

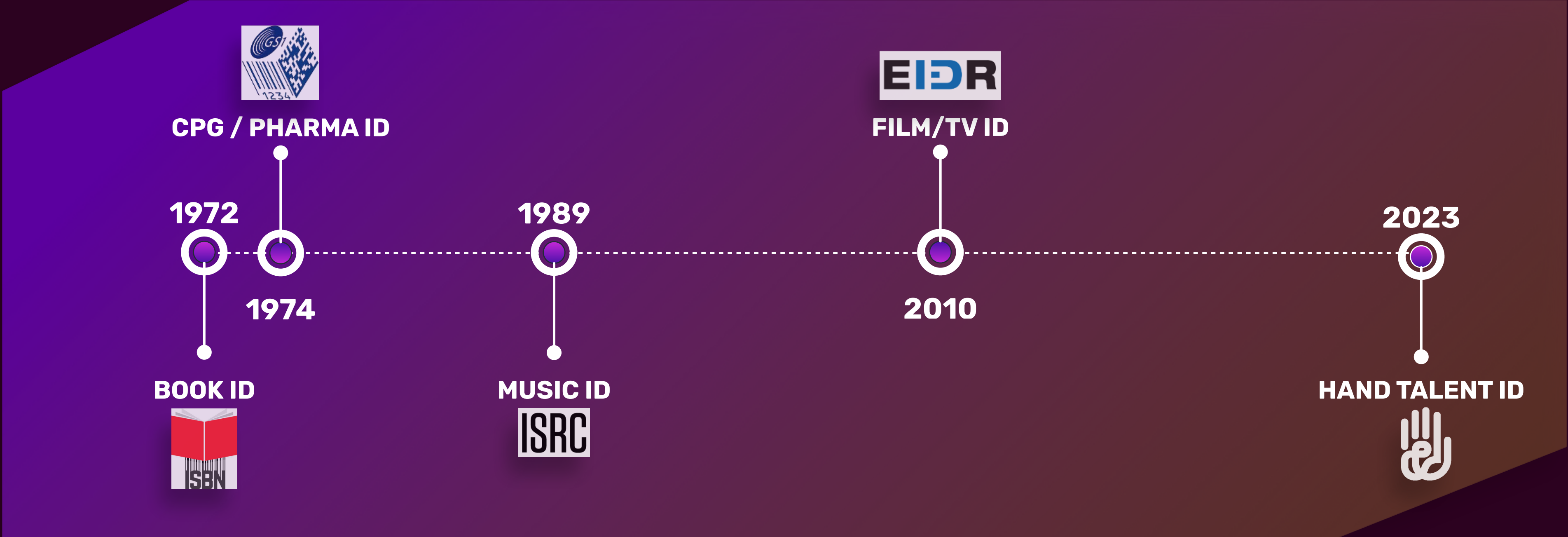
IDENTITY FORCES:

**THE FUTURE OF
TALENT IDENTITY PROVENANCE AUTOMATION**



THE FIRST GLOBAL TALENT SUPPLY CHAIN SOLUTION

A SINGLE SOURCE OF TRUTH FOR TALENT IDENTITY



HAND #SECRET SAUCE

DIGITAL OBJECT IDENTIFIER FOUNDATION



FOUNDED: 1997 (ISO: 26324.2022)

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

FREE to resolve in perpetuity

TODAY: The ubiquitous ID for Scientific and Research papers

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

AVG: 1.3B ID resolutions per month

HAND IS ONE OF ONLY 12 DOI REGISTRATION AGENCIES IN THE WORLD

HAND #IN GOOD COMPANY

EMMY® AWARD WINNING EIDR IS A DOI AGENCY



FOUNDED: 2010

WINNER: 2023 Engineering, Science and Technology Emmy® Award

TODAY: Millions of unique Content IDs in use for Film/TV titles



FACT: **HAND** IS BUILT ON THE SAME GLOBAL ID REGISTRATION SYSTEM AS **EIDR**



HAND #IN GOOD COMPANY

NEWS: HAND BETA PARTNERS ANNOUNCED



FIRST WAVE OF INVITED / LIMITED BETA PARTNERS: 2023

TIMELINE: Fall / Winter

APPLY NOW: Looking for additional partners across industry use-cases and workflows

LIMITED BETA PROGRAM IS NOW OPEN FOR APPLICATIONS





MENTIONS HAND - 18 JUNE 2023



Celebrities Use AI to Take Control of Their Own Images

Using AI-generated duplicates, brands also benefit, using stars in ways they never could before

"Startup Human & Digital (HAND) has been developing a so-called talent ID, which is essentially a unique string of numbers assigned to a given person's likeness, to distinguish between legitimate and illegitimate uses, says Chief Executive Will Kreth."

LICENSED VIRTUAL TALENT NEEDS A PERSISTENT ID for NIL (Name, Image, Likeness) RIGHTS TRACKING

IDENTITY FORCES IN REAL AND VIRTUAL WORLDS

BOTH IS BETTER



IDENTITY FORCES

ABBA AVATARS GENERATE REAL MILLIONS



IDENTITY FORCES

BOTH IS BETTER



IDENTITY FORCES

BOTH IS BETTER



IDENTITY FORCES

BOTH IS BETTER



IDENTITY FORCES

BOTH IS BETTER



IDENTITY FORCES

BOTH IS BETTER



HAND IDS ARE IN ACTION TODAY

HAND CENTRAL HAS ARRIVED

The screenshot displays the 'HAND Central' interface for a talent profile. The top navigation bar includes the 'HAND Central' logo and a breadcrumb trail 'Talents > Tom Hanks'. A left sidebar contains navigation options: Search, My Task, Entities, Browse Data (Talent, Virtual Talent, Fictional Talent), and Other Data (Additional Data, Reference Data). The main content area features a profile for 'Tom Hanks' with tabs for TALENT, AWARDS, TALENT NOTABLE WORKS, RELATIONSHIPS, TALENT AUDIT HISTORY, and MASTER RECORDS. The 'General Information' section lists the following details:

- Talent HAND: 97821b58-4006-11ee-b20a-2157c4a16f46
- Name: Tom Hanks
- Cordra Eligible:
- Talent Entity: Human
- Main Talent Type: Actor
- Birth Date: Jul 9, 1956
- Birth Place: Concord
- Country Of Citizenship: United States of America
- Gender: M Male

A photograph of Tom Hanks is displayed on the right side of the profile.



HAND IDS ARE IN ACTION TODAY



IBC ACCELERATOR: SYNTHETIC HUMANS

The screenshot displays the 'HAND Central' interface for a talent profile. The breadcrumb navigation shows 'Talents > Maria Callas'. The profile page includes a navigation menu on the left with options like 'Search', 'My Task', 'Entities', 'Browse Data', 'Talent', 'Virtual Talent', 'Fictional Talent', 'Additional Data', and 'Reference Data'. The main content area shows the following details for Maria Callas:

- Talent ID:** 8f84ee4c-4823-11ee-973a-418805ec685e
- Name:** Maria Callas
- Cordra Eligible:**
- Talent Entity:** Human
- Main Talent Type:** Actor
- Birth Date:** Dec 2, 1923
- Birth Place:** New York City, USA
- Country Of Citizenship:** (blank)
- Gender:** F Female
- Death Date:** Sep 16, 1977

A black and white portrait of Maria Callas is shown on the right side of the profile.



HAND IDS ARE IN ACTION TODAY




IBC ACCELERATOR: SYNTHETIC HUMANS



 **Matt Kirby: Legal Human**
10.5555.22/c41126ca8b5b54f9ad77



 **Matt Kirby: Synthetic Human**
10.5555.22/c41126ca8b6y64f9ad77



HAND IDS ARE IN ACTION TODAY



IBC ACCELERATOR: REAL-TIME XR SPORTS



Alfie Jones: Legal Human
10.5555.22/5c6e0feefae5fdad8699



Alfie Jones: Synthetic Human
10.5555.22/5c6e0fergye5fdad8624



HAND IDS ARE IN ACTION TODAY



IBC ACCELERATOR: REAL-TIME XR SPORTS



Cassy Zetolofsky: Legal Human
10.5555.22/566569f76accbb095dfe



Cassy Zetolofsky: Synthetic Human
10.5555.22/566569y45accbb095dwq



THE TIME IS RIGHT

HAND FACTS

- **HAND** provides persistent, interoperable, and unique IDs for human talent, their licensed virtual identities, and fictional characters in sports and entertainment
- **HAND** enables reliable verification and distinction of real individuals, virtual avatars, and fictional entities
- **HAND** brings standardization and transparency to talent authentication in an emerging digital landscape
- **HAND** Talent ID registry was designed to help tackle challenges such as AI-generated content and virtual world representation





“

With the growth of Generative AI & the appearance of ‘deepfakes’ in media and entertainment, the need to have an industry-guided Talent ID registry has never been more essential.

From script to camera to edit to screen to archive – that ability to know and automate the verified identity, provenance, and chain-of-custody of notable talent – on the set and in each shot – as well as their stunt doubles, their virtual avatars, every animated fictional character, and every licensed permutation – that's the kind of resolvable, key identity metadata we'll be needing in production workflows for years to come.

I'll be paying close attention to HAND.

BRUCE DEVLIN

SMPTE FELLOW AND EMERITUS VP OF STANDARDS, MR. MXF & METAREX MEDIA FOUNDER,
AND CHIEF MEDIA SCIENTIST AT DALET

HAND #IN GOOD COMPANY

THANKS AGAIN TO OUR 1ST SET OF BETA PARTNERS



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SCAN TO APPLY

LIMITED BETA PROGRAM IS NOW OPEN FOR APPLICATIONS



LEARN MORE



FIND HAND IN @ IBC 2023



DEBUT ANNOUNCEMENT:
HAND Beta Partner Program

IBC ACCELERATORS PARTICIPANT:
Synthetic Humans Project
Real-time XR Sports Edge



IDENTITY FORCES: THE FUTURE OF TALENT IDENTITY PROVENANCE AUTOMATION

WILL KRETH
FOUNDER & CEO

WK@HANDIDENTITY.COM

