Project

REYNIR

In a time where AI-generated text, sound and images make it easier than ever to produce misinformation, **Project Reynir** focuses on how we can maintain trust in news media, that plays a vital part in our democratic society. With support from **Agenda Vestlandet**, the **Media Cluster** is seeking technological solutions to counteract technologically created threats, promote innovation, and create societal benefits and value through Project Reynir.

Project Reynir aims to elevate technology and solutions that ensure a sustainable democracy.

Project Reynir will identify technological solutions to combat threats from AI-generated images and text. Through collaboration with our members, partners and international players like the BBC, The New York Times and Microsoft, we intend to implement C2PA technology that verifies the origin of images and other media.

There are still many unresolved questions about how best to use this technology. How much information about an image should the end user be able to access? How to implement the technology on third-party platforms? How can the same principles be applied to live broadcasts and article text? In addition to this, Project Reynir will address similar challenges and explore how we can develop technological solutions addressing the issues surrounding the spread of misinformation.

Want to participate?

In Project Reynir, we invite all interested parties to participate. Whether you work in an editorial company, a media tech company, an interest organization or academia, we welcome you to contribute to the project. Generative AI has made misinformation an increased threat to our democratic society. However, we believe there are technological solutions to technology-created problems.

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