

# REAL-TIME DEEPFAKE DETECTION



Shared awareness between enterprise voice, video and email communication. Instantly know if you are communicating with an attacker via our real time monitoring and alerts.

## WHAT IS A DEEPFAKE?

The term “deepfake” combines “deep learning,” a subset of AI, and “fake,” indicating the deceptive nature of the media. Deepfakes are synthetic media where artificial intelligence (AI) techniques are used to create or alter content. This content typically occurs in the form of voice, videos, and images where a person’s likeness is replaced with someone else’s.

As deepfakes become increasingly realistic and harder to detect, they amplify the probability of success on social engineering attacks.

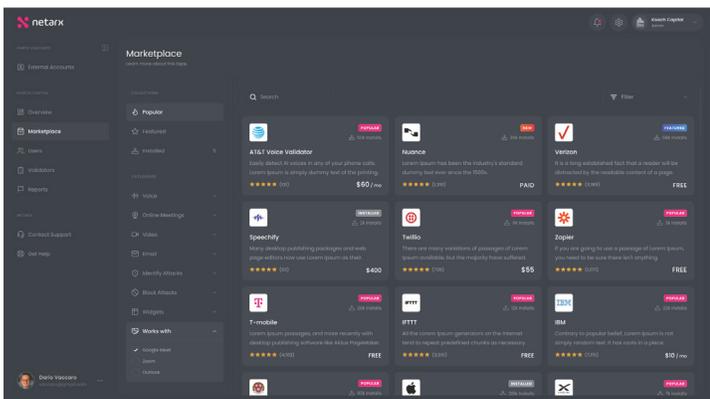
## Real Time Deepfake Detection

We aim to overcome this arms race by changing the rules. Instead of examining the stream of communication, we are analyzing the person on the other end, through a multitude of data points in order to derive a confidence level.

We apply this analysis to many types of communication: voice (iOS and Android), video (i.e. Zoom, Meet, Teams), and email (Outlook, Gmail)

## ENTERPRISE MARKETPLACE

Connect your ecosystem of disparate security systems to the Marketplace and participate in greater shared user awareness.



## WE HELP RESTORE TRUST

We seamlessly integrate into your communication to identify deepfake attacks and the best part is, **you dont have to change the way you work.** In fact your business is more productive while being more secure.

**WE COVER:** Email | Video | Voice

## HOW IT WORKS

Once installed on your laptop, desktop and phone, our brand, the “flurp”, shows up on the right side of the screen –like these:

green flurp



animated amber flurp



animated red flurp



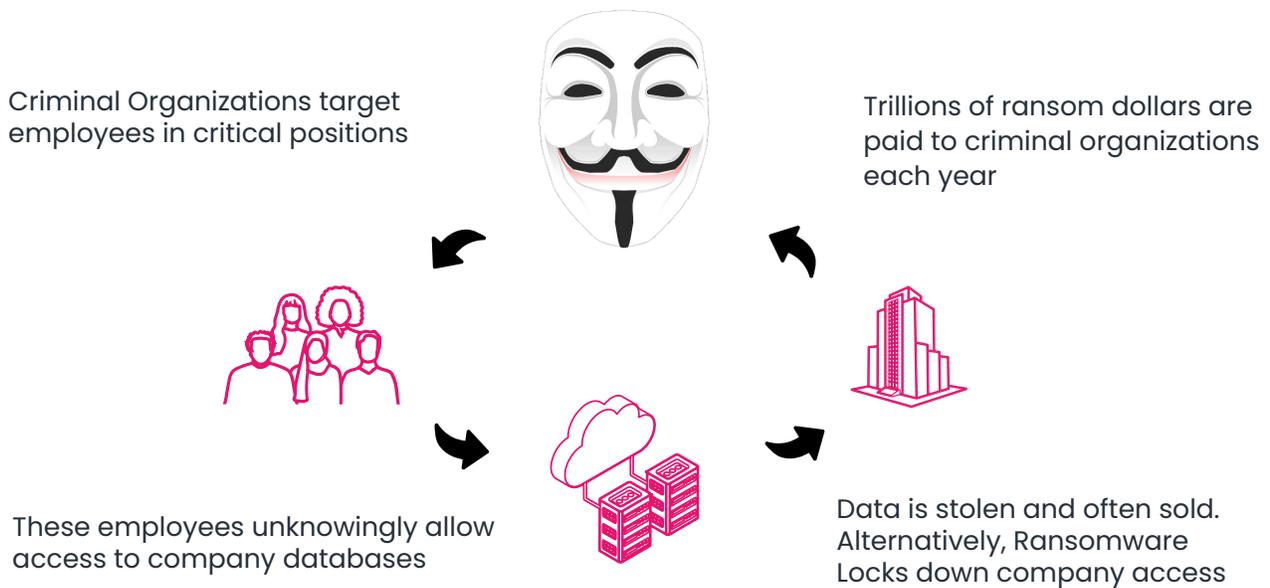
## WHAT DO THE COLORS MEAN?

Many inputs are used to create our AI/ML models. These models enter a **voting ensemble** to derive a **confidence value**. We turn the confidence value into a visual traffic light as the indication of threat.



## WHY NETARX?

Our commitment to cybersecurity innovation is evident in the development of a modern approach to countering the rising threat of deepfake attacks. By embracing this innovative approach, organizations can fortify their digital identities, readily identify attacks, and ensure the integrity of online interactions in an increasingly complex digital landscape.



## THE MISSION:

Protection from deepfake, Generative-AI and evermore sophisticated threats

## THE ANSWER:

Realtime detection and shared awareness of threats to the enterprise



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