



## Safer Products, Safer World

### Brand Protection with Digimarc

#### OVERVIEW

Counterfeit goods cost businesses trillions and endanger consumers across the globe. The International Chamber of Commerce estimates the cost of counterfeit and pirated goods will exceed \$1.9 trillion globally by 2022. Consumer brands that take a proactive, multi-layered approach to combating counterfeiting save money, preserve their brand reputation, and most importantly, protect the safety of consumers.

Digimarc delivers sophisticated covert and overt protection for physical and digital assets, providing a crucial—and comprehensive—layer that supports anticounterfeiting strategies to ensure product integrity and preserve brand reputation.

#### Solution for Multiple Applications

Digimarc provides the only data carrier that can be applied to online images, digital documents, individual items, and primary, secondary, and tertiary packaging, providing a robust physical and digital brand protection solution.

Digimarc works with a varied set of customers, including: automotive brands using Digimarc to mitigate counterfeiting and provide an explicit means to identify authentic products; global consumer packaged goods brands to implement solutions and empower their fraud prevention teams, customs agents and consumers to identify counterfeits and authenticate product; and hardware manufacturers who use Digimarc technology to protect pre-released and embargoed product images to trace leaks back to their source and shut them down.



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dmrc.app



SCAN IMAGE TO  
LEARN MORE

#### KEY BENEFITS

- Reclaim lost revenue
- Protect consumer safety and brand reputation
- Choose overt and covert protection
- Safeguard physical and digital assets
- Authenticate genuine goods via mobile scanning
- Easily layer with existing technologies

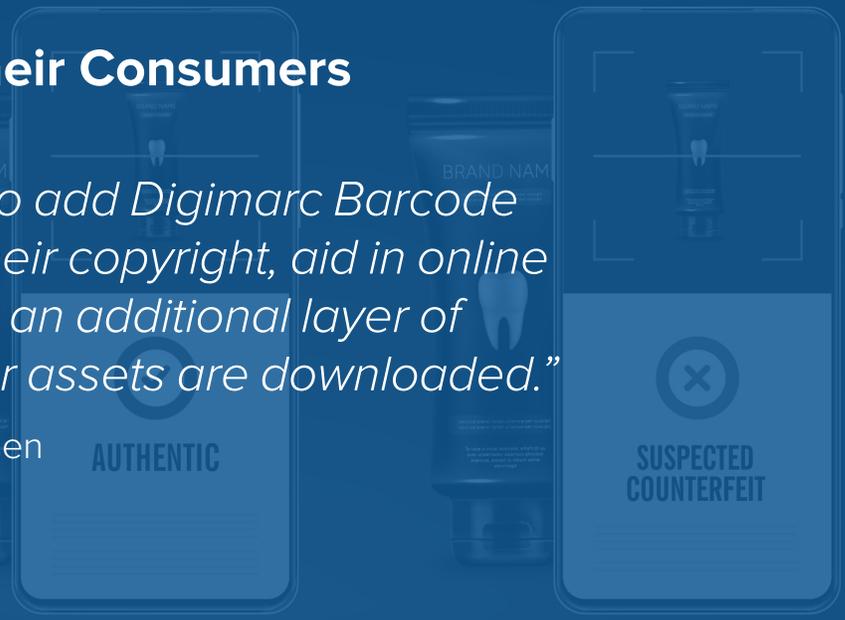
#### KEY FEATURES

- Unique identities
- Overt and covert enhancement
- Mobile authentication
- Layered protection
- Multi-factor authentication

# Protecting Brands & Their Consumers

*“Our customers are able to add Digimarc Barcode to content to re-enforce their copyright, aid in online image detection, and add an additional layer of channel identification after assets are downloaded.”*

– Jake Athey, VP of Marketing, Widen



## Decades of Anticounterfeiting Expertise

Only Digimarc offers a robust brand protection solution to help companies implement a layered approach to protecting their physical and digital assets. This singular expertise is based on decades of innovation and experience, beginning with Digimarc’s founding in 1997, and growing in the ensuing years working with governments to deter counterfeiting and detect tampering on banknotes, driver licenses and other government-issued documents.

Digimarc’s brand protection applications support a layered approach to safety:



### Product & Package Identification

Leveraging Digimarc technology for use on products and packaging makes it easy to authenticate an item. Authentication occurs by scanning a Digimarc-enhanced item with a mobile app, inspection system camera or other handheld systems enabled with Digimarc detection software.

### Supply Chain Authentication

Secondary and tertiary packaging can easily be authenticated and accelerated through the supply chain.

### Digital Images & Documents Authentication

Digimarc is easily added to digital images and documents to quickly identify the authenticity and rightful ownership of digital assets used across online ecosystems.

## GET STARTED

Visit [digimarc.com/brandprotection](https://digimarc.com/brandprotection) to learn more about the Digimarc Platform for serializing consumer goods product packaging, and get started by contacting **1-800-DIGIMARC** or [sales@digimarc.com](mailto:sales@digimarc.com)



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Digimarc Corporation (NASDAQ: DMRC) is a pioneer and leader in digital watermarking solutions and the automatic identification of media, including packaging, commercial print, digital images, audio and video. Digimarc helps customers drive efficiency, accuracy and security across physical and digital supply chains. Learn more at [www.digimarc.com](https://www.digimarc.com).

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