Enhance Your Brand-Management Intelligence with Digimarc Barcode

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OVERVIEW

Digimarc Barcode is a unique, imperceptible digital identity applied within the color space of image assets that provides a powerful complement to your embedded image metadata.

Digimarc is machine-readable and accurately and reliably scanned, eliminating the guesswork from digital image management and protection on the web. When Digimarc is applied before images enter distribution channels, such as on your website or partner sites, it can help you trace images back to the source. Adding Digimarc image identification to your existing web-surveillance efforts results in efficiency gains, reducing the manual and resource-intensive review process.

For more than 20 years, Digimarc Barcode for Digital Images has been trusted by some of the world's most prestigious consumer brands and enterprise businesses to reliably identify image assets on the web.

KEY BENEFITS

Intelligence that Persists

- Digimarc Barcode can remain effective through file compression, format changes, editing, cropping and other manipulations. Provides persistent image identification that complements your embedded metadata.

Embedded in the Ecosystem

- Digimarc has existing integration partnerships with both Digital Asset Management (DAM) platforms and web-surveillance providers. If you're already using DAM and web-surveillance in your brand-protection strategy, activating Digimarc through your partners is easy.

Seamless Strategic Layering

- Product counterfeiting, diversion, and product-image misuse requires a multi-layered strategy. Digimarc's image identification can provide some quick wins to help remove and reduce the visibility of sites and sellers using authentic product images to promote illegal activity.

Digimarc Barcode for Digital Images

"Using Digimarc technology, we help our customers create a better game plan."

— Jake Athey, VP of Marketing at Widen

EASY IMPLEMENTATION

Digimarc's enterprise customers have access to our entire suite of image-enhancement options, from powerful on-premise APIs and SDKs to lightweight web-browser tools and integrations within the world's leading Digital Asset Management (DAM) platforms.

A variety of image-reading options are also available to enterprise customers, in addition to integrations with your existing web-surveillance provider.

ENHANCE

- **On-Premise API (Linux, Windows):** Integrate directly into your organization's data center and manage within your own IT group.
- **Software Development Kit (SDK) (Linux, Windows):** Integrate enhancement functionality directly into your internal systems, customer platform or end-user software.
- **Browser Interface:** No development needed and ideal for low image enhancement volumes and/or as a supplement to automated workflows.
- **Digital Asset Management (DAM) Partner Platforms:** Ask your DAM partner if they are integrated with Digimarc, and activate our technology seamlessly within your existing workflow.

READ

- **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 Powered by Phishlabs:** 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 technical integrations to facilitate image reading for customers who use a third-party web-surveillance platform to search for brand images and assets.

GET STARTED

Visit **www.digimarc.com/digital-images** to learn more about Digimarc Barcode for Digital Images, and better manage your brand by contacting **1-800-DIGIMARC** or **info@digimarc.com**.

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