



<http://VerifiedVoiceVault.com>

<http://McCartney.ai>

## VVV FAQs

- What exactly is Verified Voice Vault? (general description)

The Verified Vault is a system to protect original real human voices from being used as 'Deep Fakes' and other nefarious purposes.

In the advent of AI being so rapidly developed, we at McCartney, see the need for at least a 'layer 1' protection, by storing your original voice in our vault.

There's triple redundancy at work here. Your voice is being 'time stamped', Meta Data tagged, stored in the cloud, on external hard drives and offline in 'cold storage'. Additionally, we can load your original recording to the US Copyright Office to at least protect the contents of your recording.

The Verified Voice Vault offers a broad palette of additional services, including 'voice cloning' which is stored next to the user's original voice in our vault, if desired.

The 'clone' can later be used at the clients' direction for narration of various kinds, Audiobooks, White papers, Corporate Resolutions, Wills and other sensitive information the user needs to convey.

- Where did the idea come from?

Having worked in audio for a long time, we saw the need for protection as a necessity, to secure the rights to the users' voice not being infringed upon. The idea here was to keep it simple, just like the SSL Certificates that verify a website is secure, we issue a 'data receipt' for the user's voices, as well as supply them with our PurplePadlock® (like our version of the blue check mark) to display on their web site and social pages. Sort of a first line of defense on misuse, and in the event they are deep faked, we can save countless hours of expensive attorney research time and hand them a USB to cut to the chase and

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start their case.

- Who has used it so far?

Various clients and VO artists have been using it to secure their vocal identity. We keep them confidential, but they range from artists, singers and authors to the general public.

- Who should use it and why?

We think that everyone should have the right to their own voice. As of now, the copyright office does not recognize the human voice as a 'copy-writable' good or service, therefore we are calling for 'protection' as an alternative until legislation changes.

It's really the first step to ensure authenticity.

- How can you be so confident someone won't create technology that will override the protection you're trying to create?

There's no guarantee that this can happen, and it probably will in some cases, but with the Verified Voice Vault you have at least a means of basic protection against voice print infringement or malignant misuse. I mean do you keep all your money under the mattress, or do you have it in a bank?

- Do you have to live in Los Angeles or come to Los Angeles to utilize the service?

No, you can record remotely and send us your voice profile. A 3-5 minute audio sample of your voice recorded in a studio with a good microphone is sufficient. We also have connections all over the USA, Canada and the UK with studio-quality setups. If you want us to subsequently create your 'cloned' voice we recommend a noise-free recording, and we will supply the script to capture all the necessary consonants, vowels, sounds etc. Sort of like the spoken version of "*the quick brown fox jumps over the lazy dog*". From there, we can clone your voice and have it ready for use at the client's instruction.

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