



DIGIMARC DISCOVER®
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SCAN IMAGE



Digimarc Frequently Asked Questions

What is Digimarc Barcode?

Digimarc Barcode is an advanced barcode that can be applied to any established media. It links product packaging, print or audio to interactive online content when scanned with an enabled phone. Digimarc Barcode is unnoticeable by most people, but mobile devices, computers, machine vision cameras and many retail barcode scanners — enabled by Digimarc technology — can detect them to drive transactions and activate content.

How is Digimarc Barcode used?

Digimarc Barcode is used in product packaging to provide a more reliable UPC/EAN barcode, in commercial print and in audio applications for content monitoring and more efficient and accurate automatic content recognition. Digimarc seeks to transform machine-readable code applications in devices such as barcode scanners and mobile phones. Digimarc Barcode carries data in commercial print materials, product packaging, audio files, thermal labels and in other media. In lieu of traditional barcodes, Digimarc technology makes use of unique imperceptible identifiers, including signal-rich art on packaging, and inaudible signatures in audio files. It can be employed to create new applications for retail, consumer goods, publishing, movies, music and more.

What are the benefits of adopting Digimarc Barcode?

Digimarc Barcode provides improved functionality and efficiency, and transforms static materials into smart, connected media that serve as dynamic digital channels. By enhancing packages with Digimarc Barcode, retail checkout becomes easier, leading to more efficient operations and improved insights. In commercial print, signs and publications no longer need to have QR codes on every individual image. For audio, Digimarc Barcode allows quick and accurate detection for interactive content, broadcast monitoring and audience measurement.

How does Digimarc Barcode differ from a traditional barcode?

Digimarc Barcode is more reliable, robust and secure than traditional UPC/EAN symbols. Because the data is repeated across product packaging, it withstands packaging wear and tear and is not limited to one traditional, black-and-white barcode. Digimarc Barcode is designed to be generally imperceptible in normal use and requires no additional space on the package. It has the ability to carry a variable data capacity, allowing for serialization and track-and-trace solutions.

How is Digimarc Barcode different from a QR Code?

While QR codes and traditional barcodes require a visible symbol on product packaging, Digimarc Barcode delivers the same digital content to consumers while offering more design flexibility. Digimarc technology frees up more area for design elements or copy, while giving brand owners the ability to update content dynamically via an online portal. By comparison, QR codes contain one fixed online destination for the life of that code.

How is Digimarc Barcode integrated into the design of a package?

Digimarc Barcode makes precise adjustments to the brightness and intensity of colors in the package artwork to create a unique machine-readable identifier. Digimarc Barcode enhancement is performed by Digimarc Client Services or through a Digimarc-trained premedia provider.

Is Digimarc Barcode visible and does it alter the package?

Digimarc Barcode can be repeated across product packaging without major changes to the package artwork design. Digimarc Barcode is generally imperceptible in normal use, making it unnoticeable to the average consumer. Trained design professionals may notice Digimarc Barcode imparts subtle adjustments to color levels of artwork.

CORPORATE FACTS

- Digimarc has 220+ employees
- Founded in 1995 by Geoff Rhoads
- More than 800 issued U.S. and foreign patents
- Nearly 300 pending patent applications
- Public company (NASDAQ: DMRC)
- Learn more at www.digimarc.com

COMPANY EXECUTIVE OFFICERS

- **Bruce Davis**, *Chief Executive Officer and Chairman of the Board of Directors*
- **Robert P. Chamness**, *Chief Legal Officer and Secretary*
- **Charles Beck**, *Chief Financial Officer and Treasurer*
- **Joel Meyer**, *Executive Vice President IP, Legal*
- **Tony Rodriguez**, *Executive Vice President, Chief Technology Officer*
- **Aimee Arana**, *Executive Vice President Sales and Business Development*

NOTABLE CLIENTS/PARTNERS

- Adobe
- Bizerba
- Bossa Nova Robotics
- Datalogic
- GS1 Germany / GS1 US
- Honeywell
- Hewlett-Packard Inc.
- Microsoft
- NCR
- New Seasons Markets
- Nielsen
- Schawk!
- Shazam
- SGS
- Toshiba
- Wegmans Food Markets
- WestRock
- Zebra Technologies

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