

## Digimarc Discover™ Online Services Portal

# An Easy, Web-based Service to Transform Your Print Publication into a Web Browser

DIGIMARC | 

New customers can try the Online Services Portal service and evaluate the benefits with our 30-day free trial offer. Visit [www.digimarc.com/portal](http://www.digimarc.com/portal) to get started!



Digital Watermarking can enrich the consumer experience through enhanced content and interactive advertising from magazines, newspapers, and other printed materials.

- An easy, affordable service to enable print to deliver enriched content and interactive advertising to today's smartphones.
- Transform your magazine or newspaper into a web browser.
- Engage consumers and build loyalty through multi-sensory experiences.
- Attract new audiences through differentiated mobile offerings that instantly connect consumers to the information, assistance or entertainment experiences they want.

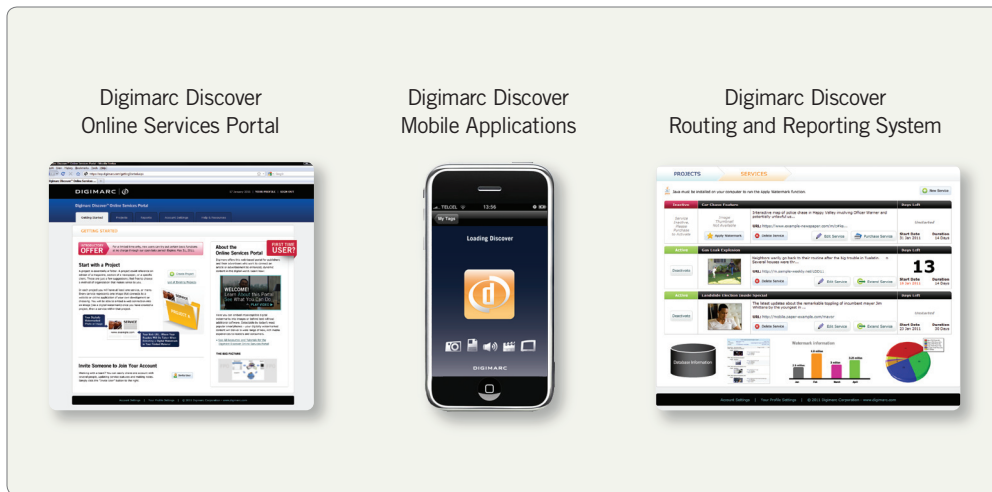
### Overview

Until recently, print has been static, unable to provide the real time information, interaction and rich media experiences that consumers get from the web. We pique their interest with articles, products, events and more in magazines, newspapers, and brochures; but consumers haven't had an easy way to instantly get more information or take action. They've had to wait to access a computer or, at the very least, endure the unsatisfactory experience of typing in a URL and conducting a mobile search. And, for advertisers, it has been difficult to obtain a true measurement of ROI for their print advertising, with no way to change or refine campaigns on-the-fly. Efforts have been made, but it's time for something better.

### Introducing Digimarc Discover

The Digimarc Discover Platform enables smartphones to instantly identify images, articles and advertisements found in print – with no need to use visible barcodes and tags that many find objectionable. Once identified, publishers, agencies, and advertisers can guide and enrich the consumer's experience through enhanced content and interactive advertising from magazines, newspapers, and other printed materials.

# Digimarc Discover™ Online Services Portal



The Digimarc Discover Platform includes an intuitive, web-based service that enables the fast and easy embedding of digital watermarks into images, illustrations or text blocks, with simple tools to manage projects and track results.

## The Digimarc Discover Platform includes:

- **Digimarc Discover Online Services Portal** A web-based service that enables the fast and easy embedding of digital watermarks into images, illustrations or text blocks, with the tools to manage projects and track results.
- **Digimarc Discover Mobile Applications** Free downloadable apps from the iTunes App Store and Google Play Market that can also be custom branded. Digimarc provides software development kits (SDKs) for various mobile platforms to business partners for developing their own mobile applications or to include the Digimarc Discover capability into existing applications.
- **Digimarc Discover Routing and Reporting System** The backend database which connects the digital ID from the watermark to the corresponding consumer payoff returned to the smartphone. Interactions with enabled content are captured for reporting as needed.

## Digimarc Discover Online Services Portal

Digimarc has created a web-based service for publishers, agencies, and advertisers to embed digital watermarks into images, illustrations or behind text, with the ability to manage projects online and track results in real time. Once embedded into printed materials, the imperceptible digital watermarks can easily be detected by today's most popular smartphones – delivering a wide range of new, rich media experiences to consumers.

## Why Digital Watermarking?

Imagine being able to deliver exciting, interactive content to engage your readers but without having to use visible symbols that take up valuable space on the page and can negatively impact the design and aesthetics of your layout. Digital watermarks can easily be embedded into all forms of media content – print, audio and video. We can't see or hear them, but our phones can. Identification of the content is extremely fast with no need to take a picture, email it off, and wait for a response. Users simply launch the app and point at content that interests them.

Each digital watermark carries a unique serial number. This allows for very detailed and granular tracking and reporting, essential to marketers conducting complex, global campaigns. Portal users can easily track consumer interaction with their content in real time, enabling ongoing refinements and changes to the payoffs being delivered to increase response rates and improve the consumer experience.

Digital watermarks offer a premium solution with the best possible user experience. The technology is proven and scalable, with numerous large deployments across various industries in a variety of different applications. For more information on the companies and organizations that use digital watermarking technology and the wide range of its applications, please visit: [www.digimarc.com](http://www.digimarc.com).

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## Online Services Portal Workflow Diagram for an Image



**1.** Once the layout for the printed piece has been finalized, select the picture(s) you would like to make interactive.



**2.** Via the Online Services Portal users can apply a digital watermark to each image and specify the URL that the image will be linked to when printed.



**3.** Print/publish the piece with the digitally watermarked imagery.



**4.** Readers will be able to access the additional online content using the Digimarc Discover app available for free on the iTunes App Store and Google Play Market.



**5.** The reader is instantly linked to the specified URL. This enables access to additional online content – such as watch a video, purchase tickets, share with friends, etc. – directly from the printed image.

The above workflow diagram uses an image; however, the same process would be used to apply a digital watermark to a text box.

### How it Works

Anyone can quickly set up an account in the Online Services Portal. *New customers are able to try the service and evaluate the benefits with our 30-day free trial offer.* Once logged in, it's easy to create and manage projects and individual services. Setting up a new mobile link includes embedding a digital watermark into an image or creating a text block to be placed behind text, all possible within the Online Services Portal website – no additional software is required. Once completed, the image or text background is linked to any URL you choose. That content is then delivered to smartphones when the watermark is detected. Embedding the watermark and setting up a new service can be completed in seconds, so there is very little impact on your workflow.

You choose the start date for when each new service becomes active and the duration of time your mobile link is in service – ranging from two weeks to two years. Pricing for a two-week link starts as low as \$4.99 USD. Payment can be made by credit card, or for publishers and companies with higher usage volumes, business accounts may be established for monthly invoicing.

*NOTE: Separate pricing is available for printers of free-standing inserts and direct mail where fifty thousand or more pieces are being distributed.*

Length of time a link is in service:	Price per link:*
2 weeks	\$4.99
1 month	\$9.99
2 months	\$19.99
3 months	\$29.99
6 months	\$39.99
2 years	\$49.99

\*NOTE: These prices are for newspaper and magazine publishers and others who wish to test and evaluate the use of digital watermarking across a range of applications. Outside of the publishing industry, the limit for the number of watermarked pieces that can be printed and distributed is 50,000. For companies who want to use the service for packaging, direct mail, free standing inserts and other large volumes of printed materials, please contact Digimarc at +1 800-DIGIMARC (344.4627) or [helpdesk.portal@digimarc.com](mailto:helpdesk.portal@digimarc.com) for more details on pricing for these fields of use.

### Get Started Today!

There are no long term contracts or high prices to negotiate. We've created the Online Services Portal to be easy, affordable and accessible. It takes minutes to set up an account and begin creating many new and exciting experiences from print. Engage your readers and customers by giving them an entirely new way to enjoy print and take immediate action on your products or services. Mobile is exciting, measurable and it's with us 24/7.

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#### ABOUT DIGIMARC CORPORATION

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