

## Digimarc® Guardian for Images Enterprise Solution Brief

# Secure & Track Your Proprietary Digital Assets

### Guardian ID:

An invisible code embedded into digital assets to communicate ownership throughout the asset's digital life cycle.

### DIGIMARC® GUARDIAN FOR IMAGES IS ESSENTIAL FOR COMPANIES AND ORGANIZATIONS WHO:

- Use or create proprietary product shots for their corporate web properties
- Responsible for managing and protecting their company's brand
- Release confidential images under embargo for upcoming marketing efforts
- Need to manage or monitor their sales channels and dealers
- Receive revenue from the sale or licensing of digital photographs, illustrations, or artwork
- Market or sell digital photographs, illustrations, or artwork on behalf of artists or photographers
- Provide digital asset management solutions to their customers



### About Digimarc Guardian for Images

Digimarc Guardian for Images enables you to protect your valuable image assets by embedding an imperceptible Guardian ID into photographs, illustrations, and other digital artwork. Unlike standard metadata that is initially attached to your files, Guardian IDs are also persistent, remaining within your images through file manipulation, format conversion, and copying. When our dedicated search service comes across your images being used on the web, these unique identifiers clearly communicate your ownership. And because they are thoroughly embedded throughout each image, they can only be removed by degrading an image to the point where it is no longer useful. Digimarc Guardian for Images helps to ensure that the images you control remain traceable and attributable to you.

### Providing Value in a Wide Variety of Scenarios

Due to its flexibility and numerous potential use cases, Digimarc Guardian for Images is attractive to companies of almost any size and business model. Here are just a few areas where businesses have successfully leveraged the service:

- Online Product Imagery
  - Detect illicit use of images lifted from your online catalog
  - Identify sites offering counterfeit versions of your products
- Proprietary Marketing Assets
  - Protect the value of your brand by auditing channels and exposing imposters
  - Quickly identify and address leaks of pre-release content
- Personal and User-Submitted Material
  - Pinpoint instances of sensitive content appearing elsewhere on the web

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## Embedding Guardian IDs at Volume

To help you derive maximum value from the service, we provide three embedding tools to simplify batch embedding and ensure seamless integration into your workflow.

- Batch Embedding allows you to process large volumes of images all at once. This windows-based application embeds Guardian IDs within an entire folder of images with a simple press of a button.
- Scripted Embedding enables you to create custom scripts to automate the embedding process according to your specific business rules. For instance, embed images as soon as they are uploaded to your servers or whenever a user initiates a download. Integrate Guardian ID embedding at any point in your workflow and eliminate manual intervention.
- SDK Embedding empowers you to customize every aspect of embedding through integration of our software development kit. Provide embedding functionality directly within your internal systems and software used by external customers.

## Search and Reporting Service

Digimarc Guardian for Images subscribers benefit from a dedicated search service which tracks where their images are appearing online. The search service scours the publicly accessible web for your images, extracts the embedded Guardian ID info, and records where the images were found. Search results for your account can be viewed online, via the Digimarc Guardian for Images portal or exported for further analysis. We employ a three-tiered crawling strategy, including:

- General Search – Every month, images hosted on millions of sites are analyzed in order to identify areas of the web which warrant deeper examination.
- Deep Scanning – Sites which have been previously identified as containing embedded images are periodically and thoroughly scanned to surface any new images which have appeared since the crawler's last visit.
- Directed Search – Enterprise customers may indicate a number of sites to be crawled on an ongoing basis, including known offenders and other sites of interest.

## Copyright Enforcement Service

After unlicensed use of your images has been pinpointed, Digimarc enables you to take the appropriate next steps with an integrated notice and take down service. Simply specify the infringements to be acted upon, and we handle the work of issuing take down notices, under the Digital Millennium Copyright Act, to the site where your content is located. As the need arises, we will escalate the matter to the site's host and related entities. The results of these efforts are provided back to you on an ongoing basis.

## Get Started

Digimarc Guardian for Images is available as an annual subscription at a service level customized to your needs, including a license to embed images with imperceptible Guardian IDs which uniquely indicate you as the owner. Give us a call today to get started.

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## About Digimarc

Digimarc is the global leader in protecting books, professional reports and other documents from the growing threat of digital piracy. The software and services protect revenues and brand integrity by finding and removing pirated content across the Internet. Digimarc's customers are some of the world's largest and most prominent publishers and proprietary document creators including Bank of America Merrill Lynch, Financial Times, Harper Collins, Harvard Business Publishing, Pearson, Random House, Simon & Schuster and Yahoo!

## SELECT CUSTOMERS



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