

ClearRight

ASTRI's ClearRight is a copyright sensor tool designed for AI image generation. It enables existing generative AI models to produce copyright safe images without retraining or fine-tuning. Operating entirely at inference time, ClearRight detects and mitigates potential copyright risks while preserving visual fidelity and user creative intent. ClearRight provides a scalable and practical solution for enterprises seeking responsible AI deployment across content creation, advertising, and digital media industries.

Industry Challenges

- AI outputs may unintentionally replicate protected works, exposing enterprises to legal liability
- Models trained on large datasets may generate content closely resembling copyrighted materials
- Organisations and enterprises must continuously monitor evolving legal developments, significantly increasing operational overhead
- Use of infringing or unsafe content may lead to legal disputes and financial penalties

Major Benefits

- Real-time detection and mitigation of copyright risks directly addresses potential output-level infringement concerns
- Operates without modifying model weights, leveraging inference-time optimisation techniques
- Supports creative industries requiring original and law-abiding content generation
- Reduces ambiguity around content safety for commercial use, removing a major barrier to AI adoption
- Provides audit trails and compliance documentation for enhanced corporate governance

Application Areas

Major departments of the HKSAR Government, public organisations, SMEs, publishers, marketing companies, content providers

Award(s)

International Exhibition of Inventions Geneva,
AI+ in Business Award (Large Corporate)



After users entering prompts to generate an image, it will automatically detect if any output contains recognisable brand logos or copyrighted material, then rewrites the prompt and regenerate images. This iterative loop continues until a completely copyright-free version is produced

