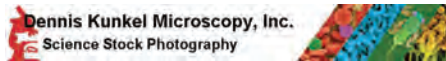




Digimarc® for Images
Professional Edition



Dennis Kunkel Ph.D. is an award-winning photomicrographer whose images appear worldwide in print, film, and electronic media. Dennis Kunkel Microscopy, Inc. offers microscopy and photomicrography services for research, educational, industrial and commercial applications. To learn more, please visit www.denniskunkel.com.

The unique environment of Web commerce posed significant challenges: Dennis needed a way to identify and track the use of his images online and protect them from being copied and displayed without permission.



Digimarc Case Study | Science Stock Photography

Digimarc for Images Helps Science Stock Photographer Protect Images and Convey Ownership

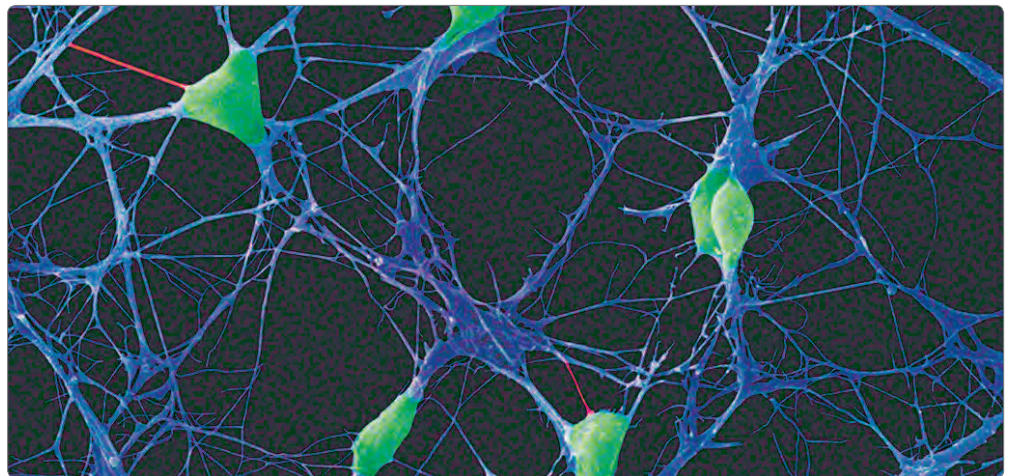


Image copyright ©Dennis Kunkel Microscopy, Inc. (www.denniskunkel.com)

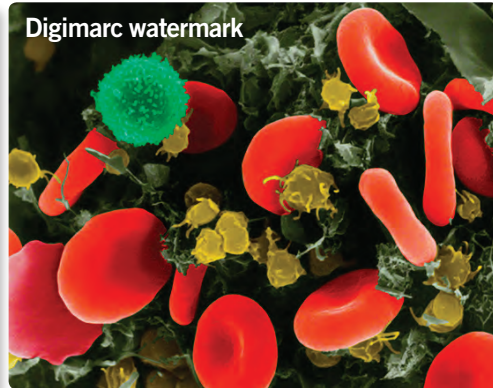
Overview

For content creators interested in displaying and monetizing their work, the Internet is an unprecedented and valuable resource. With virtual access to global markets, content owners can effectively target prospective viewers and customers wherever they are. The nature of the virtual marketplace requires that content creators and purveyors display digitized versions of their work on the Web. Unfortunately, the increased visibility of copyrighted digital content can also lead to a loss of control over it, which may result in unauthorized use, piracy, and lost revenues. Content creators and distributors require a means to protect the work they display online without altering or detracting from the appearance of the original content. They also need a way to track the dissemination of their work across the Internet in order to track and detect unauthorized use.

Challenge

Dennis Kunkel, a science stock photographer, struggled with the issue of protecting his digital assets when he began to engage the online marketplace. Dennis started his science stock photography company in 2000, initially using visible watermarks on the digital images that appear on his website, www.denniskunkel.com, where clients can view and license his images. In 2002, Dennis turned to Digimarc for Images after a client complained of having difficulty seeing an important biological structure in a watermarked image on the website. Even though the visible watermark was semi-transparent, it still obscured a critical component of the image, and thus undermined the image's effectiveness.

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Identical images of human red blood cells, one with a visible watermark, and one with the Digimarc watermark.
Image copyright ©Dennis Kunkel Microscopy, Inc. (www.denniskunkel.com)

Aware of the growing market in science stock photography – driven specifically by the textbook, medical, and pharmaceutical industries – Dennis urgently needed to implement a new security strategy that would protect his online gallery of over 3,900 images without altering their appearance.

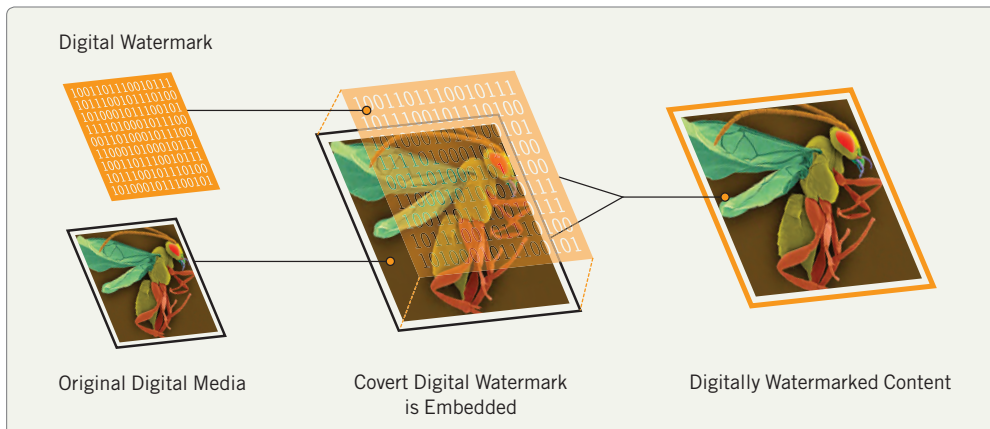
The unique environment of Web commerce posed significant challenges: Dennis needed a way to identify and track the use of his images online and protect them from being copied and displayed without permission. His initial security approach, using a visible watermark, was ultimately too distracting for clients interested in viewing the unique details of microscopy photography.

To protect his images, Dennis required an effective way of identifying, tracking and conveying copyright and contact information for each image, all without degrading the image or the viewing experience.

Solution

Dennis turned to Digimarc for Images as a comprehensive security and tracking solution. Digimarc for Images software embeds a unique, visually imperceptible watermark into digital images and illustrations. To the human eye, these watermarked images appear unaltered, preserving the original creative and visual intent. However, when the images are scanned – using the Digimarc reader –the watermark conveys important information such as copyright status, the owner’s contact information, and a unique image ID number. Information contained in the watermark remains attached to the image even as it undergoes alterations like reformatting, redistribution, editing, cropping, resizing, and compression.

“I find unauthorized use **all the time**, especially on the Web. Just last week I stopped a blogging site from using my image. It clearly had a Digimarc watermark in the image and I know they had copied it from my site.”



Digimarc Case Study | Science Stock Photography

After an image is digitally watermarked, it becomes a virtual beacon, traceable as it moves across the Web. Image owners can use the Digimarc Search Service to scan the Internet and determine exactly where watermarked images are being used. The Search Service can be set to target specific sites, a particular root domain, or a unique transaction ID. The ability to trace and locate watermarked images enables artists and content owners to identify unauthorized use and take appropriate preventative legal measures.

Outcome

Dennis was easily able to incorporate digital watermarking into his workflow, and he notes he has had a “very positive experience with Digimarc for Images over the years.” The solution allows Dennis to convey copyright information without affecting the detail and clarity his clients require before deciding to license. Digimarc not only provides a way to imperceptibly mark and identify images but also helps track and deter unauthorized use.

Dennis notes that he still finds unauthorized use of his images on the Web “all the time.” Recently, the Digimarc Search Service discovered a blogging site that was using one of his watermarked images without permission. The Digimarc watermark was clearly readable, indicating that the blogger had copied the image from his site; the copyright and ownership information contained in the watermark gave Dennis the leverage he needed for an efficient and successful takedown. According to Dennis, Digimarc’s “recent improvements in tracking images on the Web make it easier to find images and contact unauthorized users.” Since employing Digimarc’s digital watermarking solution, Dennis has discovered many instances of unauthorized use; however, he emphasizes that the investment of time is offset by the “peace of mind that [his] copyright can be protected and unauthorized use can be discovered.”

Getting Started

Digimarc for Images is sold as a subscription that is renewable annually. Digimarc for Images allows you to communicate copyright, ownership, and other information about your images with an imperceptible digital watermark that persists wherever they may travel across the Internet. **Give us a call today to get started – 1.800.344.4627.**

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ABOUT DIGIMARC CORPORATION

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