



Better Barcodes, Better Business

OVERVIEW

Digimarc Barcode delivers unmatched reliability and efficiency for automatically identifying media and almost any object, providing powerful advantages for retailers, brands, content creators and more. Fast, accurate identification supports better business automation, and Digimarc Barcode enables innovative improvements for retail, media and other industries.

Digimarc Barcode on product packaging and other printed materials is imperceptible to the human eye. These machine-readable codes enable phones, point-of-sale scanners, cameras, fixed-mount barcode readers and other computer interfaces to swiftly and easily identify items.

Digimarc Barcode offers broad applicability, powerful imperceptibility and large data capacity. It can contain the same data as UPC/EAN symbols or carry similar information to QR and data matrix codes.

“It was an easy decision to embrace this technology. It’s low risk and only enhances the customer experience.”

— Sean Teisher, Vice President of Technology at New Seasons Market



DIGIMARC DISCOVER®
digimarc.com/app



SCAN IMAGE

KEY BENEFITS

Retail & Stores

- Better barcodes on product packaging results in easier checkout, more efficient operations and improved inventory insights.

Consumer Brands

- Brands capitalize on increased manufacturing quality control, improved supply chain management and interactive engagement with consumers.

Media & Entertainment

- Promotes interactive marketing and additional data through mobile 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.

Digimarc Barcode

How it works



Packaging, print or audio media easily enhanced via web-based tools or software plug-ins.



Enhancement services from Digimarc or full-service packaging enhancement by verified premedia providers.



Can be scanned by consumer smartphones, point-of-sale scanners and other fixed camera systems.



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

TECHNOLOGY FOUNDATIONS & APPLICATIONS

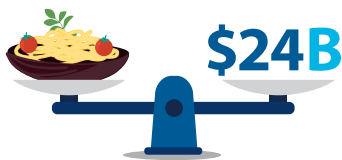
Digimarc Barcode

- Imperceptible enhancement of packaging, printed materials and images
- Leverages patented digital watermarking, signal processing and color science
- Extensible data capacity for wide-ranging commercial purposes
- 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
- Activates images to launch interactive experiences and access web content

SPOTLIGHT: RELIABLE RETAIL LABEL SCANNING

Digimarc and leading retail scale and thermal printer suppliers deliver a more powerful labeling solution for retailers and packaged food brands. Labels enhanced with Digimarc technology make scanning more reliable and efficient, which saves time and cuts costs while promoting accurate data in retail and logistic environments.

Find out more: digimarc.com/application/retail



Deli and prepared foods is estimated as a \$24 billion category and the fastest growing retail category.

— Nielsen, Sponsored by Food Manufacturing Institute – 2016

GET STARTED

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



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Digimarc Corporation (NASDAQ: DMRC) is a pioneer in the automatic identification of everyday objects such as product packaging and virtually any media, including print, images, and audio. Based on the patented Intuitive Computing Platform (ICP™), Digimarc provides innovative and comprehensive automatic recognition technologies to simplify search and transform information discovery through unparalleled reliability, efficiency and security.

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