

<press release>

b<>com and Label4.ai Announce a Strategic Partnership to Strengthen Online Trust

Rennes, June 22, 2026 – **The b<>com Technology Research Institute (IRT) and the French deep tech company Label4.ai announce the signing of a strategic partnership in the field of digital content traceability and detection technologies. Drawing on their complementary expertise, the two organizations are committed to collaborating on solutions for content protection and the detection of content generated or manipulated by AI, in line with the requirements of the European AI Act.**

In the era of generative AI, it is becoming increasingly difficult to distinguish between what is real and what is fake. The proliferation and sophistication of content modified or created from scratch by AI (images, videos, voice recordings) are increasing the risks of misinformation, intellectual property theft, and fraud.

The upcoming entry into force of the AI Act requires any entity that generates or modifies content using AI to implement solutions for labeling such content so that it can be identified as such and distinguished from authentic content. The partnership between b<>com and Label4.ai is part of this effort and thus provides a comprehensive response to these new regulatory requirements.

As part of this partnership, Label4.ai provides:

- A unified interface capable of quickly distinguishing between real and fake content by detecting content generated, modified, or manipulated by generative AI tools such as ChatGPT, Gemini, and other market players
- Its digital watermarking technology, specifically designed to identify content generated or manipulated by AI and directly compliant with the requirements of the AI Act.

For its part, b<>com provides its robust, invisible digital watermarking technology, designed to protect authentic audiovisual content without the need for metadata or a cloud connection. A powerful tool in the fight against misinformation, this standalone solution is also resilient to image and video manipulation (compression, downscaling, camcording, etc.) and thus helps protect media intellectual property and detect fraud and manipulation.

"In the face of the rise of deepfakes, companies and organizations must be able to rely on trustworthy technologies. This is a major societal and technological challenge that the teams at b<>com have been addressing for several years. With Label4.ai, we are taking a new step toward strengthening French and European sovereignty in this strategic field. This collaboration also demonstrates b<>com's commitment to supporting the development of deeptech startups within the national ecosystem, and particularly in Brittany," emphasizes Emmanuelle Garnaud-Gamache, Executive Director of IRT b<>com.

"Trust will be the invisible infrastructure of the AI economy. In the future, it will no longer be enough to simply produce content; we will need to be able to demonstrate its origin, integrity, and any modifications made to it. "By combining b<>com's digital watermarking technologies with Label4.ai's traceability, verification, and detection capabilities—specifically for AI-generated content—we are helping to build a French and European response to the new challenges of digital trust and regulatory compliance," explains Anthony LEVEL, co-founder and CSO of Label4.ai.

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About b<>com

As a trusted research and innovation partner for businesses, b<>com is a Technology Research Institute (IRT) specializing in next-generation digital technologies for decarbonization: connectivity, AI, imaging, human factors, cloud computing, digital technology, and society.

Its collaborative model fosters both technology and competitiveness while mitigating the risks associated with innovation.

With its network of industrial and academic partners, b<>com and its investors develop innovative technologies for SMEs and large corporate groups across several sectors: Industry 5.0, defense, healthcare, cultural and creative industries, and agriculture.

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