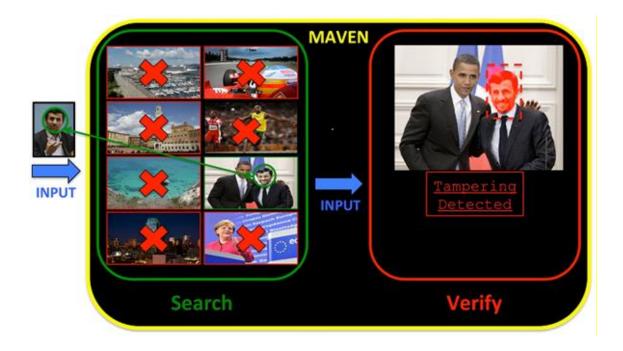
### MAVEN's project logo



Illustration of MAVEN's key concept: "search and verify", used in project presentations



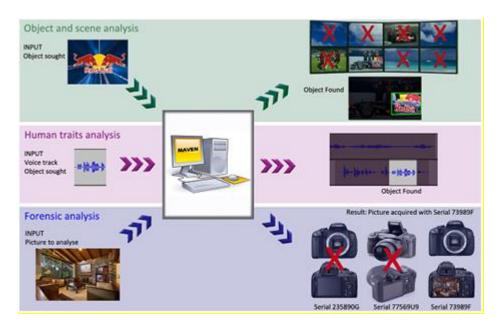


Illustration of a set of MAVEN's functionalities at a glance.

Picture of the kick off meeting, included in the official press release of the project

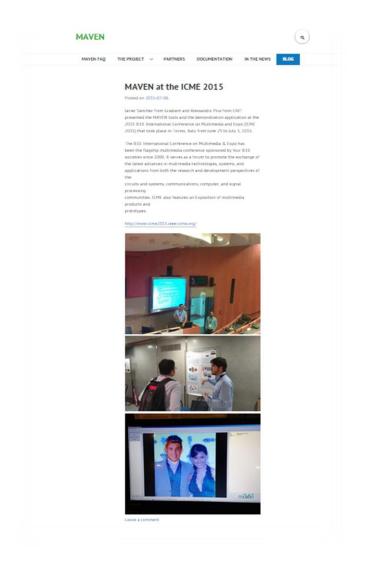


# Rehearsal Meeting (Brussels 8/9/2015)



### Updated MAVEN website snapshots

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### MAVEN presentation at ICME 2015 conference





### MAVEN demo at ICME 2015 conference





### ICME's 2015 MAVEN project paper frontpage

### THE MAVEN PROJECT: MANAGEMENT AND AUTHENTICITY VERIFICATION OF MULTIMEDIA CONTENTS

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ABSTRACT MAVEN (Management and Authenticity Verification of multimedia contENs) is a European FP7 Project focused on the development of a suite of tools for multimedia data management and security. MAVEN objectives are centered on two key concepts, search and verify, integrated in a coherent manner: the system first searches for digital contents containing objects of interest and then applies advanced forensic analysis tools to verify their integrity and authenticity. These capabilities have been developed as a single software framework, and the project also involves the implementation of a prototype demonstrator application, which brings to the end user the possibility of searching for specific contents in media while verifying their authenticity.

Index Terms— media analysis, multimedia search, multimedia forensics, EU project

nutimedia forensics, EU project I.I.TRODUCTION The 21st century society is universally recognized as the information and communication society. Information is continuously generated, acquired, and shared. A large part of this information is stored within multimedia documents generated in a number of different scenarios. It must be also considered that he availability of low-cost, high-capacity storage devices makes easy to quickly accumulate thousands of multimedia files. Thus, the efficient management of large amounts of multimedia files is indeed a challenging task. In addition, it is common knowledge that digital documents can be easily olditel, intentionally or unintentionally, so that their content of an be modified and the conveyed information can change ire natively more prone than others to modifications and the information to very five that digital documents are natively more prone than others to modifications and any entity is information to very five that dispital documents are natively more prove than others to modifications and the is fundamental to verify the integrity of the document for passuring the authenticity of the associated information, governments, national and international associations are

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aware of the fact that the phenomena may also have legal, ethical, social, and cultural implications. The MAVEN Project 'addresses these issues by using some of the latest technologies, powering integrity and authenticity verification tools with multimedia analysis algorithms that search for specific contents. In particular, the MAVEN capabilities range from face detection and recognition to image source verification. All the different modules are integrated within the same framework for application development.

2. THE CONSORTIUM The consortium behind the MAVEN project is formed by a group of four SMEs involved in business areas directly related to the search and verification of multimedia contents; AMPED (Italy), ARTHAUS (Macedonia), TAIGER<sup>2</sup> (Austria and Spain) and XTREAM (Spain). The MAVEN consortium also comprises three RTD performers with complementary expertise and a strong background in the technological areas related to MAVEN: CNIT (Universities of Siena and Florence; Italy), the Pattern Recognition and Applications group from the University of Cagliari (Italy) and GRADIANT (R&D Center, Spain).

### 3. THE MAVEN PROJECT

3. THE MAVEN PROJECT Despite the technological advances in the Security and Media sectors, MAVEN arises from the need of providing such industries with a suite of advanced solutions able to operate in a range of realistic scenarios (CCTV, web images, broadcast data, etc). Moreover, the search and verify concept is not supported in an integrated manner by any tool currently available in the market. The MAVEN suite combines state-of-the-art multimedia analysis techniques with verification algorithms for assessing the authenticity of media assets, providing significant benefits: • Comprehensiveness: MAVEN integrates seven

<sup>1</sup> http://www.maven-project.eu/ <sup>2</sup> Formerly known as playence

### WeMuV 2015 workshop (supported by MAVEN)



HOME CALL FOR PAPERS SUBMISSIONS ORGANIZATION PROGRAM

### Workshop on Web Multimedia Verification (#WeMuV2015) co-located with ICME 2015, Torino, Italy, 29 June 2015

The wide availability of multimedia capturing equipment (e.g. smartphones, cameras) and th even increasing use of online social networking and media sharing platforms such as Twister and Facebook have led to the pervasive use of multimedia content, often user generated, for exporting on al doctomenting new stores and events. Establishing the authenticity and veracity of online multimedia content appears to be an increasingly challenging problem, especially in setting where time is a very care resource (e.g. preaking new proton) and the amount of data to be analyzed increasingly lange. Failure to verify multimedia content ma wave server concensences rainging from personal and brand reputation damage to widespread panic among civilians in the case of natural disasters.

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widespread panic among oxilianis in the case of natural disasters. It becomes clear that the availability of methods and tools for automatically assessing the veracity and authencity of moltimeda contem published online is of primary importance for ensuring reliable and objective information of the public. Yet, developing such methods in the United State of the second state of the ended spreader porcess, or persent align lifters are at the disposal of instance immediately after the capturing of a photo, leading to the widespread online availability of display for the second state of the capture of a second state of the amoting instant of the capturing of a photo, leading to the widespread online availability of a multimoda item is published (e.g. in the context of a breaking news story) and attracts and context of a diverse commend and actively scutimized by a diverse community of online users, giving rise to new copportunities for gathering insights regarding its wearby. Leveraging teoredistory that more, novel computing paradigms putting the human-in-the-loop, e.g. consideration, this issuerounding online context holds the potential for new difference at coefficients of collaborative information management plations, effere new opportunities for leveraging human intelligence at scale for tasks that are hardly solvable by existing algorithms: policibed on sports.

To this end, the first Workshop on Web Multimedia Verification (#WebMv2015) aims to highlight the research challenges and new problems aximing in the emerging particing of Social and Mobile Multimedia and calls for new approaches, studies and evaluation methodological and resources that could contribute in one deficiency address the research challenges at hand. If you are interested in submitting plasse have a look into the topics of interest and the submitsion guiders.



### Presentation of MAVEN at the European Researchers Night 2014







## MAVEN presentation at LawTech Europe Congress



MAVEN presentation at S-Five Workshop



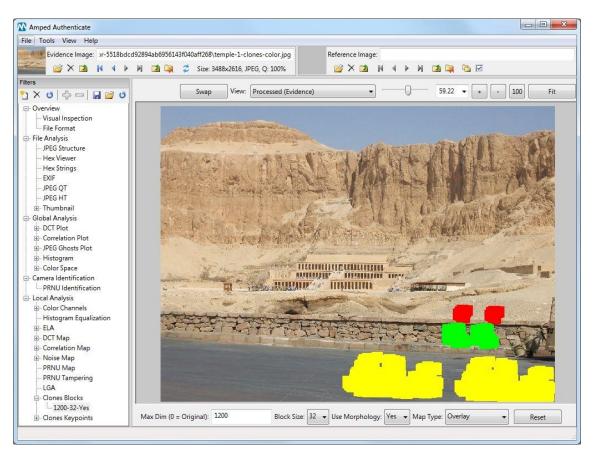
### MAVEN presentation at Forensics Europe 2015

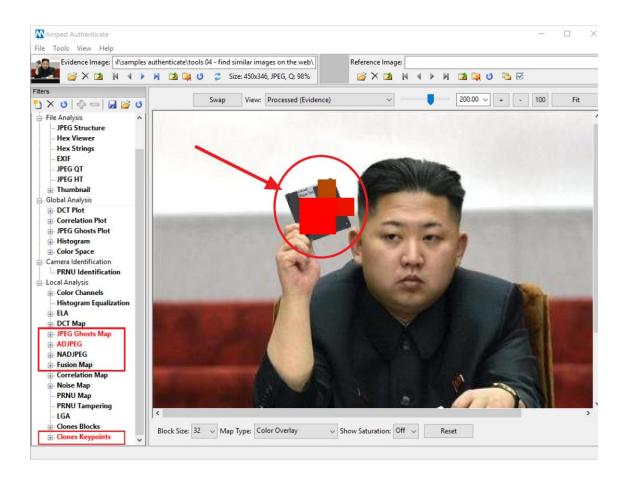


MAVEN presentation at the Entrepreneurial panel at the University of Chicago



# Snapshots of AMPED's Authenticate product with MAVEN forensics tools integrated





Snapshots from the videos prepared within the MAVEN project

















