

# The Future Trust Layer for Media

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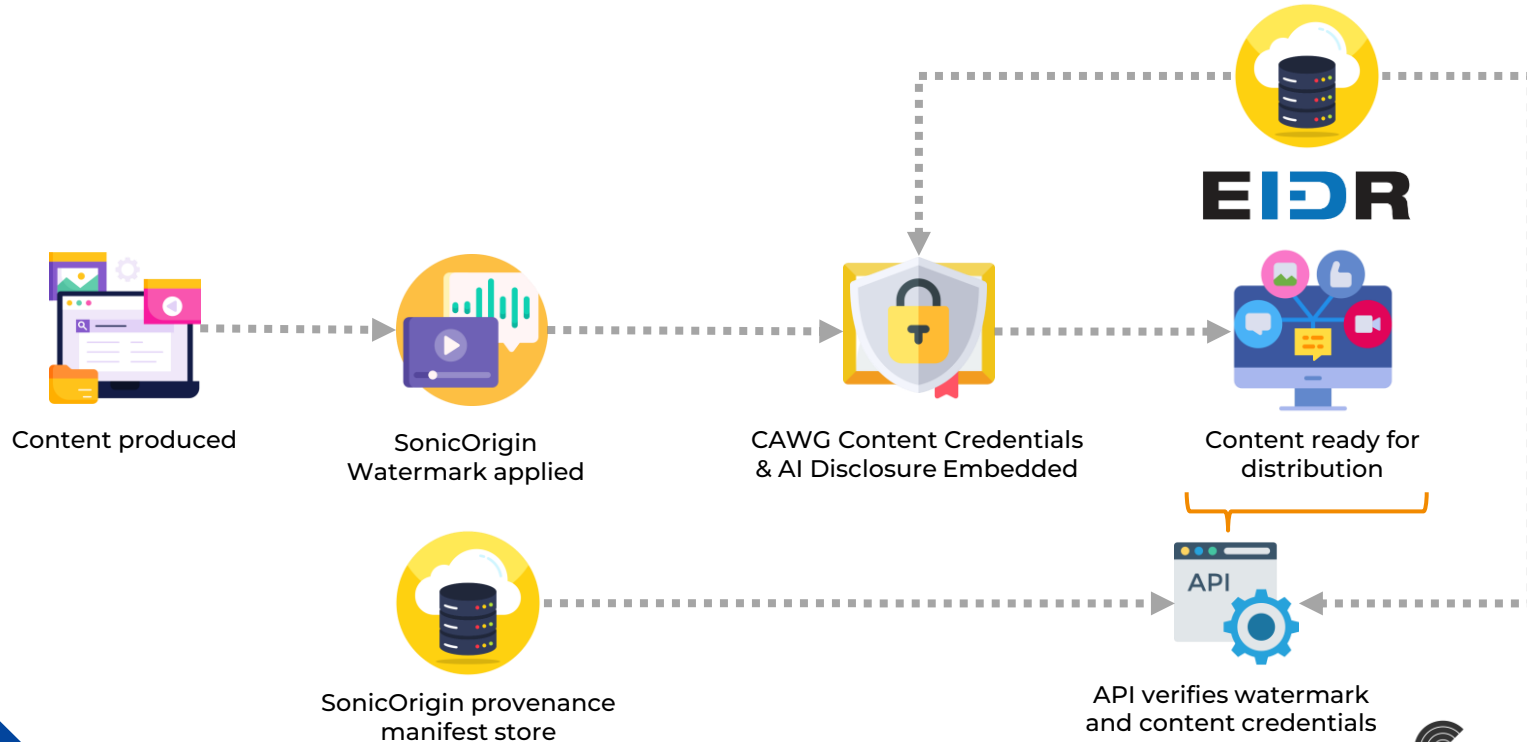
# The Future Trust Layer for Media

- Legislation is coming
- Consumers want to know the origin of the media they consume
- The market needs trusted verification across versions
- EIDR can become that verification layer

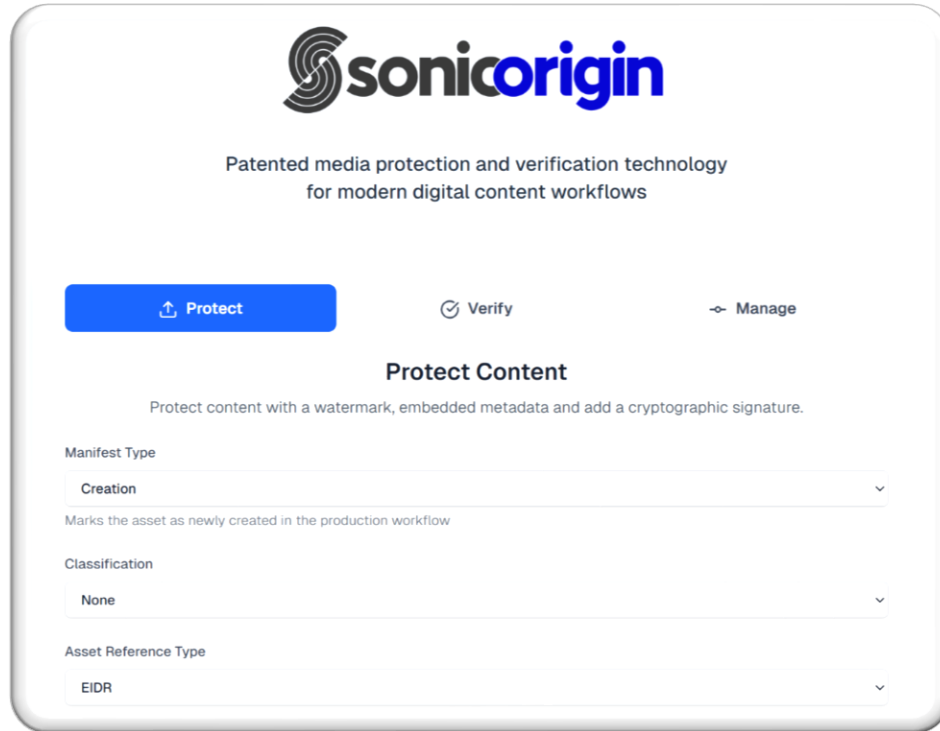
# Verifiable Content at Scale

- Give every asset and derivative a persistent identity
- Attach provenance, rights, and AI disclosure as credentials
- Make distributed content independently verifiable

# The Minimum Viable Manifest



# A practical implementation



The screenshot shows the Sonic Origin web interface. At the top is the Sonic Origin logo, consisting of a stylized 'S' icon followed by the text 'sonicorigin'. Below the logo is the tagline: 'Patented media protection and verification technology for modern digital content workflows'. There are three main action buttons: a blue 'Protect' button with an upload icon, a 'Verify' button with a checkmark icon, and a 'Manage' button with a double-headed arrow icon. The 'Protect Content' section is active, showing a heading and a description: 'Protect content with a watermark, embedded metadata and add a cryptographic signature.' Below this are three dropdown menus: 'Manifest Type' with 'Creation' selected, 'Classification' with 'None' selected, and 'Asset Reference Type' with 'EIDR' selected. The interface is clean and modern, with a white background and blue accents.

**sonicorigin**

Patented media protection and verification technology  
for modern digital content workflows

[Protect](#) [Verify](#) [Manage](#)

## Protect Content

Protect content with a watermark, embedded metadata and add a cryptographic signature.

Manifest Type

Creation

Marks the asset as newly created in the production workflow

Classification

None

Asset Reference Type

EIDR

# PoV: Start a Pilot; Prove Value Fast.

## 6-week Pilot Program:

- One title or workflow first
- Use existing production processes with minimal change
- Launch a pilot that protects distributed content, meets compliance requirements, whilst keeping flexible metadata

# Get in touch



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