

Digimarc® for Images | Enterprise Edition

Digimarc® for Images
With ImageSpan™ LicenseStream™

Protect and Monetize Your Image Assets

Digimarc for Images with LicenseStream is for companies and organizations who:

- Are in the business of selling digital photos or other types of images
- Have individual images, libraries or vast photo archives that they want to fully monetize
- Want to find and initiate their choice of remedies when unauthorized use of their images is discovered

Whether your images represent your sole livelihood, a company asset, or primary means of expression and communication, they're yours, they're valuable, and they should be effectively managed. Digimarc and ImageSpan have partnered to offer a complete and automated image management solution that allows you to:

- Communicate your copyright ownership
- Locate where your images are being used online
- License your images and manage the renewal process
- Issue takedown notices or link-back requests
- Initiate a collections process



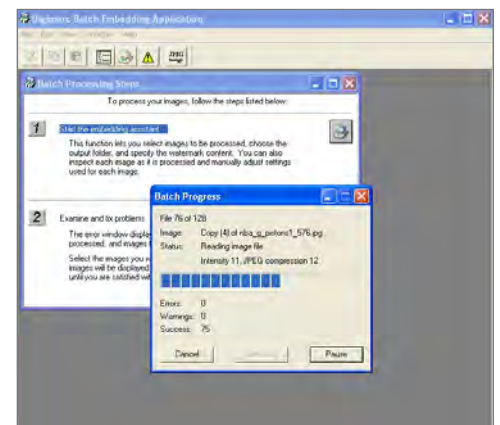
Communicate Your Ownership

Digimarc for Images embeds an imperceptible digital watermark into all your images. The unique digital identifier is persistently attached to your images, constantly communicating your copyright information wherever they may travel outside the walls of your business. This lets potential buyers know who you are and how to find you or that the image is owned by you and may not be used. The watermark is highly robust and stays with your images through file manipulation, copying, format conversions, emailing, etc., and can be easily read using software, such as Adobe® Photoshop®, or the free reader available for download at: www.digimarc.com/downloads.

Digital watermarks are easily embedded using Adobe Photoshop or Adobe Photoshop Elements, or for large volumes of images, Digimarc offers a batch embedder that can apply watermarks to all of the images in a specified folder. And, for enterprise use, a scripted embedder is available that can be seamlessly integrated into your image management workflow, including various digital asset or content management systems.

Monetize Your Images

By adding LicenseStream, you now have the ability to fully monetize the value of your images by automating the costly process of content



Batch Embedding allows you to process large volumes of images simultaneously with a simple press of a button.

licensing and royalty settlement, including ongoing management of license renewals. As your images are published to the web, LicenseStream optimizes them for search and provides the means to license them on the spot with the click of a mouse. This, in essence, turns your images into a storefront online and shortens the transaction time between search, discovery and payment. With minimal resources and up front investment, you can reduce the inefficiencies of traditional content distribution, increase profits and quickly establish new revenue streams from your images.

Digimarc for Images | Enterprise Edition with ImageSpan™ LicenseStream™

Locate Your Images Online

The Digimarc Search Service constantly crawls the web looking for your digitally watermarked images. Search reports include thumbnails of the images found with the URLs of the websites where they were located. Reports are automatically sent out each month, or if you prefer, you can generate your own reports at anytime online.

The action triggered when images are found is up to you:

- Notify me of all image finds
- Use my image, but link back to my web site
- Remove my image from your web site
- This image is available for licensing; here are the terms and conditions

In addition to the standard search, Digimarc offers a directed search option that includes specific web sites that you want regularly monitored.


Digimarc Search Found 1146 Images

Company:	Your Company Name	Your Department
Digimarc ID:	508519	youremail@yourweb.com
Date Range	1/30/2009 thru 3/30/2009	503-469-4800

Export Data Revise Filter Hide Images Page 1 of 46

Site: <http://images.exemplomain.info>


Page: </index.cgi?content=general&action=displays&thread=396>



Name: 562ed1fe.jpg
ID: 14506113
Found: 2/12/2009
Size: 255548

Site: <http://articles.funds.sampleurl.net>


Page: </Investing/SimpleStrategies.php>



Name: banner_left.jpg
ID: 16185791
Found: 2/18/2009
Size: 255548

Site: <http://www.sampleblogtalk.com>

Page: /chat_zone/today-in-oregon-history/



Name: thomas1.gif
ID: 11615327
Found: 2/24/2009
Size: 27009

A simple, easy-to-read report is delivered to you each month with a listing of the web sites where your images were found.

How it Works

It's easy to get started. The step-by-step process includes...

- Creating your account
- Providing content which can be hosted by you or LicenseStream
- Digitally watermarking the content with unique digital IDs
- Publishing the content to major search engines

As your content is located online, reports are generated and unauthorized use is flagged. This information is easily viewed on the Content Tracker dashboard. You choose from the remedy options:

- License the content
- Provide attribution and link back to your gallery or website to generate traffic
- Share ad revenues
- Take the image down

In certain instances you may also want to escalate the matter to collections, which can also be handled for you.

The results? Improved profit margins, reduced operational inefficiencies, enhanced brand protection and new revenue opportunities.



The screenshot shows the 'Edit Content' page in the LicenseStream interface. It features a navigation bar with 'Home', 'Add Content', 'Manage Content', and 'Market Content'. The main content area is titled 'Edit Content' and includes a 'Basic Metadata' section with fields for Name, Credit, Copyright, Location, Region, Country, and Creator. Below this is an 'Extended Metadata' section with fields for File Type, Original Filename, Dimensions, File Size, and Aspect Ratio. The interface is clean and professional, with a focus on content management.

Monetize your digital images online with automated licensing from LicenseStream.

Getting Started

As we know that no two businesses are the same, we have developed an expertise at putting together just the right solution to meet your specific needs. **Give us a call today to get started: 1.800.344.4627 ext 4644.**

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ABOUT DIGIMARC CORPORATION

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ABOUT IMAGESPAN

ImageSpan is the creator of LicenseStream, the market leading licensing automation platform for all media types and businesses, from individual creators to enterprises. ImageSpan is the exclusive provider of license registry services to the PLUS coalition.

ImageSpan is partners with arvato finance services, a wholly-owned subsidiary of arvato AG, a Bertelsmann company that also delivers large-scale custom billing solutions for global search engines and Web properties. ImageSpan's LicenseStream and arvato finance's PaymentLounge, a global billing, accounting and payment infrastructure, are combined in a Media Unified Services Environment (MUSE) that unifies, drives and accelerates the trade of digital content, including video, images, audio and text.