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FOR IMMEDIATE RELEASE

New Photo Sharing Service izitru Establishes Photoshop-Free Zone *Website, App, and API Identify Unmodified Photos Using Cutting-Edge Forensics*

SAN JOSE, CA — May 6, 2014 — Fourandsix Technologies, Inc. today has launched izitru.com, a free image hosting site that applies advanced image forensics to prove that hosted photos have not been modified with Photoshop or other tools. Addressing a growing distrust of manipulated images, the new website and its companion iPhone app provide an easy way for consumers to share photos with credibility assured. In addition, a developer API offers the opportunity to integrate photo authentication into any website, or to support enterprise workflows that demand reliable photo evidence.

Restoring Trust in Photography

Due to the wide availability of image editing software, it is becoming rare to see photos that haven't been modified in some way from the time they were first captured. Viewers are unsure of what to trust, whether they're looking at a selfie on Facebook, an item for sale on eBay, or a dramatic storm cloud photo on Twitter. Notable photo hoaxes, sometimes even fooling legitimate news outlets, have heightened the sense of distrust to the point that even real photos are often questioned and picked apart online.

"While there's value in creative manipulation of photos, there remains a critical role for photos to play in documenting reality," said Fourandsix co-founder and CEO Kevin Connor. "Our goal with izitru is to provide the anchor for that reality, so that the most trustworthy photos can easily stand out from the chatter of manipulated imagery."

Izitru integrates more than a decade's worth of image forensics research that can distinguish an original JPEG file captured with a digital camera from subsequent derivations of that file that may have been changed in some way. As soon as an image has been uploaded to izitru, it is subjected to a series of six different forensic tests. Images that pass all six of these tests get the highest trust rating.

Share Trusted Images in Seconds

First-time visitors to izitru.com can generate an authenticated image link in seconds. Just tap the Upload button, and choose to upload any unmodified JPEG file from a digital camera. There's no need to create a user ID, though users who want to track and

maintain multiple image links can sign in with an existing social media ID. The iPhone app further simplifies the process by including a built-in camera for capturing images.

Every image uploaded to izitru is hosted on a dedicated page with a prominent trust rating. A short URL and convenient sharing buttons make it easy to share the result on social media or via email.

Expert Forensic Analysis When Needed

The automated forensic techniques used by izitru are sufficient for most images, but there may occasionally be more challenging images that would benefit from a trained eye and more specialized analysis. For this reason, every image page on izitru features a Challenge button that visitors can tap to indicate they disagree with the forensic analysis. Images that receive a high number of challenges will get a closer look from izitru experts who will run more advanced tests. If appropriate, the trust rating will then be updated. This community feedback will also contribute to a continual refinement of izitru's automated testing routines.

API for Integration with Websites and Business Processes

Though the izitru app and website are immediately useful on their own, the greatest potential of this new service lies with an API that will permit third-party websites and businesses to bypass izitru.com and send images directly to the izitru servers for analysis. Using this API, a social media site could automatically rate the trustworthiness of photos as they are shared, or an insurance company could flag suspicious accident claim photos as they are submitted from a smartphone app.

Availability

The izitru website is available immediately, and the izitru app will be made available today in the Apple App Store. Both are free. Direct use of the API for integrating izitru with other websites or services is fee-based, and interested parties should contact izitru directly at contact@izitru.com.

About Fourandsix Technologies, Inc.

Fourandsix Technologies, Inc. serves the mission of developing practical solutions that separate truth from deception in photos. It was co-founded in 2011 by two established imaging experts: Kevin Connor, a former leader of the Adobe Photoshop product line, and Dartmouth College's Dr. Hany Farid, whose pioneering research in image forensics established the technical foundation of the company.

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