DESIGN SPEC: The Deepfake Defense Desk Card

Format: Double-sided 5x7 inch card (or A5).
Target Audience: Finance, Treasury, and AP Teams.
Design Style: High contrast. Red/White/Black color scheme for urgency.

[SIDE A: THE ACTION PROTOCOL]

(Header - Large, Bold, Red Background with White Text)

STOP. LOOK. VERIFY.

Is this video call real?

(Body Content)

RULE #1: THE "NOSE TOUCH" TEST

If the request involves money, standard video is not proof.
Ask the caller to perform a specific movement to test for 2D AI models:

1. **"Can you turn your head 90° to the left?"** (Watch for the ear blurring)
2. **"Can you wave your hand in front of your face?"** (Watch for the hand disappearing)

RULE #2: THE CHANNEL SWITCH (MANDATORY)

Video is for discussion. Text is for authorization.
NEVER authorize a transfer based solely on a video or voice command.

1. Hang up the video call.
2. Message the executive on **Signal / WhatsApp** OR call their internal desk extension.
3. **Script:** *"I am verifying the transfer request ID #[XYZ] discussed on video. Please confirm via this secure text channel."*

RULE #3: THE MAGNITUDE CHECK

Disrupt the urgency.
If the request is marked "Urgent" or "Secret," it is a red flag.
[ ] Does this bypass our standard countersign procedure?
[ ] Is the destination account new or international?
If YES to either: Initiate "Red Protocol" and alert the CISO immediately.
(Footer - Small, Black Text)
Deepfake Defense Protocol v2025 | Security Operations Center (SOC)

[SIDE B: THE GLITCH LIST]

(Header - Bold, Black Text)

VISUAL FORENSICS CHEAT SHEET

What to look for during the call:

(Grid Layout - Icons + Text)

1. The "Halo" Effect
Look at the hair and jawline.
- **The Sign:** Is there a blurry or shimmering outline around the head?
- **The Cause:** The AI is struggling to separate the "fake" face from the real background.

2. The Lighting Mismatch
Look at the shadows.
- **The Sign:** Is the face lit from the left, but the room lit from the right?
- **The Cause:** Deepfake models often use generic studio lighting that doesn't match the user's actual environment.

3. The "Glassy" Eye
Look at the blinking.
- **The Sign:** Does the person blink too slowly, or not at all? Do the eyes move naturally?
- **The Cause:** AI models struggle to replicate rapid eye movement (saccades).

4. Audio-Video Lag
Look at the lips.
- **The Sign:** Do the lips move *after* the sound is heard?
- **The Cause:** Real-time processing latency.

(Boxed Highlight at Bottom)

> WHEN IN DOUBT:
> Blame the connection. Say: "The connection is unstable, I cannot hear you clearly. I will call you back on your internal line."
> Hang up immediately.