

Next-Gen Retail, Right Now

Digimarc Retail Experience helps brands meet the evolving needs of retail partners and consumers. Brands can now cost-effectively adapt to meet heightened expectations for an easier, frictionless shopping experience through product digitization. Digimarc Retail Experience uniquely leverages digital watermarks rather than traditional barcodes, making checkout easier and more efficient.

Retail Experience addresses the needs of retailers like Walmart while minimizing costs, disruptions, and complexities to existing brand packaging processes. Powered by the Digimarc Illuminate platform, businesses gain insight into their products' retail journey to inform intelligent decisions about their future.

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Challenge

The rise of ecommerce has strained retailers to adapt in-store experiences to meet evolving consumer expectations. Seventy-one percent of U.S. shoppers find store experiences to be outdated and inconvenient.¹ The growth and convenience of ecommerce has retailers and brands seeking innovative technology to promote an equally frictionless in-store customer experience.

Product

Digimarc Retail Experience provides a seamless path toward retail-ready modernization through product digitization and powerful digital watermarks. Using digital watermarks rather than traditional 1D barcodes makes checkout easier and more efficient while minimizing costs, disruptions, and complexities in brand packaging processes. Retail Experience future-proofs your business for advanced retail technologies.

Advantages

Digital watermarks are a key component of Digimarc Retail Experience. Functional, flexible, and covert, they are applied natively to products or packaging with limited impact on branding, design, cost, or recyclability.

Digital watermarks carry more data than traditional barcodes and improve scanning coverage, efficiency, and accuracy, making them perfect for advancements in frictionless checkout. With Digimarc Retail Experience, brands can now meet the demands of modern retail while accessing real-time data to support evolving consumer expectations.

¹ PSFK Research Report, February 2022



66% of retailers are investing more resources to expand convenient payment and checkout options²

FEATURES

- Suite of Digimarc digital watermarking and quality control tools
- Robust product data management with bulk uploads and APIs
- QR code and other data carrier support
- Full support for GS1 Digital Link
- Context and rule-based redirections, enabling brands to link to existing content such as SmartLabel® pages or build new web experiences with our powerful redirections
- Dashboards delivering real-time insights and analytics from product interactions

BENEFITS:

- Compatible with most existing package designs with no required modifications
- Imperceptible to consumers once deployed
- Deterministic product identification with greater data capacity than traditional barcodes
- Zero impact on package disposal and recyclability
- Cross-compatibility with other emerging watermark use cases
- Functionality with other 2D codes, such as QR and DataMatrix

Digimarc Retail Experience helps brands future-proof their business and meet the evolving needs of consumers and retail partners. For more information or to schedule a demo visit [digimarc.com/products/retail-experience](https://www.digimarc.com/products/retail-experience).

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² PYMNTS, February 2023