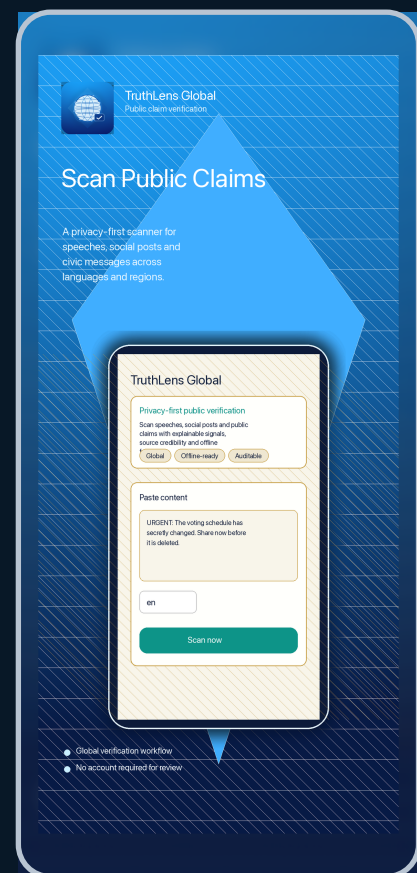


TruthLens Global

Freedom of speech. Democratic governance. Verified context.

TruthLens Global helps people review public claims with explainable signals, source credibility, offline fallback and privacy-first design. It is built for democratic governance, civic education and responsible freedom of speech across regions.



Promotional brochure for international organisations, governments and the global public

Executive Summary

WHY TRUTHLENS MATTERS

Democracies need open speech and trustworthy context at the same time. TruthLens Global supports both goals by helping people inspect claims before they spread, without censoring discussion or replacing human judgment.

Key messages

- Decision support, not censorship
- Designed for media literacy and civic trust
- Useful for institutions, journalists, educators and the public
- Works with live services or transparent local fallback

The Global Information Challenge

A UNIVERSAL PUBLIC-INTEREST PROBLEM

False, misleading and context-poor claims can travel faster than institutions can respond. Citizens need tools that are accessible, transparent and careful enough to encourage better speech rather than suppress debate.

Key messages

- Rapid viral claims
- Low-context political messaging
- Source confusion and impersonation
- Language and regional gaps

Context strengthens speech. Transparency strengthens democracy.

What TruthLens Does

A SCAN ENGINE FOR PUBLIC CLAIMS

Users can enter or sample a claim, run a scan, and receive a practical assessment: verdict, confidence, bias signals, source credibility and a plain-language explanation.

Key messages

- Scan speeches, captions, posts and civic messages
- Summarise credibility and risk signals
- Label uncertainty clearly
- Encourage context-seeking behaviour

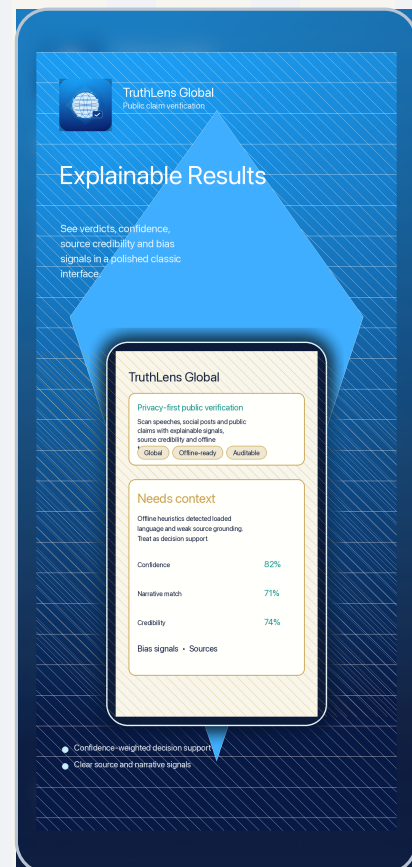
Live App View: Global Scanner

FAST PUBLIC-CLAIM WORKFLOW

The scanner is built for simple public use: paste or sample a claim, run the scan, and receive a structured result without needing an account.

Key messages

- Low-friction scanning
- Clear primary action
- Global language and region framing



Live app image 2 of 7

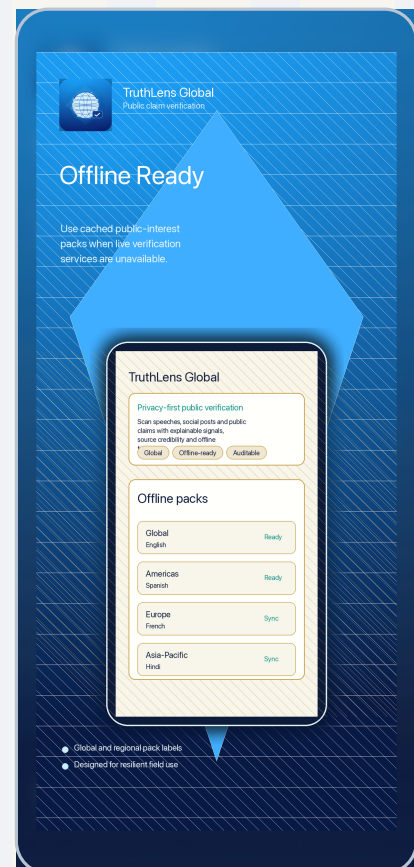
Live App View: Explainable Results

TRUST THROUGH TRANSPARENCY

TruthLens avoids opaque verdicts. Results are supported by bias indicators, confidence, source credibility and an explanation users can challenge or compare.

Key messages

- Verdicts with confidence
- Bias and narrative signals
- Source credibility cues
- Plain-language reasoning



Live app image 3 of 7

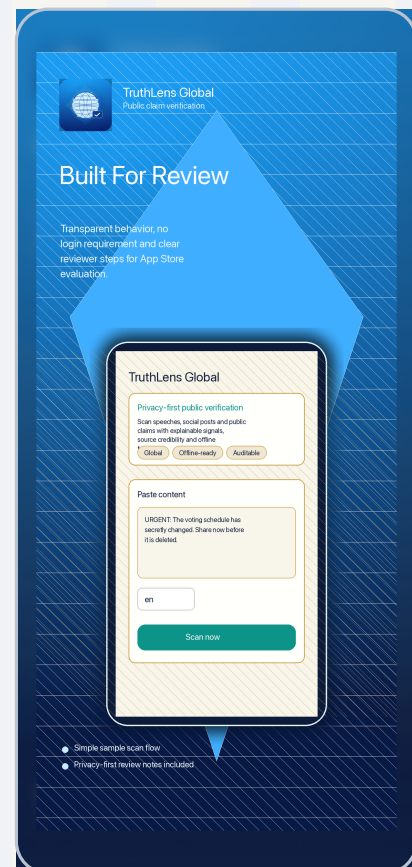
Live App View: Offline Packs

RESILIENCE WHERE CONNECTIVITY IS LIMITED

Offline fallback packs give communities, field teams and classrooms a way to keep working when live verification services are unavailable.

Key messages

- Global and regional packs
- Transparent local heuristics
- Useful for field missions and workshops



Live app image 4 of 7

For International Organisations

CIVIC RESILIENCE AND INFORMATION INTEGRITY

TruthLens can support election observation, civic education, humanitarian communications, peacebuilding and public-interest monitoring where misinformation can affect trust and safety.

Key messages

- Field-ready training workflows
- Public-interest claim review
- Explainable outputs for briefings
- Portable support across regions

For Governments and Public Agencies

DEMOCRATIC GOVERNANCE WITHOUT SILENCING SPEECH

Public agencies can use TruthLens as a media literacy and response-support tool. The app promotes informed dialogue while preserving the principle that citizens should be free to speak and question.

Key messages

- Citizen-facing education
- Rapid triage for public communications
- Transparent civic context
- Non-punitive decision support

Context strengthens speech. Transparency strengthens democracy.

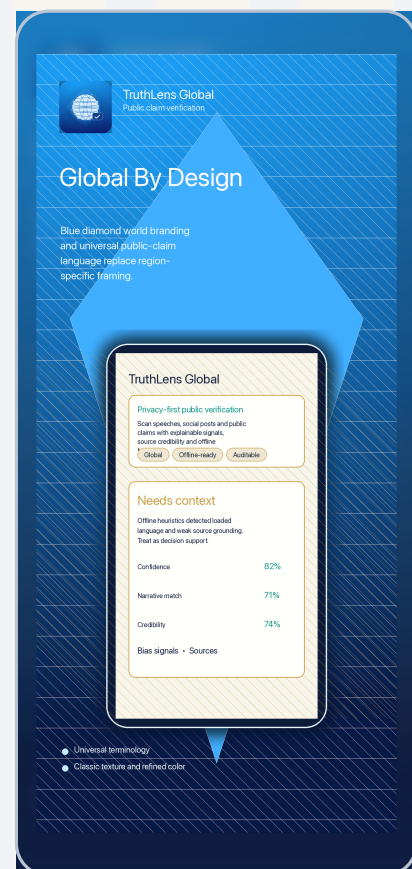
For The Public

A PERSONAL CIVIC VERIFICATION COMPANION

TruthLens helps people pause before sharing, look for source quality, compare confidence signals and ask better questions about claims that affect democratic life.

Key messages

- No account required for review flow
- Readable results
- Designed for everyday users
- Supports responsible sharing



Live app image 5 of 7

Freedom of Speech By Design

MORE CONTEXT, NOT LESS SPEECH

The app does not make final accusations, block content or rank people. It provides context so users can speak more responsibly and institutions can respond with greater care.

Key messages

- Preserves open debate
- Shows uncertainty
- Separates signal from judgment
- Encourages scrutiny over suppression

Democratic Governance Benefits

PRACTICAL OUTCOMES

TruthLens supports healthier public dialogue by making verification approachable. The aim is to improve civic confidence and reduce the spread of harmful false claims through education and transparency.

Key messages

- Better public understanding
- Faster institutional triage
- Reusable civic training material
- More accountable communication

Context strengthens speech. Transparency strengthens democracy.

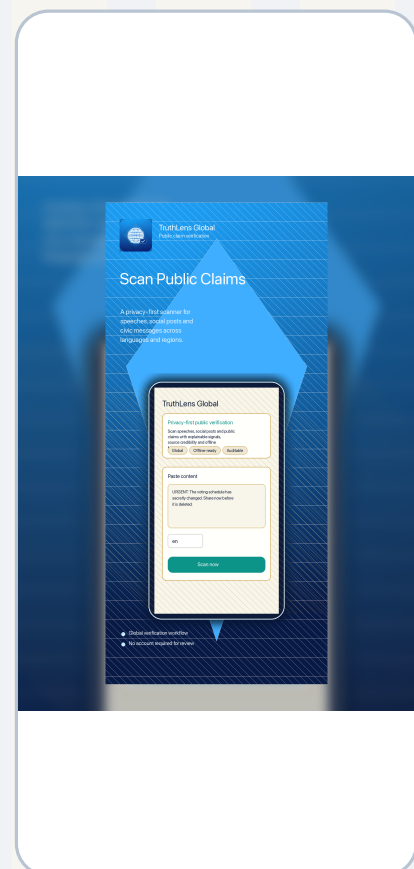
Privacy and Data Philosophy

MINIMISE, EXPLAIN AND PROTECT

TruthLens is designed to minimise account friction and unnecessary data collection. Local fallback scans can run on-device, and iCloud/CloudKit support can back up scan history where enabled.

Key messages

- Privacy-first scanner
- On-device fallback processing
- Cloud backup support
- No social publishing layer



Live app image 6 of 7

Technology Stack

SWIFTUI, SCAN ENGINE AND CLOUD BACKUP

The iOS app combines a SwiftUI interface, local scan heuristics, credibility scoring, optional verification API support and CloudKit-backed SwiftData storage.

Key messages

- Native iOS experience
- Explainable scoring services
- SwiftData with CloudKit fallback
- Backend API path for future scale

Deployment Pathways

FROM PILOT TO PUBLIC ROLLOUT

TruthLens can be promoted through public education campaigns, civic institutions, government digital service teams, university media literacy programs and NGO field operations.

Key messages

- Pilot with trainers and civic groups
- Localise language and examples
- Publish public guidance
- Measure learning outcomes

Context strengthens speech. Transparency strengthens democracy.

Safeguards and Responsible Use

A CAREFUL VERIFICATION POSTURE

The product frames results as decision support. It avoids final legal, political or personal determinations and encourages users to compare evidence, source quality and context.

Key messages

- No final accusations
- Confidence-weighted outputs
- Human judgment remains central
- Review notes for app auditors

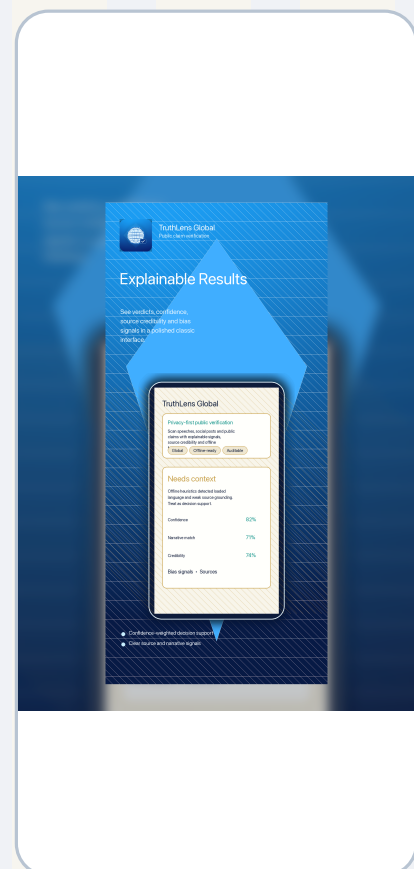
Live App View: Review Ready

PREPARED FOR PUBLIC DISTRIBUTION

The release includes App Store metadata, screenshots, review instructions, age rating answers, content rights information and an uploaded validated build.

Key messages

- App Store review submitted
- Required screenshots uploaded
- Build 1.0 selected
- Precheck passed



Live app image 7 of 7

Partnership Opportunities

INSTITUTIONS CAN HELP SCALE TRUST

International organisations, governments, universities and civil society groups can adapt TruthLens for campaigns, training and public digital-literacy programs.

Key messages

- Election integrity partnerships
- Media literacy programs
- Public service communication
- Research and evaluation pilots

Context strengthens speech. Transparency strengthens democracy.

Campaign Messaging

SPEAK FREELY. VERIFY WISELY.

TruthLens can anchor social campaigns that celebrate open democratic dialogue while giving citizens the tools to inspect viral claims, speeches and public-interest messages.

Key messages

- Freedom with responsibility
- Global civic confidence
- Transparent public technology
- Practical media literacy

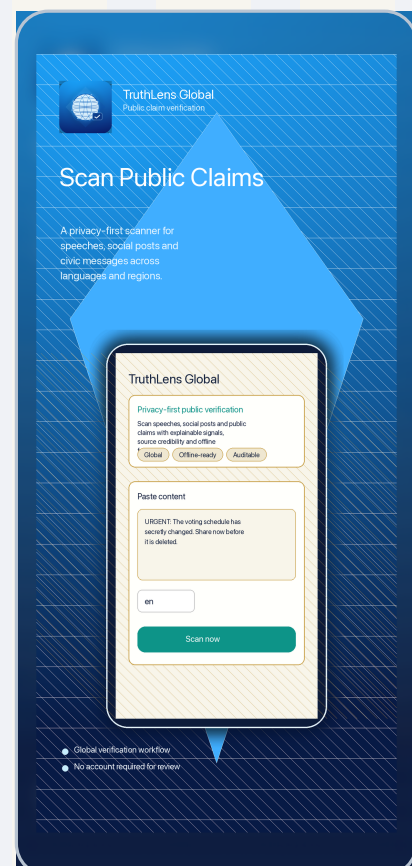
Call to Action

BUILD A MORE TRUSTWORTHY GLOBAL CONVERSATION

TruthLens Global is ready for review, partnership and civic promotion. The app gives the public a practical way to protect democratic speech with context, transparency and care.

Key messages

- Invite pilot partners
- Promote public education
- Support responsible digital governance
- Advance global democratic resilience



Live app image 1 of 7