Digital Image Protection for Stronger Brand Management

Digimarc Validate Online uses covert watermarking technology to protect your brand's authenticity by quickly identifying illicit use of your brand's digital images, making it fast and easy to take rapid action.

Validate Online empowers brands to swiftly and reliably identify image assets on the web for increased transparency and broader visibility.

DIGIMARC

Challenge

The internet is a big place and protecting the integrity of your brand's digital assets is difficult. Digimarc Validate Online helps brands more easily and effectively identify digital asset misuse, safeguard images online, and maintain a positive brand reputation.

Product

Digimarc Validate Online is a powerful watermarking product combined with search services enabling brands, rights holders, and digital asset managers to strengthen oversight of digital images across the public internet. A unique, covert digital identity applied to the color space of image assets in which the code remains effective despite image manipulations, Validate Online has supported prestigious consumer brands and enterprise businesses for over 20 years, providing a reliable and accurate approach to identifying image assets used without consent across the web.

FEATURES

- Easy implementation through Digimarc's suite of image enhancement options.

- A variety of image-reading options are available to customers.

- Available third-party Application Programming Interfaces (APIs) or Software Development Kits (SDKs) can integrate seamlessly into existing Digital Asset Management (DAM) partner platforms and workflows.

- Browser interface: No development needed and ideal for low-image enhancement volumes and/ or as a supplement to automated workflows.

- SDK (Linux/Windows): Integrate enhancement functionality directly into your internal systems, customer platform, or end-user software.

- On-premise API (Linux/Windows): Merge directly into your organization's data center and manage within your own IT group.

- Browser extension: Lightweight tool to empower your in-house teams to read images online as they audit internal or channel and marketplace sites.

- Crawling service: Our partnership with PhishLabs extends your reach, supplementing your existing image-search processes. It is limited to crawlable, static URLs.

- Third-party surveillance platforms: Digimarc offers the resources to support third-party integrations to facilitate image reading for customers who use a third-party web surveillance platform to search for brand images and assets.

BENEFITS

- Protect with watermarks that remain effective through file compression, format changes, editing, cropping, and other image manipulations.

- Provide consistent image detection that complements embedded metadata.

- Support integration partnerships with both DAM and web-surveillance providers using SDKs or APIs.

- Elevate your multi-layer strategy to combat product counterfeiting, diversion, and product misuse.

- Access effective resources to make it easier to remove and reduce visibility of sites, and sellers that are illegally using your product images.

- Combine Validate and Validate Online to protect digital and physical asset integrity.

- Scalability of the platform with other Digimarc products for more capabilities.

The authentication and brand protection market is expected to grow at 7.9% CAGR and reach a value of $5.3B by 2028.[1]

Learn more

For more information or to schedule a demo today visit **digimarc.com**.

[1] *The Insight Partners, May 2021*