

## EUreka3D-XR participates at CEPIC2026



EUreka3D-XR is set to take part to CEPIC Congress 2026, that will take place in Valencia from May 6 to 8.

The project will join leading professionals from across the visual media ecosystem by contributing to the discussion on media authenticity and trust in the cultural heritage domain.

### **Programme of EUreka3D-XR participation:**

10:00-10:30 ? Keynote presentation: Addressing Media Authenticity Challenges in Cultural Heritage with JPEG Trust (Frederik Temmermans)

10:30-11:00 ? Panel session. Participants: Antonella Fresa, Philippe Rixhon, Frederik Temmermans (additional panellists and moderator to be confirmed).

Followed by moderated discussion and audience questions.

The session will discuss good practices illustrated through the lens of JPEG Trust, an ISO/IEC standards framework designed to support media authenticity and trust assessment. Particular attention will be given to how this framework can safeguard trust and long-term reusability across cultural heritage workflows, including in scenarios where emerging technologies such as AI are adopted.