



HaystackID®

False Faces, True Evidence

Unmasking Deepfakes with Digital Forensics

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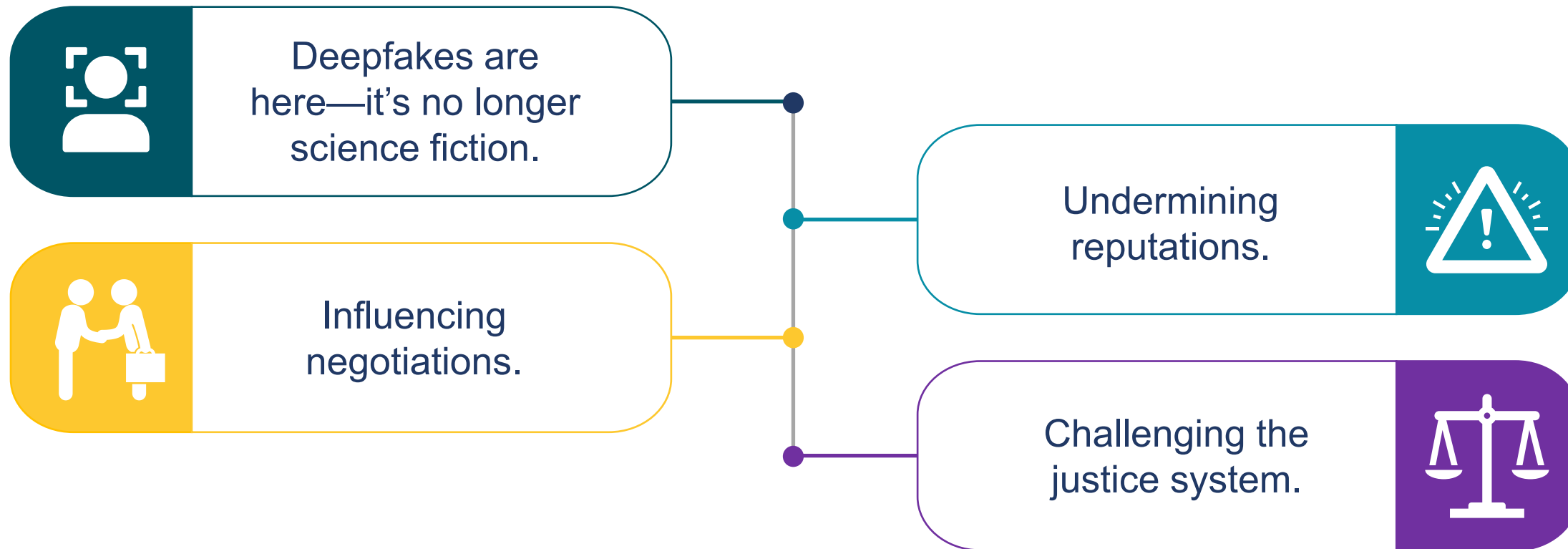
As Chief Information Security Officer and President of Forensics at HaystackID, **John Wilson** provides consulting and forensic services to help companies address various matters related to electronic discovery and computer forensics, including leading forensic investigations, cryptocurrency investigations, and ensuring proper preservation of evidence items and chain of custody. He regularly develops forensic workflows and processes for clients ranging from major financial institutions to governmental departments, including Fortune 500 companies and Am Law 100 law firms.

Opening Challenge



- Imagine you're in court...
- A video of your client making threats appears.
- It looks real. It sounds real.
- But your client says: 'That's not me.'

The Stakes



Then vs. Now

Yesterday

Crude fakes
(six fingers
and glitches).

Today

Seamless,
convincing, and
nearly undetectable.

Tomorrow

Even better
and faster fakes.

Case Study 1: \$25 Million Fraud



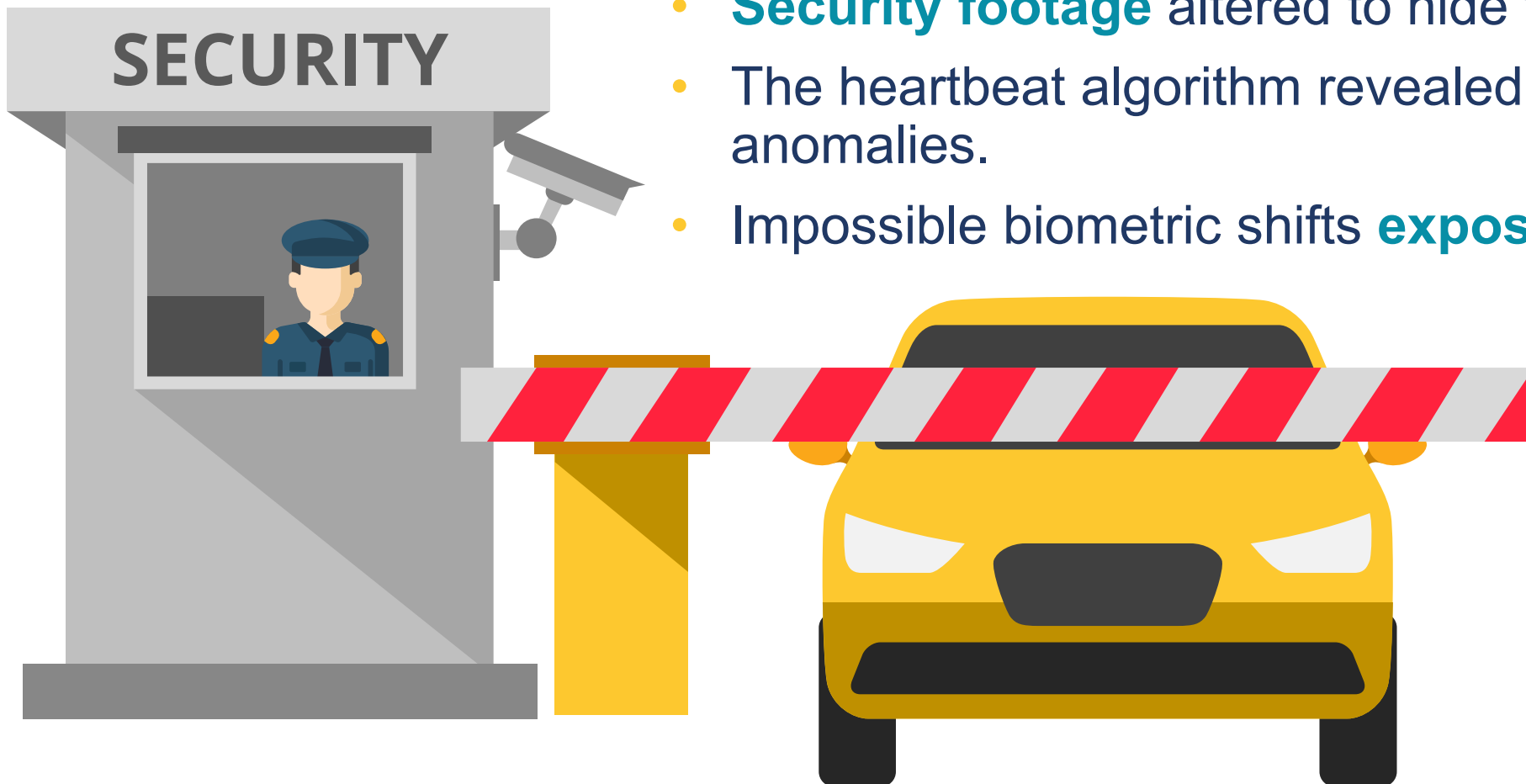
- A 2024 multinational company revealed as **\$25 million** deepfake scam victim.
- CFO tricked on a video call with fake board members.
- Result: Wire transfer of **\$25 million**.
- Deepfake avatars, real consequences.

Case Study 2: Endorsement Swap

- A celebrity **product ad** **was altered** to a competitor's brand.
- Damages both the company and the celebrity.
- **Reputational** and **contractual** fallout.



Case Studies 3 and 4



- **Security footage** altered to hide theft.
- The heartbeat algorithm revealed biometric anomalies.
- Impossible biometric shifts **exposed deepfake.**

What We Do About It

- **Prevention** is almost impossible.
- Focus on proving and resolving.
- **Tools + human judgment:** lighting, timestamps, anomalies.
- Frame-by-frame human review.



Human + AI

- AI + HI = Truth.
- Algorithms detect and humans interpret.
- Together, they expose **deception**.



Market and Opportunity



- **Forensics team growth** estimated from one to eight experts in two years.
- Projected to be 16 by 2026.
- New career paths for investigators, analysts, and technologists.
- The discovery 'pie' just got bigger.

Key Takeaways



**Deepfakes are both
a challenge AND
an opportunity.**

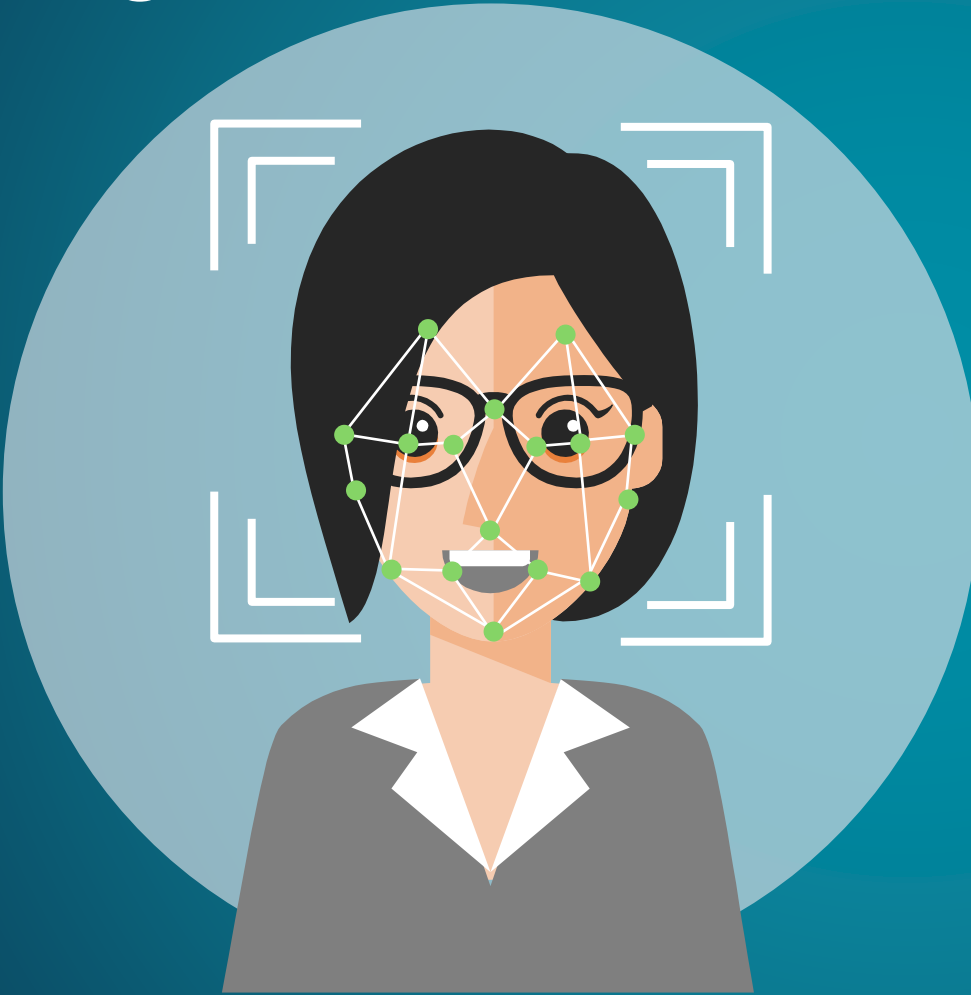


**Every client call
is a 911 call.**



**With the right tools
and expertise,
truth can prevail.**

Closing



- False faces.
True evidence.
- Protecting reputations.
Preserving justice.

Questions?

Learn more at HaystackID.com
or reach out to us at Info@HaystackID.com / 800.267.9695

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