

# brighter AI

[Contact us](#)

Protect every identity in public

## What is DNAT?

brighter AI's Deep Natural Anonymization (DNAT) is a generative AI-based solution. **It protects identities through generating synthetic overlays of faces and license plates.**

Original



Precision Blur



DNAT



With DNAT, companies can use their video and images for AI development and analytics while **avoiding fines** from data protection authorities and losing their customers' trust or damaging their reputation. Compared to traditional anonymization solutions like blurring or pixelation that don't preserve the original data's accuracy and integrity, **DNAT is the only solution empowering analytics and machine learning.**



## Why Deep Natural Anonymization (DNAT):

- It's **safe**: re-identification by facial recognition technology is not possible and synthetic faces are randomly generated and non-reversible
- It's **accurate**: age, gender, race, emotions, facing direction, intention are retained for analysis and AI development
- It's **compliant**: EuroPriSe certificate for privacy-compliant IT products

## How does DNAT work?

1. Faces are detected in the original image
2. For each face, an artificial overlay is generated
3. These non-reversible overlays replace the original face



brighter AI's anonymization software can be **seamlessly integrated according to your needs**, from edge to on-prem to cloud.

Our solution is easy to integrate, offers cloud compliance & data protection warranties, full support and zero maintenance costs.



On-prem deployment



Cloud deployment