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HAND, First Global Talent ID Registry for Both Real and Virtual Performing Arts & Sports Talent, Announces Five Beta Partner Program Participants

Diverse set of media companies embrace opportunity to work with HAND in crafting a global persistent ID for performing arts & sports talent in both real and virtual worlds

New York, NY, September 15, 2023 – HAND (Human & Digital), the first global Talent ID registry for efficient discoverability, royalty collection and revenue tracking of Performing Arts and Sports, has announced their initial set of Beta Partner Program participant companies.

"We're delighted to share the news about five companies across the media & entertainment space who have stepped-up to join our Beta Partner Program," said Will Kreth, CEO & Founder of HAND. "From the creation of virtual talent for the biggest studios and talent agencies in Hollywood using the latest technologies, to the elegant automation of distribution metadata for TV networks and studios, to advanced media performance analytics, and the development of interoperable standards for optimized workflows - each company brings a unique perspective and set of use-cases to the Beta Program that will strengthen the value of our HAND Talent ID in critical production and distribution workflows across the value-chain."

The initial set of five Beta Program companies includes Fabric Data, Wild Capture, Opus Data (Nash Info Services), The Scan Truck, and MetaRex Media.

HAND (Human & Digital) is a B2B Talent ID registry that assigns a standard, unique, persistent and verifiable ID to talent. It enables cost savings and revenue acceleration by automating the process of talent utilization identification – including name, image and likeness – in both real world and virtual productions. The HAND ID can be used to identify legal-entity Humans, licensed Virtual Humans and Fictional Characters in Performing Arts and Sports.

Based on a SaaS subscription model, HAND is a B2B Talent ID Registry focusing on Talent (not User) Identity. HAND offers both paid API-level access to subscribers and a manual Web UI that is free to search for a limited number of HAND Talent IDs per day. The HAND ID was designed for use by

entertainment producers and distributors; PROs, Talent Guilds and Sports Leagues and Federations; Talent Agencies; Talent Payment processors and digital platforms.

The HAND ID is currently available in a limited, invitation-only Beta. For more information, visit www.handidentity.com.

About Fabric Data
Fabric provides the entertainment industry with the world's best data solutions, helping them to connect people with the content that they love. Fabric's software enables customers to store identification, editorial, technical, discovery and AI-generated content metadata and also provides a unique front-end to modern media supply chains. This makes data from previously disparate systems accessible to business users through a beautiful single application for review, curation and reporting. To learn more, visit https://www.fabricdata.com

About Wild Capture
Headquartered in Los Angeles, Wild Capture is standardizing the digitization of live human performance. In early 2022, Wild Capture introduced its award-winning, next-generation Digital Human Platform, a cloud-based, volumetric video suite of products to enable the capture and use of human performances that seamlessly integrate into any 3D production pipeline for unmatched accuracy and realism. Partnered with Nvidia's Inception Program, Wild Capture is represented UTA (United Talent Agency). To learn more, visit https://www.wildcapture.io

About Opus Data / Nash Info Services
Opus Data is a part of Nash Information Services, LLC, creators of the Hollywood film industry tracking websites The Numbers and The Bankability Index. NIS has been working for over a decade to help clients succeed by providing them the information they need at the highest standards of accuracy, timeliness and transparency. For more information on both Opus and NIS, visit https://www.nashinfoservices.com

About The Scan Truck
The Scan Truck is a mobile photogrammetry studio dubbed "a 3D scanning spaceship on wheels." Blockbuster films, video games, virtual productions, music videos, commercials and more have used The Scan Truck to create high-end 3D assets using hundreds of cameras that create photorealistic models. Creators of hyper-realistic avatars and assets for VFX, film and TV, games, virtual production, AR, and VR and medical uses, for more information, visit https://www.thescantruck.com

About MetaRex.Media
Metarex is an initiative dedicated to developing an open-source framework for the transport of media metadata, allowing the industry to better preserve, transport, identify, and use metadata from many sources in a single workflow – making sure that it is accurate and consistent whenever video content is processed, broadcast, or distributed. It is supported by GreyMeta, Signiant, Testrotronic, SDVI, Codemill, Metaglue, Remote Filming, ModulaMedia, and Yellow Basket, and partners with DPP, EIDR, HAND, IABM, MESA, and SMPTE. Learn more at https://metarex.media

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About HAND

Founded in January 2022, NYC-based HAND (Human & Digital) is the first human Talent ID Registry under the Digital Object Identifier (DOI) Foundation (an ISO standard). Using the power of Citation-Backed Notability™ – HAND provides provenance automation value to global supply-chains via the instantiation of persistent, unique, resolvable IDs for legal-entity Humans, licensed Virtual Humans and Fictional Characters in Performing Arts and Sports.