

Digimarc for Images | Enterprise Edition

Digimarc® for Images is essential for companies and organizations who:

- Receive revenue from the sale or licensing of digital photographs, illustrations or artwork
- Market or sell digital photographs, illustrations or artwork on behalf of artists or photographers
- Use or create proprietary product shots for their corporate web properties
- Are responsible for managing and protecting their company's brand
- Have confidential images released under embargo for upcoming marketing efforts
- Need to manage and monitor their sales channel and dealers

Digimarc for Images Customers:

Digimarc customers have saved and/or recouped millions of dollars of potentially lost revenue using Digimarc for Images. Professional photographers and stock agencies, media and entertainment companies, and corporate brand managers all rely on Digimarc for Images to help them manage their precious image assets, including: Airbus, Corbis, Fiat/Alfa Romeo, Microsoft Virtual Earth, Paramount, The Smithsonian Institution, Sony, Time/LIFE

Protect Your Valuable Image Assets



Make Sure They Know the Images are Yours

Digimarc for Images helps you protect your valuable image assets by embedding an imperceptible digital watermark into photographs, illustrations and other digital artwork. The watermark clearly communicates the image came from you, and can convey copyright information and usage rights as well as contact information for potential buyers who may want to know where the image came from. You determine what you want your watermarks to communicate, and you can customize them to each recipient of your images.

For example:

You can digitally watermark photos that are part of an upcoming marketing campaign or product launch. Frequently these images are distributed internally and to dealers and distributors under embargo. In this case, the watermarks can be unique to the individual recipients of the images so that if an image is intentionally or inadvertently leaked out before the campaign is launched, you can trace the leak back to the source and take appropriate action.

Unlike the standard metadata that is initially attached to your files, digital watermarks are persistent and stay with your images through file manipulation, format conversions, copying, etc. and as they travel through email and across the Internet. Digimarc for Images ensures that your ownership of an image stays with it and eliminates the problem of an "orphaned work" that cannot be identified.




Your digital watermarks can be read using Adobe® Photoshop® and Photoshop® Elements, the most widely used image creation and editing software worldwide. Digimarc has proudly partnered with Adobe for over 10 years and remains the only third party application packaged with Photoshop. In addition, a plugin is available which will allow you to read image watermarks on your computer and when surfing the web using the Internet Explorer browser.

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Find Your Images on the Internet

Today's communication is happening online. Very few companies print and distribute brochures and datasheets anymore as they rely on the web to present their products and services to potential buyers. And, while most people would never consider stealing printed photos from your offices, many don't think twice about taking images online and using them for their own purposes. Whether unauthorized use of your images is intentional or innocent, you want to know where your valuable image assets are ending up online.

Digimarc's Search Service constantly crawls the web looking for your digital watermarks. As we locate your images, we compile a report that is delivered to you each month with a listing of the web sites where your images were found. If you want reports more frequently, you can always run them yourself. Also, we know that you likely have a good hunch of where your images may turn up; so we offer a Directed Search option where you can provide a list of sites that are monitored.

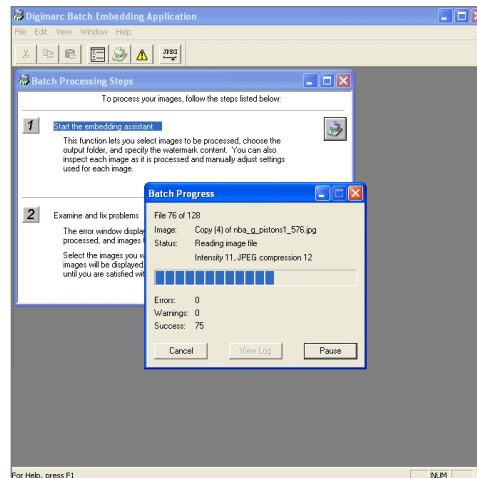
Digimarc Search Found 1146 Images	
Company:	Your Company Name Your Department
Digimarc ID:	508519 youremail@yourweb.com
Date Range:	1/30/2009 thru 3/30/2009 503-469-4800
Export Data Revise Filter Hide Images Page 1 of 46	
Site: http://images.exampledomain.info	
Page: /index.cgi?content=general&action=displays&thread=396	
	Name: 562ed1fe.jpg ID: 14509113 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.

Speed Up Embedding and Integrate into Your Workflow

To ensure you gain maximum value from digitally watermarking your images, we've developed two solutions to help you speed the process and ensure seamless integration into your workflow.

Batch Embedding – allows you to process large volumes of images all at once. With the embedding application, developed for Microsoft Windows, you select the watermark strength and the folder that contains your images; then just press a button to have all of the images digitally watermarked.



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

Scripted Embedding – enables you to create custom scripts to automate the watermarking process according to your specific business rules. For instance, the watermarking of images could be tied to a download or upload request. You have the flexibility of building watermark embedding where you want in your process and eliminating the need for any sort of manual intervention to complete the task.

Getting Started

Digimarc for Images is sold as a subscription that is renewable annually. The license allows you to embed watermarks into an unlimited number of images, and the digital watermarks you use will be uniquely yours. 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.**

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ABOUT DIGIMARC CORPORATION

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