

Project Astral



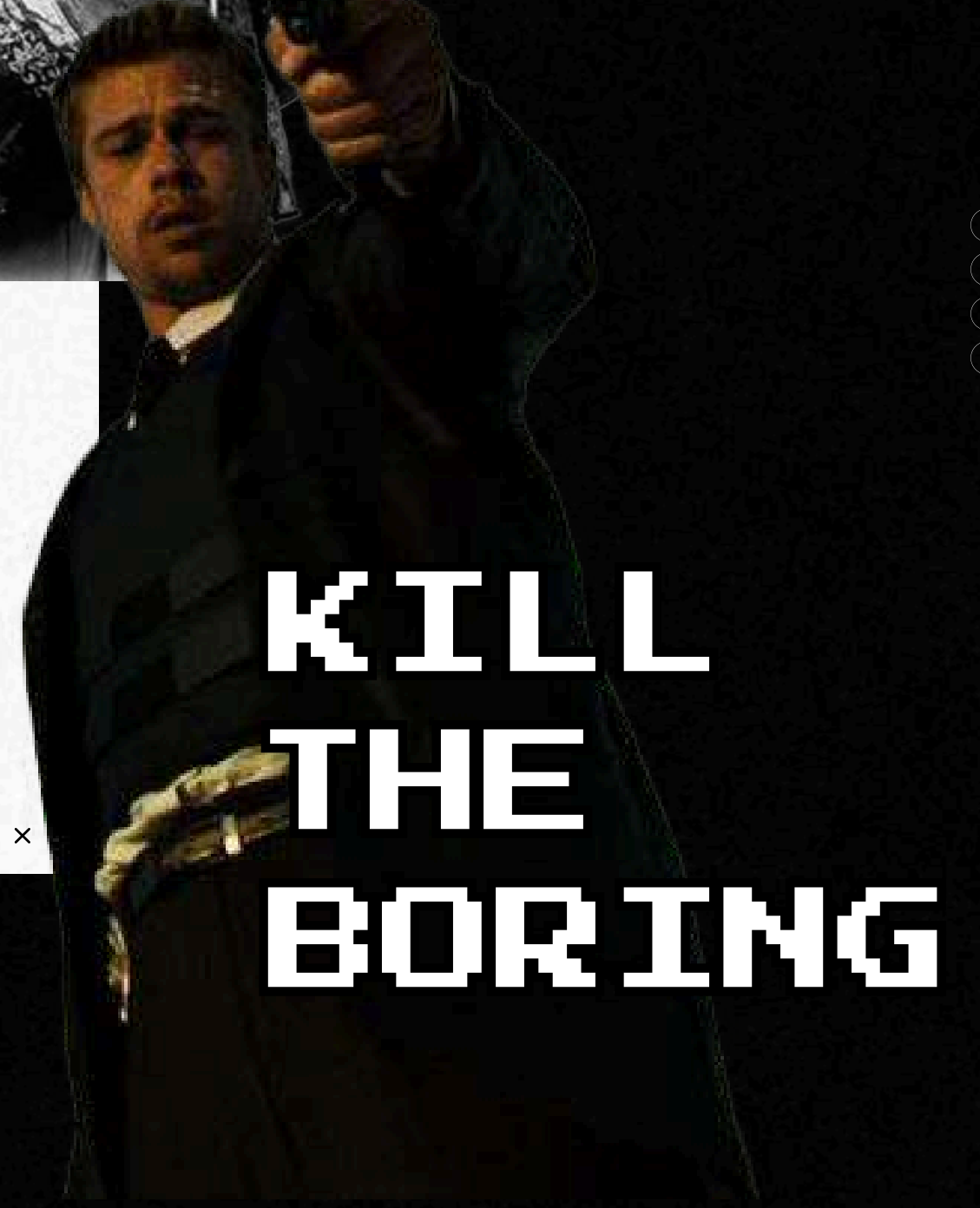
PREPARED FOR CINE BAHINI STUDIOS

THE ETHICAL FRONTIER OF CELEBRITY ADVERTISING



Desineuron
Labs

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Project Proposal



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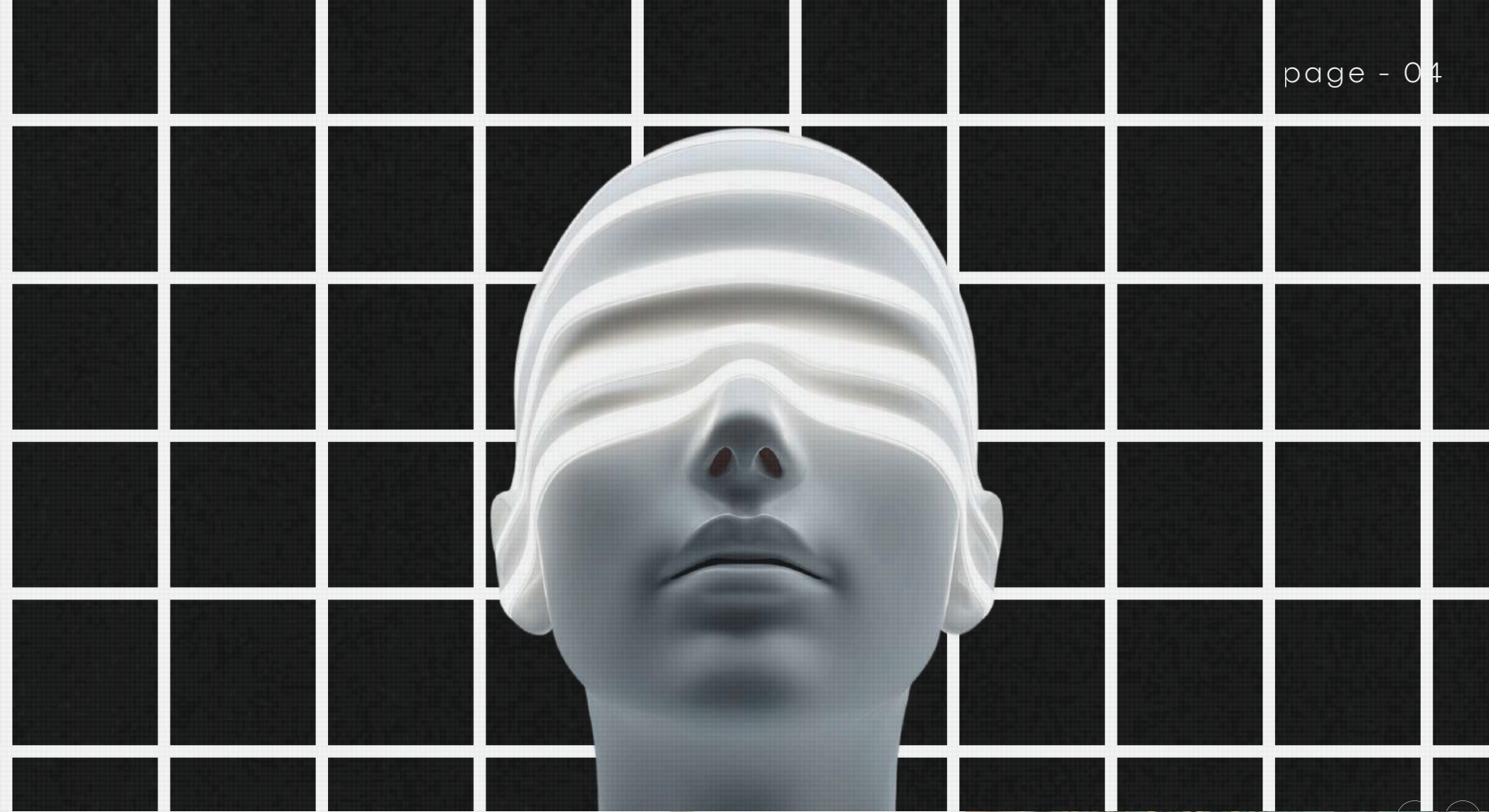
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Intro: The New Era of Advertising

Advertising is moving from 'Capturing' to 'Generating.' Cine Bahini Studios has the vision; Desineuron Labs has the engine. Together, we build the world's first truly ethical, consent-driven celebrity AI platform.

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The Brief:

Your Vision, Accelerated

- **Summary:** We acknowledge the requirement for an end-to-end ecosystem: from high-fidelity iOS data capture (LiDAR) to an encrypted backend, culminating in a drag-and-drop web interface for brand collaboration.
- **Goal:** To deliver a "Black Box" system where identity is a protected asset, and video generation is a seamless creative act.



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The Problem: The "Trust Gap" in AI

- **Identity Theft:** Current AI tools are "open," leading to deepfake risks and legal nightmares.
- **Quality vs. Control:** Standard generative AI lacks the precision required for high-end brands (wrong product details, inconsistent faces).
- **Data Leakage:** Cloud-based AI models often ingest private celebrity data into public training sets.

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The Solution: Project Astral Ecosystem

- **The Astral Capture App (iOS):** Professional photogrammetry and LiDAR ingestion to lock in 3D geometry and skin textures.
- **The Astral Vault (Backend):** Isolated, encrypted "Digital Twins" of celebrities. Each identity exists in a silo, accessible only via smart-contract-style consent.
- **The Astral Studio (Web):** An intuitively designed interface where creatives drop a product, select a celebrity, and generate a final ad in minutes.

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The Technology: The Engine Room

- **Capture:** iPhone Pro LiDAR → .obj + Depth Maps.
- **Intelligence:** Fine-Tuned Open Source (Diffusion Transformer) for temporal consistency + IC-LoRAs for identity.
- **Control:** ControlNet to ensure the celebrity interacts perfectly with the product (e.g., holding the actual weight of a watch).
- **Safeguard:** Invisible watermarking and blockchain-ready audit logs for every frame generated.

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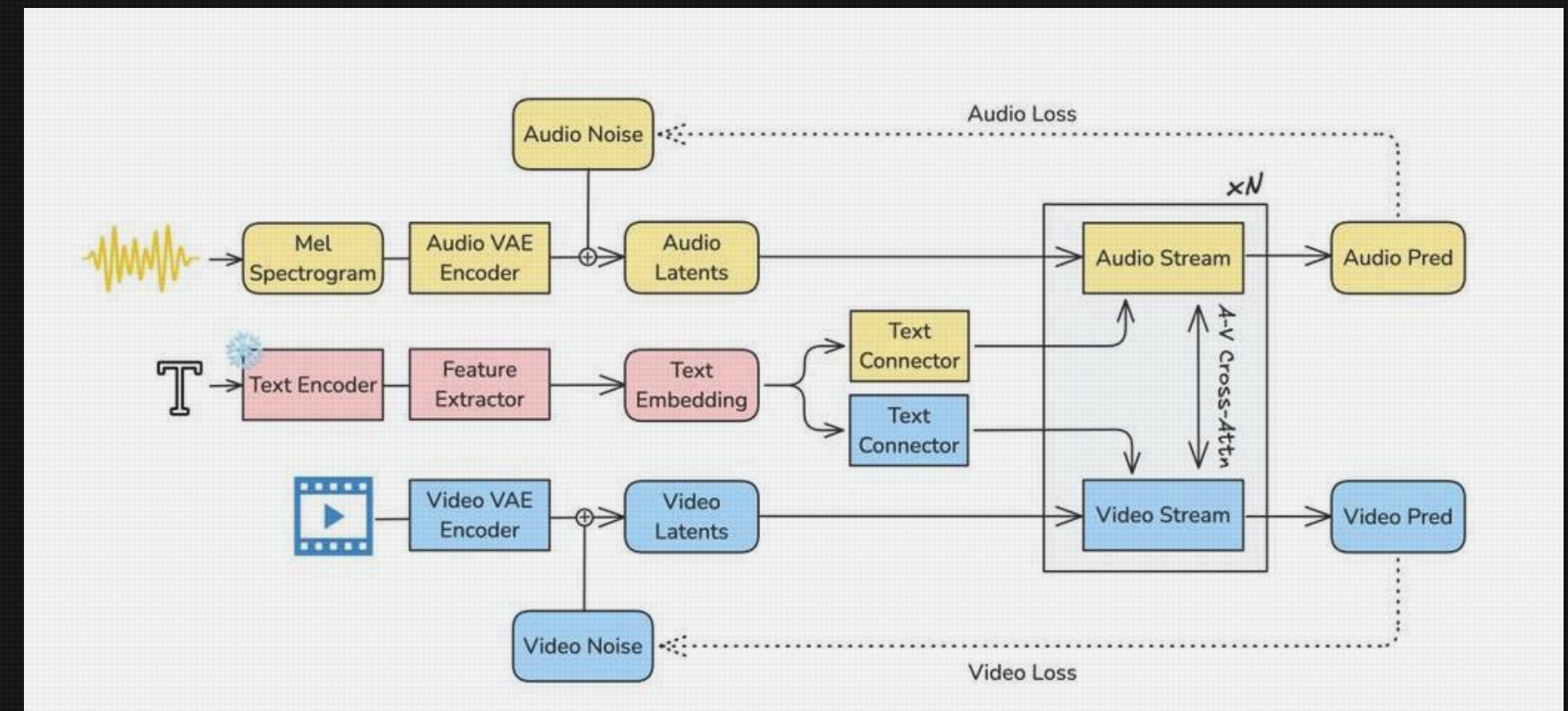


Fig 1. Fine-Tuned Open Source Video+Audio Gen with IC-LoRAs

Integrity

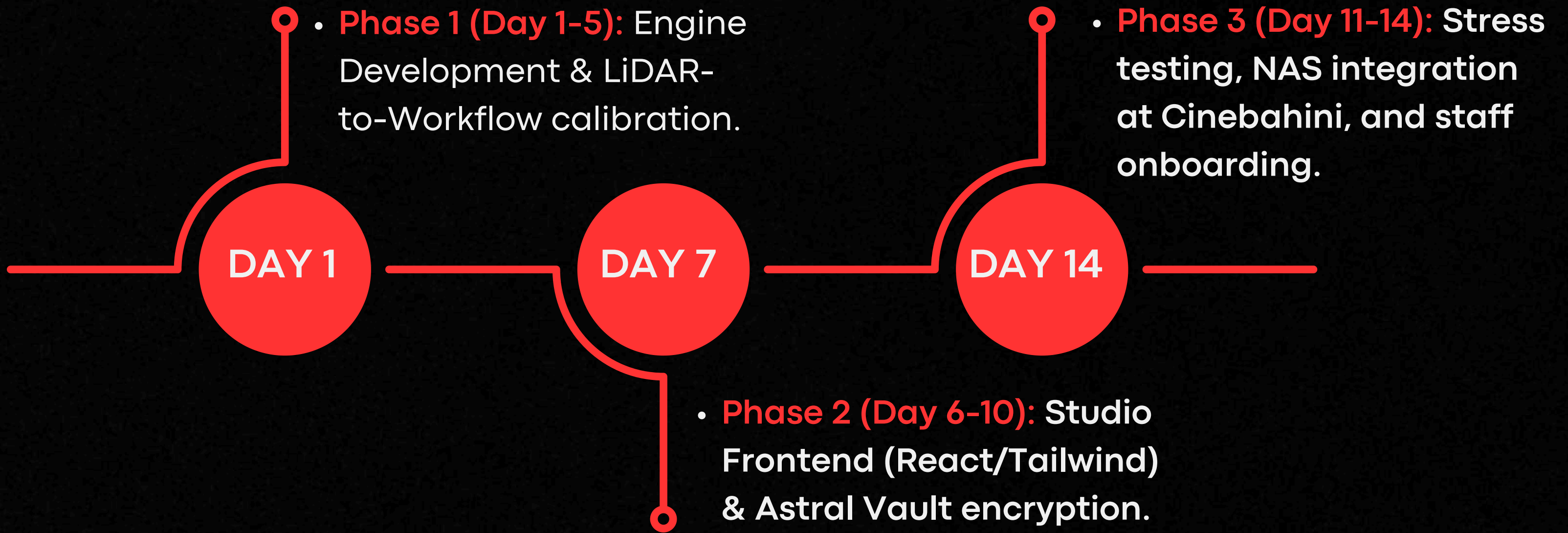
The "Ethics First" Module Operations

- **The Kill-Switch:** Instant identity deactivation. If a contract ends, the model is wiped from the active inference server.
- **Consent Metadata:** Every video generated is tagged with the specific usage rights (e.g., "Digital Only," "Valid until Dec 2025").
- **Audit Trail:** A transparent log of who generated what, when, and for which brand.

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The Timeline: 14 Days to Launch



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Competitive Edge: Why Desineuron Labs?

- **Pro-Grade Physics:** Unlike standard AI, our use of LiDAR sensor data ensures the lighting and shadows on the celebrity match the environment exactly.
- **Zero-Latency Workflow:** Designed for the high-pressure environment of a Calcutta production house.
- **Air-Gapped Security:** The system runs locally. No celebrity data ever touches the "Open Web."

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The Pricing: Investment Structure

OPTION A: THE PROJECT FEE (CAPEX)

- **Development Fee:** ₹12,00,000 (One-time setup).
- **Annual Maintenance (AMC):** 20% of the project fee (for updates to newer models, bug fixes, etc.).

OPTION B: THE STRATEGIC PARTNERSHIP

- **Setup Fee:** ₹4,00,000.
- **Monthly Retainer:** ₹1,00,000 (Covers unlimited support, system prompt engineering, and model updates).

Note: Hardware (GPUs,NAS) to be provisioned by Cine Bahini as per our spec.

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The Licensing And Intellectual Property

ENTERPRISE SITE LICENSE: PERPETUAL

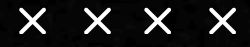
- **Scope:** Unlimited users within the Cine Bahini organization.
- **Restriction:** The software cannot be resold, sub-licensed, or used by third-party contractors outside their internal network.

INTELLECTUAL PROPERTY: IP

- **Cine Bahini IP:** All generated videos, trained LoRAs of their actors, and brand assets belong 100% to Cine Bahini.
- **Desineuron IP:** The "Orchestration Logic" stays with Desineuron Labs. Desineuron Labs retains the core orchestration logic but provides a full escrow for Cine Bahini's operations.

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The First "Astral" Shot

We are eager to get started with this project since time is of the essence, let's get on a call or a face-to-face meeting to discuss the project further.

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