



Digimarc's mobile solution incorporates the use of digital signaling technology that is embedded into media content such as magazines, newspapers and product packaging. In the case of printed materials, once embedded in the pixels, these digital signals can easily be detected by enabled mobile phones, triggering a wide range of rich media experiences. The data contained in the signals are unique to each instance of content, making it easy to distinguish, for example, between the same ad being run across many publications, on different dates and in a range of geographic regions.

Children's FEDRATRYL™ NASAL DECONGESTANT

- TV and radio broadcasting
- Rich media experiences from print using the mobile phone
- Content identification and management
- Communication of copyright ownership
- Authentication of content and objects
- Authentication of secure IDs

Since 1995, Digimarc technology has been widely used to enable many applications in many different industries. The technical and commercial feasibility of digital signaling has already been proven in all major media types, including video, audio, printed materials and digital photography, with billions of digitally watermarked objects in place to detect hundreds of millions of readers in place to detect those watermarks. Examples of Digimarc technology in use include:



Children's FEDRATRYL™ NASAL DECONGESTANT

Fedratoryl Nasal Decongestant is a promotional package used to demonstrate the capabilities of Digimarc® signaling technologies.



Children's FEDRATRYL™ NASAL DECONGESTANT

Relief from Seasonal Allergies
And Nasal Congestion

- Children Safe Strength
- Chewable Kiwi Flavored

FEDRATRYL™ is a Parker's Rx prescription generic of the antihistamine fexofenadine, compare to Allegra



CHILDREN'S FEDRATRYL™
NASAL DECONGESTANT

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