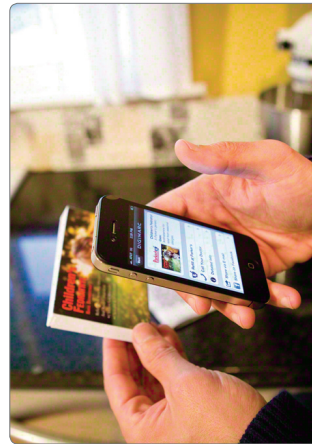
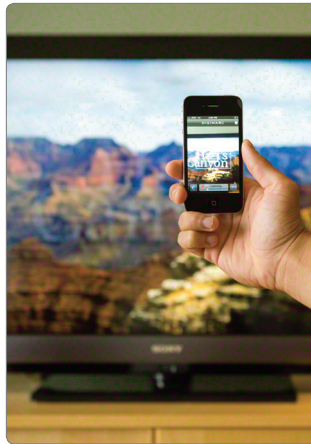




Digimarc Discover™

New Rich Media Experiences on Today's Smartphones



Digimarc Discover uses the phone's camera to “see” and the microphone to “hear” all forms of media and objects in its surroundings. Once the content is identified, the app will provide choices on what the user is most likely to want.

TRY FOR YOURSELF!

Launch the Digimarc Discover app ( / ) and focus the camera on one of the above images to view a related video.

Introducing Digimarc Discover

Digimarc Discover uses multiple content identification technologies — digital watermarking, audio fingerprinting and barcode detection — to give smartphones the ability to see, hear and engage with all forms of media.

Simply point the phone's camera at a digitally watermarked ad, article, package or retail sign and a menu of optional experiences is presented onscreen — such as watch a video, save for later, map directions, buy now or share via social media. Gone are the days when you had to wait to access a computer to take action. Digimarc Discover offers a new means of visual and audio search, delivering a wealth of rich media experiences and capabilities on the computing devices we carry with us 24/7 — our smartphones.

How it Works

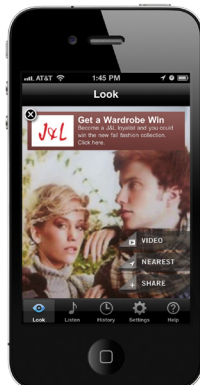
At the core of Digimarc Discover is digital watermarking technology. Digital watermarks are imperceptible digital IDs which can be embedded into all kinds of media. They are similar to digital serial numbers that can be used to identify each instance of content. While we can't see digital watermarks, computers, networks and smartphones can.

For consumers, detection of watermarks is made possible by using Digimarc Discover-enabled mobile applications. Once the application is launched, users need only point their phone at watermarked content to instantly access related online content.

Digimarc Discover Platform

The complete Digimarc Discover Platform includes the following components:

- **Digimarc Discover Online Services Portal**
A web-based service that enables the fast and easy embedding of digital watermarks into images or text blocks, with tools to manage projects and track results.
- **Digimarc Discover Mobile Applications**
Downloadable apps from the iTunes App Store and Android Market which can be custom branded.
- **Digimarc Discover Routing and Reporting System**
A backend database which connects the digital ID from the watermark to the corresponding consumer experience returned to the smartphone. Interactions with enabled content are captured for reporting.



Digimarc Discover™



 Launch the **Digimarc Discover** app ( ) and focus the camera on this image to experience more.

Digimarc Discover offers a powerful way to bridge the printed page to interactive, multimedia content online, engaging consumers and building brand preference through new rich media experiences.

Digimarc Discover Online Services Portal

The Online Services Portal (OSP) provides an easy, affordable way for publishers, brands, agencies and others to use the embedding software and set up mobile services. Anyone can go to www.digimarc.com/portal, set up an account, create a project and start embedding watermarks in images or text blocks in minutes.

The OSP includes tools for organizing projects and producing reports to track user activity associated with individual mobile links. Pricing is based on the length of time a link is in service. Rates range from \$4.99 USD for a link that remains in service for two weeks, up to \$49.99 USD for two-years.

New customers are able to try the service and evaluate the benefits with our 30-day free trial offer.

Value-Added Service Provider Program

As the OSP makes it easy to facilitate a wide range of tests, trials and pilot programs, we anticipate specific market segments will look for custom enterprise solutions for full scale deployments. Digimarc's Value-Added Service Provider Program provides a great opportunity for creative agencies, mobile marketers, system integrators and others to incorporate the Digimarc Discover Platform into more complete, full-featured solutions that meet the unique needs of large consumer brands and certain vertical markets.

Enhancing and Enriching Everyday Life

"Most QR codes look like digital barnacles on the pages of a magazine. They disrupt, some would even say destroy, the visual experience of the printed page. The beauty of our Digimarc program is that the QR code is basically invisible. It's embedded in the image or even behind the text on the pages of the magazine."



— Newell Turner
Editor-in-Chief
House Beautiful

"The Online Services Portal made it quick and easy for us to offer our readers an instant multi-media experience and give our advertisers' the ability to enhance their messages and drive traffic."



— Neville Wilkinson
Publisher and Managing Editor
V8X Magazine

"Digimarc Discover provides us with an innovative and powerful way to establish a new level of engagement with our readers, as well as attract a new generation of readers by providing exciting, interactive experiences from articles."

The Oregonian — Peter Bhatia
Editor and Vice President
The Oregonian

Summary

Digimarc Discover demonstrates how digital watermarking technology can be used across all forms of media content to enhance and simplify our lives. Digimarc is a leading innovator and technology provider. We license our software and intellectual property to business partners to enable a new means of visual and audio search, and intuitive computing.

Visit www.digimarc.com/discover for more details.

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ABOUT DIGIMARC CORPORATION

Digimarc Corporation (NASDAQ:DMRC), based in Beaverton, Oregon, is a leading innovator and technology provider, enabling businesses and governments worldwide to enrich everyday living by giving persistent digital identities to all forms of media and many other objects. Copyright © 2011 Digimarc Corporation. Digimarc and the Digimarc logo are registered trademarks of Digimarc Corporation. All rights reserved. All other trademarks are the exclusive property of their respective companies.