

DEEPFAKE

Chair: Diego Piffaretti - Red Team Lead | CyberSecurity – Globo

In this panel, we will show how deepfake has developed, the security implications and threat scenarios it can bring to our media context. We will also demonstrate the potential use of this type of technology. Additionally, we will talk about the elections and how these themes are related.

Speakers:

- **Fernando Ribeiro - Technology and Innovation Specialist - Globo**
- **Bruno Sartori - Journalist and Deepfaker | CEO - FaceFactory.AI**



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Piffaretti has a degree in Computing and is currently studying for a master's degree in computing at the Instituto Militar de Engenharia (IME). He has 17 years of experience in IT, with 10 years of experience in information security, with an emphasis on offensive security, acting as an ethical hacker in several clients and segments, experience with intrusion tests in ATM (ATM), networks, infrastructure and applications.

He has been developing personal deepfake research since 2019, when he used a Chinese app ZAO for his first experiments.

At Globo, he acts as the technical leader of the offensive security team, a team formed by "hackers for good", working with penetration tests and supporting other areas as a technical reference in the cybersecurity theme.

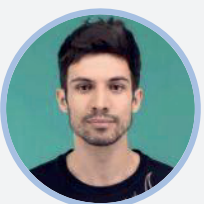


Fernando Ribeiro - Technology and Innovation Specialist - Globo

Fernando has 11 years of experience working in game development, education and as a generalist in national and international companies. His professional experience includes mobile and VR game development, 3d modeling, animation, motion capture, photogrammetry techniques, composition and motion graphics for companies and educational institutes.

With extensive experience in creating VR experiences in his work for OculusVR/Facebook and previously as a consultant for Unity Technologies developing UMA – Unity Multipurpose Avatar, Fernando also runs the Goblin Workshop, where he is involved in the research, creation and customization of avatars, consulting for UMA users and high quality content for Unity AssetStore.

Currently Fernando works at Globo as a specialist at the MediaTech Lab focusing on synthetic humans and virtual scenarios, leading research lines using DeepLearning, developing new methodologies for generating virtual characters and creating dynamic virtual scenarios.



Bruno Sartori - Journalist and Deepfaker | CEO - FaceFactory.AI

Bruno Sartori, also known by the name of Bruxo dos Vídeos (Video Wizard), is a Brazilian journalist, comedian and digital influencer considered one of the pioneers in creating satire through the deepfake technique in Brazil. Sartori gained notoriety with videos that satirize public entities such as Jair Bolsonaro, Sérgio Moro and Lula.

Some of his most famous works using the technique of synthesizing human images or sounds with artificial intelligence involve rendering videos from famous series such as Chaves and Chapolin Colorado; classic scenes from telenovelas such as Tieta and Avenida Brasil; and of music clips contained in the works of Whitney Houston and those of Mariah Carey in the making of satire.