

### The TNO team



**Erik Meeuwissen** Project lead Generative Al



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Project duration: August 2023 – November 2024







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## The involved business partners



**Claus Rynners** (Security Consultant) **Carl Roberts** (Security Consultant) Menno Valkema (Security Consultant)



**Folke Drost** (Software Engineer AI) **Emiel Tjipjes** (Genesys Specialist) **Rob Stübener** (Innovation manager) **Niels Dekkers** (Technical Innovation manager)

Project duration: August 2023 – November 2024



















#### Presentation content

- 1. The problem
- 2. AVoiD: Artificial Voice Detector
- 3. Business impact for partner organizations
- 4. Next steps & key message
- 5. Questions & Discussion















#### **Problem**

Synthetic audio/deepfakes are already being used for scams (fraud, espionage, ...) and misinformation

Company worker in Hong Kong pays out £20m in deepfake video call scam

> Fake Joe Biden robocall tells New Hampshire Democrats not to vote Tuesday

THE TERRIFYING A.I. SCAM THAT USES YOUR LOVED ONE'S VOICE

> Electricity and gas phone scams: two energy companies discovered simulating victims' voice consent with AI

#### Sources:

Company worker in Hong Kong pays out £20m in deepfake video call scam | Hong Kong | The Guardian Fake Biden robocall tells voters to skip New Hampshire primary election The Terrifying A.I. Scam That Uses Your Loved One's Voice | The New Yorker Truffe telefoniche per luce e gas: scoperte due società energetiche che simulavano il consenso vocale delle vittime con l'IA











#### **Problem**

Synthetic audio/deepfakes are every day easier to generate

#### The 10 Best Free Al Voice Generators for 2025

Home > Blog > Video Editing

Last Updated on Jan. 17, 2025 – by David Morgan

Add to My Favorites

ChatGPT can now see, hear, and speak

#### Google is using AI to make fake podcasts from your notes













### **Problem**

#### Can you spot the fake?



fake



real



fake











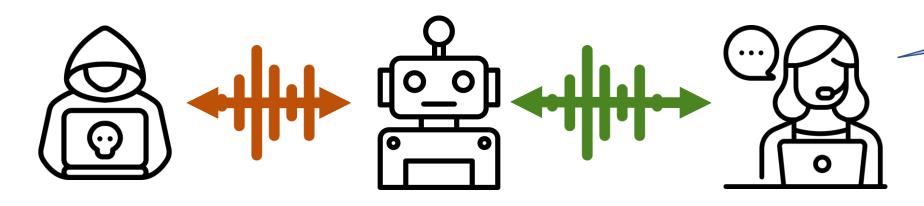






## The problem – Impact insurance

#### Soon



So you want to change your account number and submit a claim for damages?







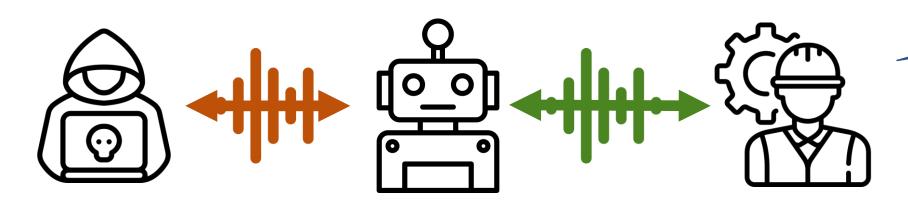






### The problem - Impact high tech industry

#### Soon



Yeah I can send you the documentation of machine X!









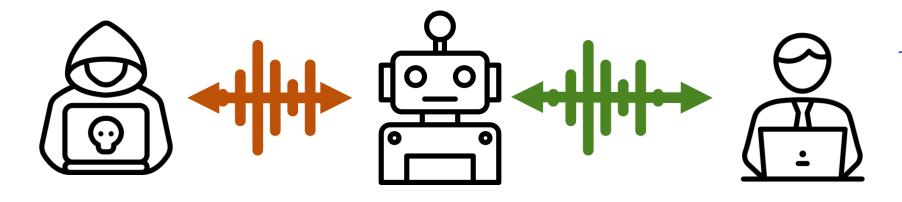






### The problem - Impact financial industry

#### Soon



No problem, I can alter those transaction details today!

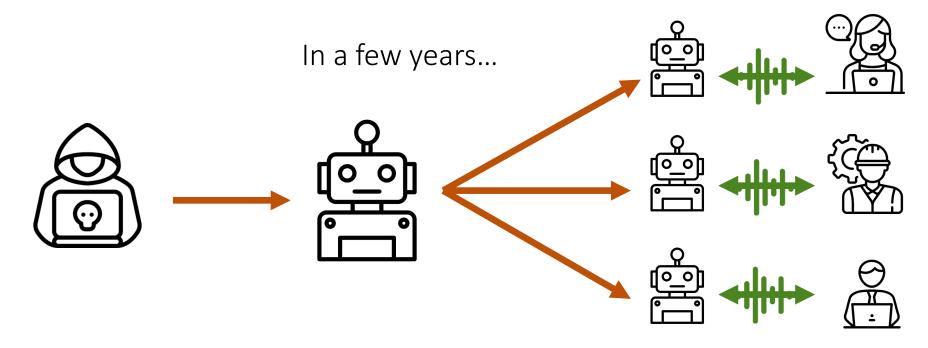








### The problem – in the future



What would 10, 100, 1000 deepfake calls a day mean for your organization?

\*3 seconds are enough

How many hours of your CEO talking about sustainability are available on Linkedin\*?



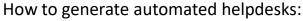




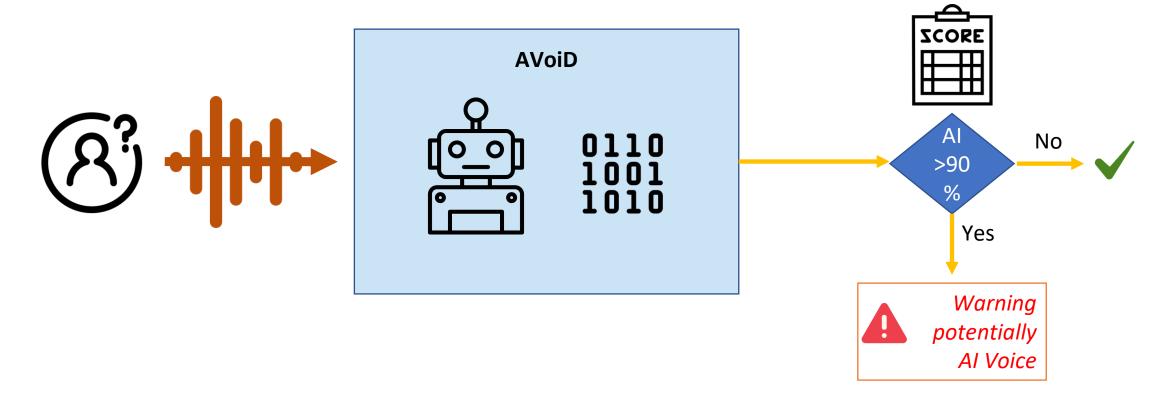








### **AVoiD: Artificial Voice Detector**









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### **Business impact for partner organizations**



**Result:** Implementation of the Artificial Voice Detector on the Achmea Analytical Environment.

#### Impact:

- Raising further awareness on the subject of Deepfake Audio;
- The current PoC can already be used as a **benchmark** for commercial solutions;
- Working towards the PoC gave us insights in what must-have and nice-to-have requirements a commercial solution should have.





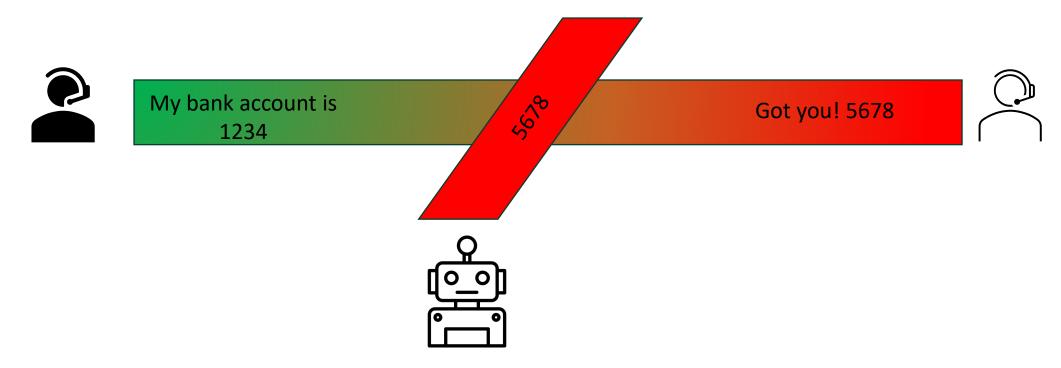






### **Next steps for AVoiD**

Improve segmentation analysis to identify partially doctored real audios (Threat: Audio-Jacking: Deep Faking Phone Calls, Audio-jacking: Using generative AI to distort live audio **transactions**)









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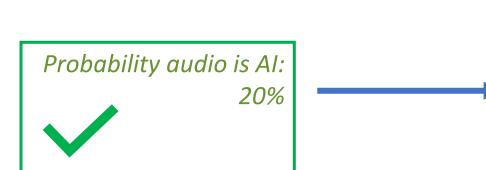


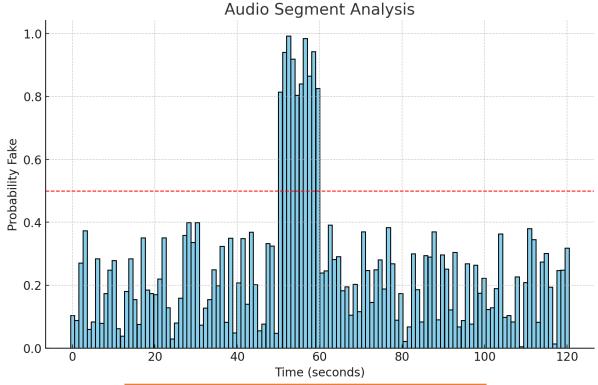
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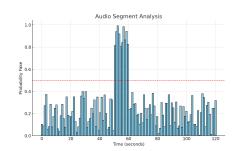






### **Next steps for AVoiD**

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Better integration capabilities (also depending on use case)







Multi-language data analysis



Join Horizon 2025 call













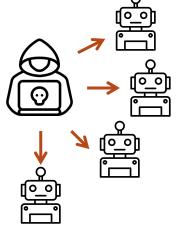






### Key message & next steps for your organization

Deepfake frauds, scams and misinformation will soon be pervasive in our society



How do we keep ourselves safe?

Keep following developments in the field of AI-assisted audio/visual generation



• Invest in innovation to mitigate the risks

















# Thank you!

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For more info about AVoiD:

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