

Portland Track and Field Flying High



Freshman Evan Smith practices his pole vault skills which have made him a favorite for this weekend's regional competition.

The weekend weather might be Portland's primary competition.

The photo above and the tints behind this text contain embedded digital watermarks. Because there is a wide variety of color printers available, *the watermarks within this document are much stronger or more robust than typically recommended.* Typically, you would select a watermarking preset that optimizes the watermark strength for your printer.

This demo piece should work with your smartphone even if the available printer settings and paper are of a lower quality.

In addition to digitally watermarking images, the three bitmap tints behind this text provide examples of three possible solutions for making text interactive.

The column on the left contains a "sparse" watermark, which is yellow only, quite robust and can appear imperceptible when printing on newspaper stock.

The center column's tint would typically be used as a sidebar for emphasis. With a digital watermark embedded in a sidebar, "emphasis" takes on a whole new meaning and level of engagement.

The right column contains a very light, mottled gray that can be used in publications intent on minimizing the impact on a design.

Create your interactive print materials at: www.digimarc.com/portal

Enable your smartphone to see and hear, download the digital watermark reader by searching for "Digimarc" in the App Store or Android Market.

**FOR OPTIMUM RESULTS
PLEASE PRINT THIS SAMPLE AT 100% SIZE
USE THE BEST SETTING ON YOUR COLOR PRINTER.**