SCAN ANY IMAGE

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Engage Readers in New Ways with Powerful, Interactive Print

The Digimarc Platform delivers digital content directly to readers for greater engagement, higher conversions and improved insights.

DIGIMARC DISCOVER®
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OVERVIEW

Digimarc delivers a powerful communications channel that allows you to engage in an interactive conversation with consumers. Now your brochures, posters, signage and other at-home and in-store print materials can speak directly to shoppers beyond the printed page. Digimarc enables an entirely new way to deliver additional information and promote the digital dialogue that consumers expect.

The Digimarc Platform seamlessly connects at-home print such as retail catalogs and large format materials including in-store displays to digital content. Retailers, printers and other businesses can deliver social media, videos and offers directly to consumers' mobile devices, and better understand the effectiveness of print campaigns with data reporting.

Digimarc-powered connected print creates new measurable connection points between your sales channels. Know more about your customers and encourage mobile sales.

Whether you leverage the free Digimarc Discover app or enable your own branded mobile app to scan Digimarc-powered connected print, your readers will enjoy a new level of interactivity with your brand.

"Through our partnership with Digimarc, we were able to enhance our catalog with a Scan & Shop option for our customers."

— **ALVIS WASHINGTON,**
VICE PRESIDENT OF MARKETING
WALMART

Consumer Brand Benefits

Digitize Your Media

Digimarc provides flexible tools for digitizing any printed material. The tools address the needs from Adobe users to Esko-based workflows. Digimarc tools can handle projects at any scale.

Mobile App

Digimarc Discover is a free mobile app (iOS/Android) that scans Digimarc-activated print as well as traditional UPC/EAN barcodes and QR codes. The Digimarc Discover app instantly connects readers of your connected print to digital content.

Mobile App Toolkit

Do you have a branded mobile app of your own? The Digimarc Mobile SDK is designed to quickly enable your app to scan Digimarc-powered connected print. Give your readers a branded interactive experience.

Dynamic Updates

Cloud-based services make it easy to manage and update the web destination so readers will continuously discover new content. Prolong the life of print materials by giving readers reason to return and scan them again.

Customer Insights

Digimarc-powered connected print creates new measurable connection points with otherwise static media. Know more about your customers right now.

Omnichannel Integration

By linking your print and digital channels with Digimarc, you'll drive mobile commerce and support an omnichannel experience that meets consumers' needs anytime and anywhere.

SOLUTION DETAILS

The Digimarc Platform for connected print includes:

- Easy-to-use print activation tools, including an Adobe Photoshop plug-in, API, SDK or cloud-based service

- Free Digimarc Discover mobile app (iOS/Android)

- Digimarc Mobile Software Development Kit (SDK) to enable your branded mobile app

GET STARTED

Visit digimarc.com/print to learn more about the Digimarc Platform for activating at-home and large format print materials.

Get started by contacting 1-800-DIGIMARC or sales@digimarc.com.

"By using the Digimarc Platform in Homes & Land, we're digitally enhancing the search for real estate."

— TAMMY MCCARTY
CHIEF MARKETING OFFICER
NEWPOINT MEDIA

DIGIMARC | ⓘ