

Digimarc® Barcode

Better Barcodes, Better Business



OVERVIEW

Digimarc Barcode is a proprietary method for imperceptibly enhancing audio, images or physical items with additional information. Digimarc Barcode delivers unmatched reliability and efficiency for automatically identifying media and almost any object, which has powerful implications for commerce, entertainment and more. Fast, accurate identification supports better business automation, and Digimarc Barcode enables innovative improvements for retail, media and many other industries.

If seeing is believing, Digimarc Barcode is unbelievable. When you buy Digimarc Barcode for just USD \$50, you get a unique identifier that is imperceptible and does all that visible barcodes do – but performs better. Digimarc Barcode can be applied to virtually any media, nearly invisibly on product packaging and other printed materials and undetectably in audio. These machine-readable codes enable smartphones, scanners, cameras, microphones and other computer interfaces to swiftly and easily identify items including products, magazines, music and more.

Digimarc Barcode uniquely offers broad applicability, powerful imperceptibility and large data capacity. These remarkable capabilities vastly exceed the constraints of various symbols, codes, chips, marks, metadata and other traditional methods of automatic identification. The Barcode of Everything™ empowers benefits for businesses everywhere.



TRY IT NOW!

Visit digimarc.com/app to download the free Digimarc Discover® app (iOS/Android). Scan the above image with your smartphone to experience The Barcode of Everything™.

BUSINESS BENEFITS



RETAIL

Better barcodes on product packaging – and many more of them – result in faster checkout at retail, efficient operations and improved insights.



CONSUMER BRANDS

Through more accurate identification, brands capitalize on increased manufacturing quality control, improved supply chain management and interactive engagement with consumers.



MEDIA & ENTERTAINMENT

The power of imperceptibility promotes experiential marketing and metadata management through interactive campaign engagement, improved media attribution, enhanced advertising monetization and more.



CONTENT PROTECTION

Persistent, pervasive network identities enable powerful copyright protections for graphics, images and documents, with track and trace services that deter piracy.



APP DEVELOPMENT

Mobile phones and commercial hardware including point of sale (POS) systems, variable weight scanners and fixed-camera networks can be easily enabled to identify Digimarc Barcodes. Mobile developers get fast, accurate identification and the world's best barcode scanner in a multipurpose discovery engine that is affordable and easy to implement.

DIGIMARC BARCODE: HOW IT WORKS

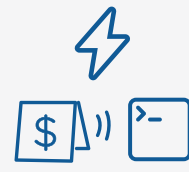
A Print and audio media easily enhanced via web-based tools or software plug-ins.



B Full-service product packaging enhancement by certified partners including leading premedia providers.



C Scannable by consumer smartphones, fixed-camera scanner systems and other embedded systems, client/server networks and other applications.



D Detection powered by low-cost, easy-to-deploy software development kits (SDKs).

TECHNOLOGY FOUNDATIONS & APPLICATIONS**DIGIMARC BARCODE FOR PRINT**

- Imperceptible enhancement of publications and other print, packaging and digital images
- Leverages patented digital watermarking technologies, signal processing and color science
- Large data capacity for wide-ranging commercial purposes, which can be tailored to meet specific requirements
- Digimarc Barcodes can be serialized to uniquely identify materials
- Contains Global Trade Item Number (GTIN) data for packaging (e.g., UPC/EAN)
- Supported by leading barcode standards authorities, GS1 US and GS1 Germany, marketed as DWCode, a peer carrier to UPC/EAN, QR codes and RFID
- Activate images to launch interactive experiences and access web content
- Globally deployed by leading app maker, Shazam, for marketing and ad campaigns
- Identifies attribution and copyright in graphics, images and other documents
- Backed by legacy as first third-party add-on for Adobe Photoshop

DIGIMARC BARCODE FOR AUDIO

- Imperceptible enhancement of audio files, applicable for music and video
- Leverages frequency domain spread-spectrum techniques
- Purpose built for efficient and reliable detection in ambient environments
- Virtually no false positives with low network bandwidth requirements
- Determine individual file origins with unique identity for multiple versions of same media
- Psychoacoustic modeling lauded by audio experts, no discernible degradation
- Signal within audible range offers superior advantages over high-frequency watermarking

BUY IT NOW!

Visit digimarc.com/barcode to learn about fast, accurate automatic identification, and get started by contacting 1-800-DIGIMARC or info@digimarc.com.

ABOUT DIGIMARC CORPORATION

Digimarc Corp. (NASDAQ: DMRC) has a prolific history in the development of technologies for automatically identifying and interacting with virtually any media. Based in Beaverton, Oregon, Digimarc and its business partners supply a wide range of patented consumer engagement, media management and security solutions across multiple consumer and government industry sectors. Digimarc owns an extensive intellectual property portfolio, with patents in digital watermarking, content identification and management, media object discovery and intuitive computing.



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