A *BRIEF* HISTORY OF CONNECTED STUFF

NO DINGY'S IN THIS COFFEE

Following the Unexpected (and Light-Hearted) Road from Plows and Horses to Coca-Cola Cups with Digital Watermarks

DIGIMARC

SPOILER ⚠ALERT:
The Coca-Cola & Digimarc Part

For busy people, we'll cut right to the chase.

Digimarc and Coca-Cola will collaborate at CineEurope 2021 in Barcelona, Spain, Oct. 4-7.

The Coca-Cola booth will display Coke Zero and Costa Cups with Digimarc Watermarks.

Attendees can scan the cups and discover the sustainability possibilities of applying Digimarc's technology to cups or—believe it or not—to nearly any object you can imagine.

Connected Objects for a Connected Society

Today we have digital watermarks that can be added to nearly any object or material (even directly on chocolate!) to turn ordinary objects into fully-digital "connected objects," capable of being scanned by phones, barcode scanners and even robots! And if you aren't sure that is important, here are a few reminders of what connections can truly mean . . .

HORSES & PLOWS

Global civilizations were born when groups of people decided to settle down and start growing food crops in an organized fashion. The practice of agriculture, whether rice, corn or wheat, helped civilizations grow and thrive. It was terribly hard work—and my goodness—**it certainly got easier when someone decided to connect horses to a plow!**

BOATS & SAILS

A boat all by itself is superb, but when you connect a sail to it—well, you've really got a way to get around! You certainly can't navigate the seven seas in a dingy, but unfurl that big sail, and before you know it, you'll find yourself in exotic lands.

If you love your cup of coffee each morning —keep this in mind—it became fashionable when Italian traders (in boats with sales, no less) introduced it to Venice, Italy circa 1600 and coffee drinking started spreading across the western hemisphere.

It would only take another 400 years for those chain coffee franchises to end up on your block.

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WHEELS & SKATES

For people who were around in the 1970s, they may remember the roller derby craze, which included some mighty all-female roller derby teams, such as the Los Angeles Thunderbirds. The idea of ditching the metal blades on ice skates, and connecting a set of wheels to the shoes is not a recent invention. In 1863, James Plimpton of Medford, Mass., gave the world its first four-wheeled roller skate — and it was just a matter of time before the head locks began.

PEOPLE & DOGS

Dogs have been trusted human companions in societies on all continents, throughout the ages. And working dogs have been critical in helping and serving people, whether as seeing-eye dogs or even in a military capacity.

For most of us, it would seem that there is only one true dog vocation, and that is to get us off the couch, and force us to get some much needed exercise. Sometimes, you even start to wonder who is actually connected to whom?

ASTRONAUTS & SPACE STATIONS

It must be fantastic to sit in a spaceship and rocket up to outer space. It also must be cool to stay at the International Space Station (ISS) where, among other things, they are conducting research on supporting water purification and growing high quality protein crystals (yummy!).

Spending time at the ISS, means you have to pitch in and fix things—and that can mean going outside . . . where being connected is a matter of life and death.

COMPUTERS & MORE COMPUTERS (HELLO INTERNET!)

The next time you take a break to watch some cat videos, remember: Computers had to be invented, then personal computers had to be created (The Kenbak-1 in 1971) then—you guessed it—we needed the Internet, which is nothing more than millions of millions of computers connected to one another.

So remember, no connections, no cat videos.

CHEWING GUM & RETAIL SCANNER

Creating a connection between packaging and retail scanners, got its first real start on June 26, 1974, when the first product with a UPC barcode—a package of Wrigley gum—passed over an NCR scanner at Marsh Supermarkets in Troy, Ohio.

CHEWING GUM

DIGITAL WATERMARKS
& COCA-COLA CUPS

Around 2010 people at Digimarc asked a tough question: What if you could add a digital signal —easily read by machines—to basically any object you could imagine (yes, chocolate again)? The answer was yes, and the team invented Digimarc Watermarks, which could turn packaging, magazines, labels, baseballs, anything, into "connected objects," read by phones, retail barcodes scanners and inspection systems.

Coca-Cola recognizes the value of this connected technology and at CineEurope 2021 in Barcelona, Spain, Oct. 4-7, it will feature Coke Zero and Costa Cups with Digimarc Watermarks.

Event attendees can stop by the Coca-Cola booth and scan the cups with the Digimarc Discover app to test out the connectivity of Digimarc Watermarks, which Coca-Cola can leverage for any number of future applications, including to support sustainability goals.

Digimarc and Coca-Cola . . . now that's a connection!!

Looks Like This   **Performs Like This**

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CONNECTED STUFF
CAN SUPPORT
SUSTAINABILITY GOALS

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