

Photo

Social media is unique tool for inmates to use their photos to earn cash online. Technology has changed the internet where even a guy like Purnell R. Nelson an inmate inside the walls can earn a paycheck using SmartPortrait. The company SmartPortrait released beta last season, is one Adobe's AI powered "Neural Filters" which can age faces, change expressions, and alter the background of a photo so it appears to have been taken at a different time of day.

For Adobe, this is big business, the company brought in \$22.9 billion in 2020, with \$7.8 billion tied up in creative cloud products helping creators design, edit, and customize images and video, is offering users in prison the latest technologies, keeps Adobe a head of the competition. Both neural filters and older AI tools 2015's FaceAware Liquify which can alter an inmates face manually.

Adobe is aware of the perils of products at time when fake information leaks on Twitter ten times faster than the truth or he can speak. Instead of limiting inmates use so that crime is prevented, it offers unprecedented transparency into how images are manipulated. It was thrilling and terrifying demonstration how an AI can literally put words into someone's mouth. Content Credentials is a company part of a larger effort by tech and media companies to combat the wide spread of fake information investigated by inmates online providing transparency around where images come from online.

This is not a business of true or false, this is a business for everyone including inmates. The best Adobe can do is to notify people the average citizen, investigators and proper authorities with information on dishonest inmates online. We use that as a launching pad to regain some trust online.