Smadlytics Inc. Unveils INTERITY

The Trust Infrastructure for the AI Era, Redefining Deepfake Defense and Digital Authenticity

Wilmington, Delaware Mar 25, 2026 (Issuewire.com**)** - Smadlytics Inc. today announced the launch of INTERITY, a first-of-its-kind AI-powered trust infrastructure platform designed to proactively defend against deepfakes, synthetic identity fraud, and AI-driven impersonation at scale.

As generative AI accelerates, deepfakes are no longer edge cases. They are becoming a systemic enterprise risk, impacting executive identity, financial systems, brand integrity, and public trust. Legacy security models remain fragmented and reactive, leaving organizations exposed in an increasingly synthetic digital environment.

INTERITY establishes a new category: proactive, continuous trust.

Built as a privacy-first, multimodal AI platform, INTERITY embeds trust directly into digital ecosystems enabling organizations to:

- Detect and prevent deepfakes in real time across video, image, and voice

- Cryptographically and forensically prove authenticity at source

- Accelerate enforcement and legal response with evidence-grade intelligence

- Ensure accountability and traceability across digital interactions and channels

At the core of the platform is INTERITY's Deepfake Defense Suite, delivering real-time protection against executive impersonation, advanced forensic analysis of synthetic media, and continuous monitoring across surface and dark web environments.

Unlike point solutions, INTERITY operates as a unified intelligence layer integrating behavioral biometrics, voice intelligence, facial analysis, and neuro-symbolic AI to deliver continuous, context-aware identity assurance. This enables enterprises to move beyond static authentication toward dynamic, risk-adaptive trust models.

"Deepfakes have fundamentally altered the threat landscape turning identity itself into an attack surface," said Vini Kaul, Co-Founder and Chief Growth Officer, Smadlytics Inc. "INTERITY is not just a detection tool, it is trust infrastructure for the AI era. We are enabling organizations to verify authenticity in real time, prevent harm before it scales, and operate with confidence in a world where anything can be synthetically generated."

Defining a New Category: Trust Infrastructure

"INTERITY introduces a paradigm shift where trust is continuously established, validated, and enforced, not assumed" said Ravinder Singh, Founder and CEO, Smadlytics Inc. By converging deepfake detection, digital identity, behavioral intelligence, and privacy-preserving AI, Smadlytics is building the foundational trust layer required for enterprises, governments, and digital platforms to operate securely in the age of generative AI.

About Smadlytics Inc.

Smadlytics Inc. is a Delaware-based technology company focused on AI, Automation, and Analytics (3A Technologies). The company builds next-generation intelligent platforms that enable organizations to operate securely, intelligently, and at scale in an increasingly AI-driven world.

Media Contact -

Smadlytics Inc.

Email: info@smadlytics.ai

Website: www.smadlytics.ai

Media Contact

Smadytics Inc

*********@smadlytics.ai

+16729716054

Source : Smadlytics Inc

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