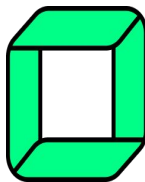


**M E T A P H Y S I C**

# Metaphysic Research

Goals and KPIs  
2023-2024

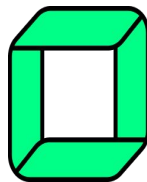
# Goals



# METAPHYSIC

1. **Research** - Undertaking internal research initiatives to yield mutual benefits for MTP and the broader domain of Generative Artificial Intelligence.
2. **Contribution and Collabs** - Contributing to existing working groups, quotes and mentions in emergent scholarly literature relevant to our scope, inclusive of Computer Vision (CV), Machine Learning (ML), Ethics in Technology, Intellectual Property Rights, Privacy Enhancing Technology (PeT) and more.
3. **Integrations** - Accelerating the integration process of pertinent fundamental and applied research papers into MTP's technological framework.
4. **Conferences** - Proposing research articles and demonstrations to notable, research-focused symposia including, but not limited to, the European Conference on Computer Vision (ECCV), the Special Interest Group on Computer GRAPHics and Interactive Techniques (SIGGRAPH), and Fairness, Accountability, and Transparency in AI and Computation (FaaCT).

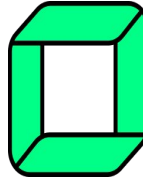
# Research



# METAPHYSIC

1. **Exploration and Advancement of Facial Expression Recognition and Synthesis in the Era of Generative AI:** Proposing Modernized Facial Action Coding System (FACS) to Address Challenges within Generative Artificial Intelligence. [Fundamental Research](#). [Link](#)
2. **Integration of Coalition for Content Provenance and Authenticity (C2PA) Standards in alliance with TruePic:** Implications for Training Datasets and Final Models. [Applied Research](#). [Link](#)
3. **Proposal for the Incorporation of World ID Self-Sovereign Identity:** Towards a Decentralized and Self-Custodial Identity Verification Framework for Metaphysic Pro Users Leveraging Zero-Knowledge Proofs. [Applied Research](#). [Link](#)

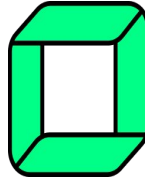
# Contributions and Collabs



# M E T A P H Y S I C

- 1. Engagement in Public and Private Discourses via Contributions to Established Working Initiatives, including:**
  - a. Coalition for Content Provenance and Authenticity (C2PA) under The Linux Foundation
  - b. Institute of Electrical and Electronics Engineers (IEEE)
  - c. Joint Photographic Experts Group (JPEG) Foundation
  - d. Partnership on AI
  - e. AI 4 Good
  - f. AIAAIC
  
- 2. Fostering Research Collaborations in Specific Domains with Institutions such as, but not restricted to:**
  - a. NVIDIA Research
  - b. Sony AI
  - c. TruePic
  - d. Amazon Research
  
- 3. Establishing Partnerships and Initiating Collaborations with Pertinent Institutes including, but not confined to:**
  - a. The Massachusetts Institute of Technology Open Documentary Lab
  - b. Witness Rapid Response Task Force
  - c. The Alan Turing Institute - Path-AI

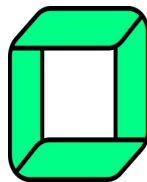
# Integrations



# METAPHYSIC

1. **Pursuing Identification and Review of Pertinent Research** in the Fields of Computer Vision (CV), Machine Learning (ML), Artificial Intelligence (AI), Privacy Enhancing Technologies (PeT), Intellectual Property Rights, and Augmented Reality/Virtual Reality (AR/VR).
2. **Formulating a Robust and Scientifically Grounded Pipeline** to Expedite the Integration of Relevant Experimental Findings into MTP's Technological Infrastructure.

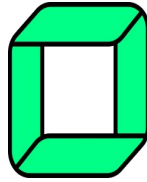
# Conferences



# METAPHYSIC

- 1. Active Participation and Contribution in Relevant, Research-focused Conferences, including:**
  - a. The European Conference on Computer Vision (ECCV) 2024
  - b. Institute of Electrical and Electronics Engineers (IEEE)
  - c. Special Interest Group on Computer GRAPHics and Interactive Techniques (SIGGRAPH) 2023, 2024
  - d. Fairness, Accountability, and Transparency in AI and Computation (FaaCT) 2024
  - e. The Conference on Computer Vision and Pattern Recognition (CVPR) 2024
- 2. Subsequent Submission of Scholarly Manuscripts and Demos to the Aforementioned Conferences.**

# Why Publishing?



# METAPHYSIC

1. **QA** - Establishment of State-of-the-Art (SOTA) Standards and Quality Assurance within MTP's Operations.
2. **Influence** - Exerting Influence and Impact within the Industry to Promote and Propel MTP's Propositions and Vision.
3. **Marketing** - Execution of Strategic Marketing and Public Relations Activities.
4. **HR** - Talent Acquisition and Retention.
5. **You shall not publish** - Relevance is everything.
6. **Giving back** - to the community.
7. **Timing** - when to publish?