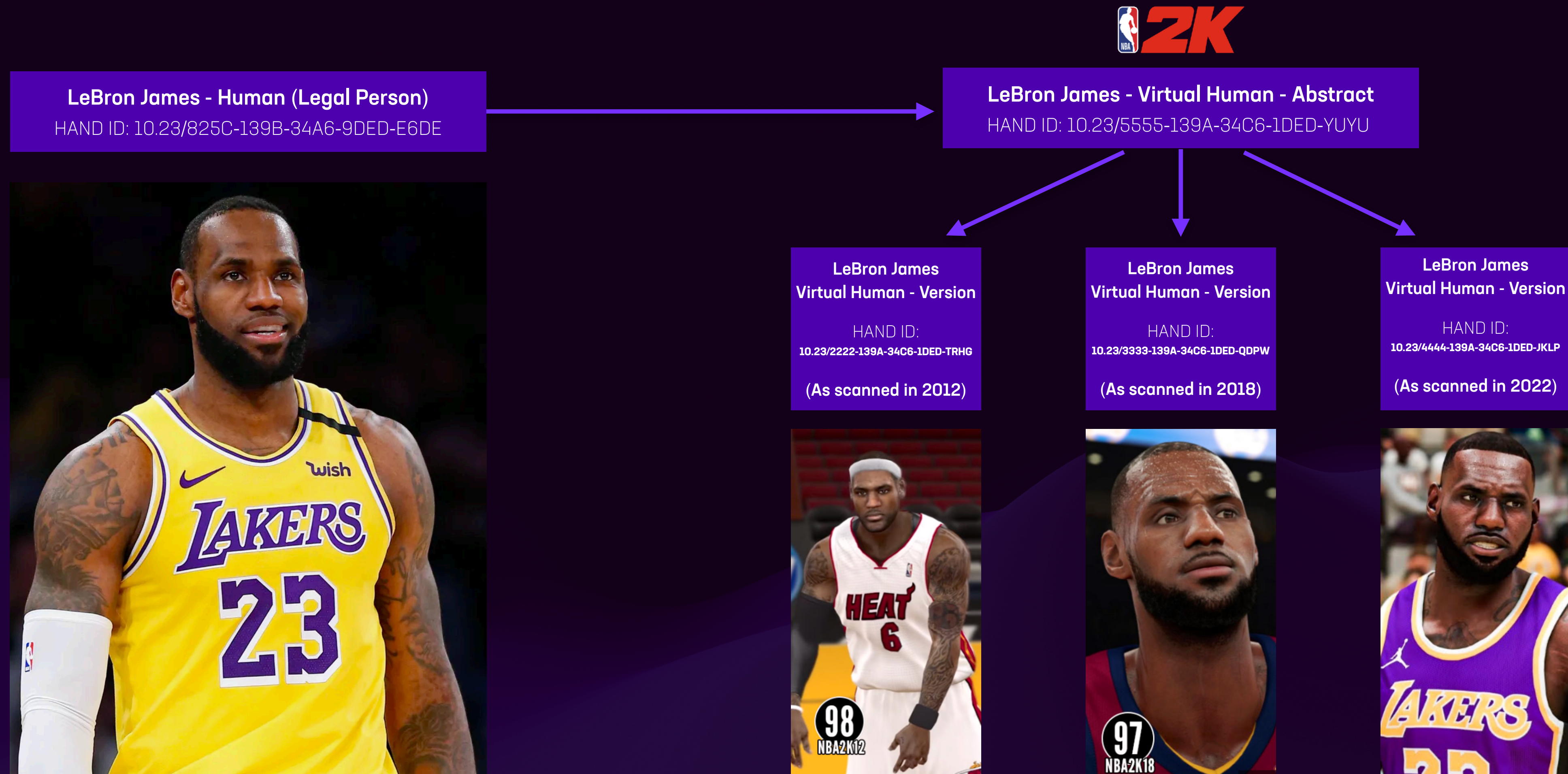- OBE (Order of the British Empire)

- 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

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HUMAN + VIRTUAL — USE CASE: VERSION CONTROL

LeBron James - Human (Legal Person)
HAND ID: 10.23/825C-139B-34A6-9DED-E6DE

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

LeBron James Virtual Human - Version

HAND ID:
10.23/2222-139A-34C6-1DED-TRHG

(As scanned in 2012)

LeBron James Virtual Human - Version

HAND ID:
10.23/3333-139A-34C6-1DED-QDPW

(As scanned in 2018)

LeBron James Virtual Human - Version

HAND ID:
10.23/4444-139A-34C6-1DED-JKLP

(As scanned in 2022)

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HAND CENTRAL: OUR B2B TALENT DATABASE

CUSTOMERS AND STRATEGIC PARTNERS

	SIGNED NOW		IN ADVANCED DISCUSSIONS
SONY PICTURES	AFI · fabric · WILD CAPTURE · META MARTIS		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 · C2PA Coalition for Content Provenance and Authenticity · Content Authenticity Initiative · IPTC · EIDR

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PROACTIVELY DEFEND IP & RIGHTS
Unique ID Provenance confronts the deepfake **crisis**, while protecting **NIL rights** value for all notable talent
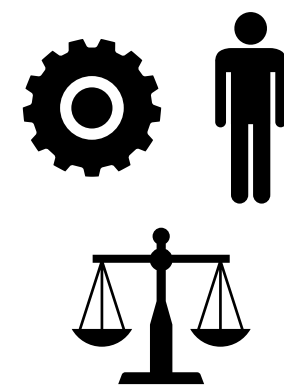
BETTER MONETIZE IP & REDUCE OPEX
Unique talent ID **labeling** of existing IP (footage) **clears rights for** AI training data **& streaming**, while **reducing** need for manual database matching and de-duplicating
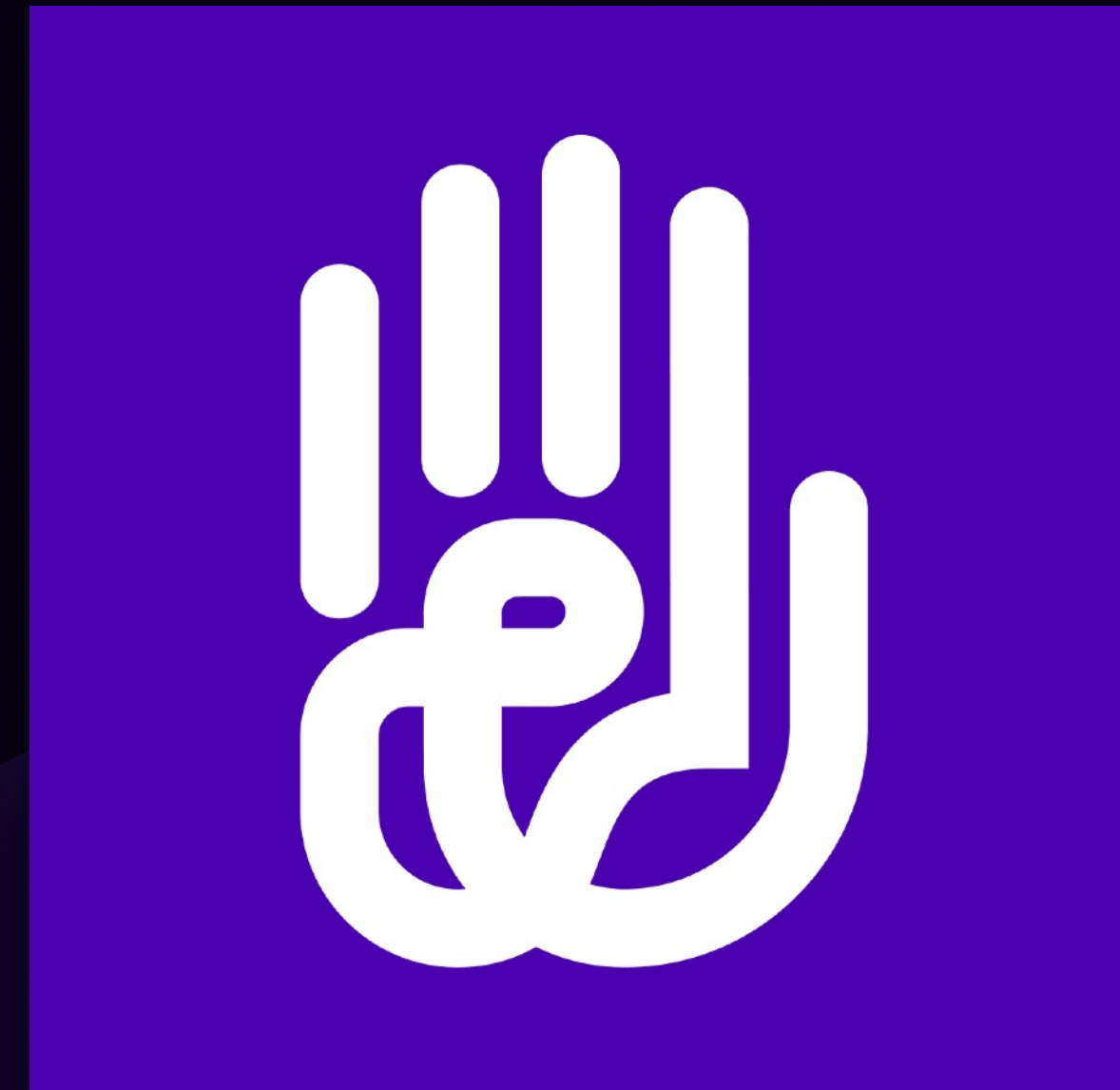
AUTOMATE & PROTECT SUPPLY-CHAIN
Talent IDs help **track** licensed new "**Digital Replicas**," accelerate royalty payments, and stop use of PII (SSI#'s) to reduce risk of ID theft

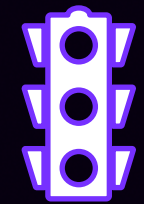# COST SAVINGS & REVENUE ACCELERATION

HAND'S IDENTITY INTELLIGENCE

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

FROM SCRIPT TO SCREENS

WORKFLOWS: INTEGRAL TO THE MEDIA SUPPLY-CHAIN
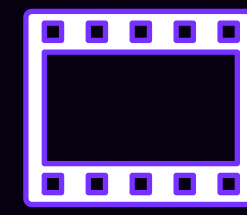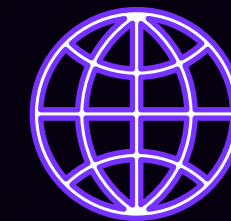
Project Green Light — Deal Negotiation — Rights Planning — Production — Post-Production — Metadata & Globalization — Launch — Reporting & Analytics

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**

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INDUSTRY VERTICALS, GTM FOCUS

	MEDIA & ENTERTAINMENT	SPORTS	MUSIC	GAMES, SPATIAL COMPUTING, WEB3
Producers & Distributors				
PROs, Talent Guilds, Sports Federations, Leagues, Player Associations				
Talent Agencies (cross-verticals)				
Talent Payment Processors				
Platforms (cross-industry)				

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TECHNOLOGY PLATFORM

FEATURES & BENEFITS

PLATFORM

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)
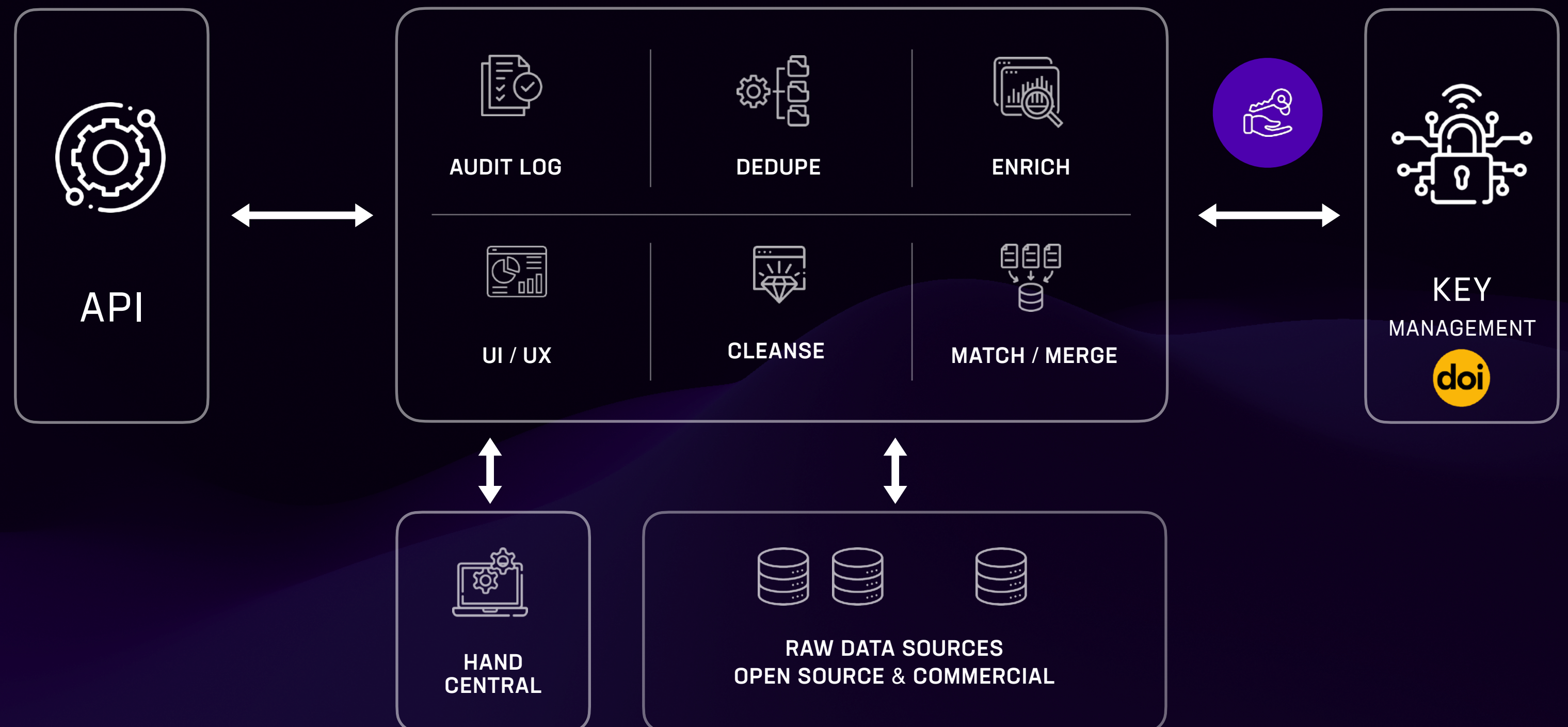- Visibility across media supply chain
- Detailed analytics & reporting

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'

MASTER DATA MANAGEMENT

API

| AUDIT LOG | DEDUPE | ENRICH |
| UI / UX | CLEANSE | MATCH / MERGE |

KEY MANAGEMENT
doi

HAND CENTRAL

RAW DATA SOURCES
OPEN SOURCE & COMMERCIAL

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A SINGLE SOURCE OF TRUTH FOR TALENT IDENTITY

BOOK ID	CPG / PHARMA ID (UPC)	MUSIC ID	FILM / TV ID	HAND TALENT ID
1972	1974	1989	2010	2023

HAND IS <u>THE ONLY</u> DOI REGISTRATION AGENCY FOR NOTABLE TALENT

doi Foundation

FOUNDED: 1997

ISO International Organization for Standardization

26324.2022

FREE
to resolve in perpetuity

AVERAGE
1.3B ID resolutions per month

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

TODAY
The ubiquitous Object ID for the Scientific and Research community

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

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