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Content Authentication Technology is Launched thanks to File Baby:

**The World's First Comprehensive Platform for Securing Digital
Content Authenticity and Provenance.**

Bentonville, February 14, 2024 - In a groundbreaking move towards securing the authenticity and provenance of creative content in the rapidly shifting digital landscape, Karen Kilroy, Orson Weems, Scott Harris, and Ethan Kuehl proudly introduce File Baby. File Baby emerges as a trailblazing solution to the escalating concerns surrounding the authenticity of online content and the potential job displacement caused by AI. This turnkey platform uses standards set by the Coalition for Content Provenance and Authenticity (C2PA) and the Content Authenticity Initiative (CAI), of which File Baby is a member, along with Adobe, Microsoft, Google, OpenAI, and others. File Baby empowers writers, artists, attorneys, inventors, film makers, students, professors and anyone else with digital intellectual property to take control of their work by enabling them to claim ownership and restrict AI from consuming their content.

File Baby represents a new era in digital content management and creator rights, and is a revolutionary safeguard for creative integrity. As legal guidelines like the White House Blueprint for an AI Bill of Rights emerge, File Baby is the solution to many of the issues that are raised. File Baby champions the cause of creators—individuals and organizations alike—by attaching

their digital DNA to files. “File Baby's impact goes beyond file management; it is a proponent of giving credit where credit is due in the digital realm,” said Karen Kilroy, founder of File Baby and author of Blockchain Tethered AI. “As AI continues to advance and replace human jobs, File Baby becomes a vital ally for creators, ensuring their contributions are recognized, protected, and enables the creator to be compensated fairly for their content.

In essence, File Baby goes beyond meeting the requirements of legislation. The platform is creating a paradigm shift in the relationship between humans and AI - redefining the narrative, placing the power back into the hands of creators, mitigating the fear of job displacement, and defending the essence of human creativity. By seamlessly integrating into the evolving digital landscape, File Baby emerges not just as a tool for compliance but as a cornerstone for fostering a harmonious coexistence between human creators and AI advancements.

How can content creators use File Baby? It's extremely user-friendly. Simply visit file.baby, create an account, and upload your content. File Baby does the rest. If your file already has credentials hidden away inside, such as files produced by ChatGPT and DALL-E, File Baby will keep them intact; otherwise File Baby helps you create them. Once you see your “verify” link, you can share your files with others. They can click to see the files' credentials and voila. The trail has been created.

Enhanced Legal Protection: File Baby creates a tamper-evident trail for content creators, helping to quickly establish a trail of evidence on the origin of your content.

Protection of Creative Integrity: By implementing mechanisms to verify the authenticity of files and detect AI-generated content, File Baby contributes to shielding artists' unique voices and creative content from unauthorized reproductions.

Maintaining Authenticity: File Baby provides tools to differentiate between original artist content and AI-generated media, thereby preserving the genuine bond between fans and artists and safeguarding against AI impersonations.

Industry Support: With the support of various industry groups, File Baby aligns its services with industry standards and expectations, particularly in upholding the principles of artists' rights protection.

Balancing Innovation and Rights: As an AI-driven platform, File Baby ensures a delicate balance between its innovative capabilities and the respect and protection of individual artists' rights, especially in the handling and categorization of digital assets.

Addressing Technological Evolution: With a focus on identifying and managing AI-generated synthetic media, File Baby ensures compliance with legal standards and ethical considerations in the content creation industry, thus staying true to the spirit of legislation such as the proposed Tennessee ELVIS Act, which protects artists from having their likeness and voice used by AI. File Baby allows you to generate DALL-E images from within its interface, and File

Baby's Prompt Library feature helps you to store, recall and protect your valuable prompts that you use to create generative AI.

File Baby and Friends of Justin

The File Baby creators, and Friends of Justin, an Arkansas non-profit organization that works with File Baby, recognizes the importance of staying at the forefront of technological advancements while upholding the principles of authenticity, integrity, and respect for artists' rights. With the implementation of File Baby, they are committed to providing a safer and more transparent digital environment for creators and consumers alike.

For more information about File Baby and our initiatives, please contact Orson Weems at 479-709-2111 or orson@knowbots.org.

File Baby Website:

<https://file.baby>

File Baby Shared Gallery:

<http://tinyurl.com/filebaby-hitcards>

File Baby LinkedIn:

<https://www.linkedin.com/company/filebaby>

File Baby Co-Founder Profiles:

<https://linkedin.com/in/karenkilroy>

<https://www.linkedin.com/in/orson-weems-90363918/>

<https://www.linkedin.com/in/ethan-kuehl/>

<https://www.linkedin.com/in/scott-f-harris-pmp/>

Friends of Justin

<https://www.linkedin.com/company/friends-of-justin/>

<https://friendsofjustin.knowbots.org/>

File Baby Video Playlist:

<http://tinyurl.com/meet-file-baby>

Blockchain Tethered AI:

<https://blockchaintetheredai.com>

Coalition for Content Provenance and Authenticity:

<https://c2pa.org>

Content Authenticity Initiative:

<https://contentcredentials.org>

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