Fake...real...egal?

Yves Mäder
Industry Leader Google Switzerland
Nov 11, 2026

Google


Build AI responsibly to benefit humanity

Years of AI innovation

Our pioneering AI research and development have made recent advances possible.



2017
Transformer



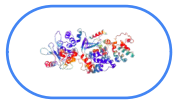
2018
BERT



2019
T5



2020
LaMDA



2021
AlphaFold



2022
PaLM



2023
Gemini

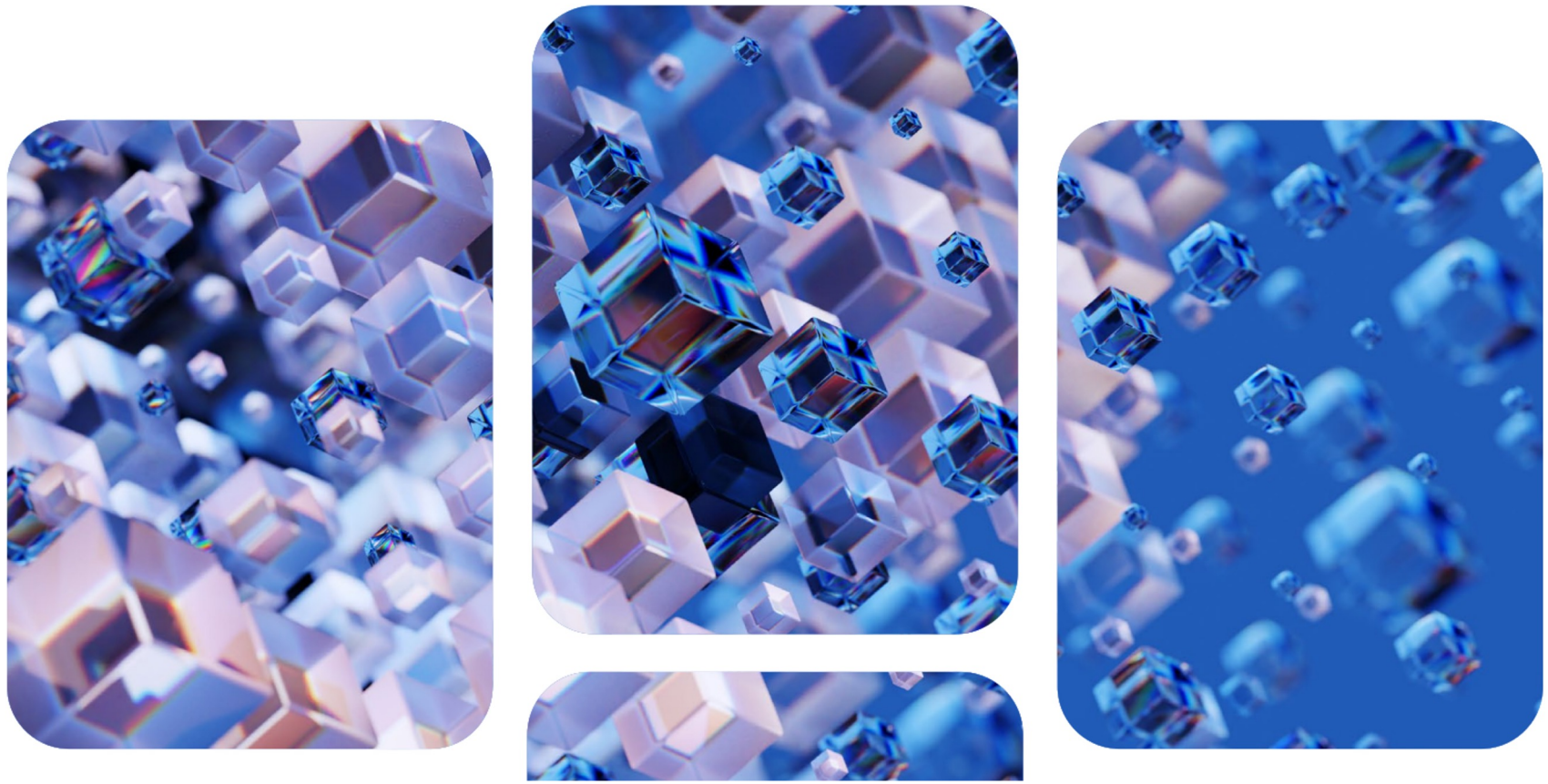
Responsible AI at the foundation

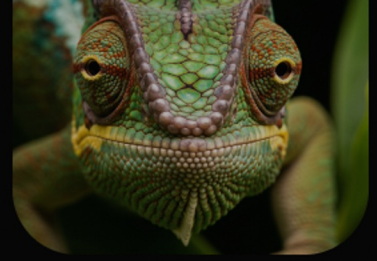
The only way to be truly bold in the future, is to be responsible from the start

Google

Responsible AI Progress Report

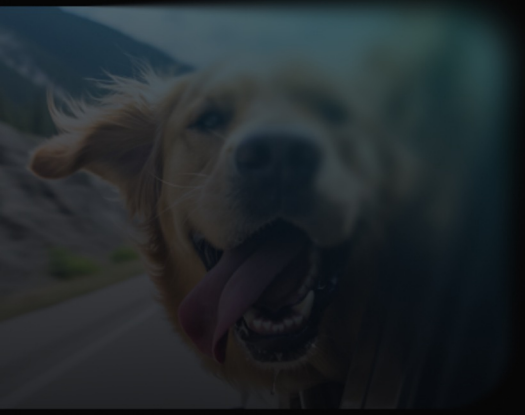
Published in February 2026

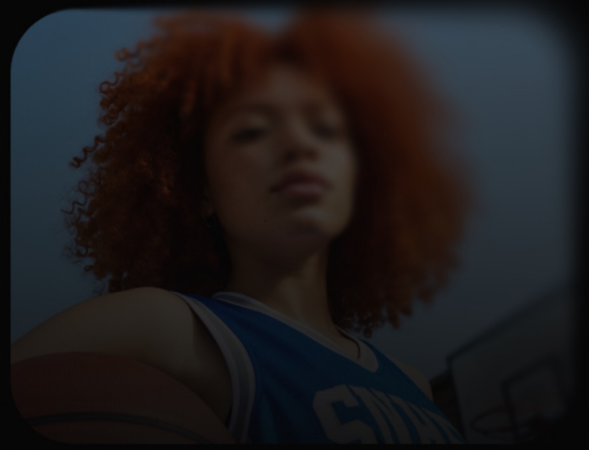




SynthID

A tool to watermark and identify content generated through AI







SynthID Detector

Identify AI generated media

Learn more

Media:

Upload a file for detection

Drag & drop, or Select file

DETECTS MEDIA GENERATED BY:

NVIDIA OpenAI Google kakao


Non-watermarked
Watermarked

Fake...real...egal?
Nein, danke!

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