Reinforcing Trust in Your Brand

Digimarc delivers a better barcode for increasing transparency, traceability and trust

Along with the promise of safe products, today, brands are expected to provide total transparency to maintain trusted relationships with consumers. And, the rapid pace of business, complexity of global supply chains and competitive pressures increase potential for mistakes that can erode trust.

Consumer brands use barcodes to maintain quality and communicate key brand attributes to the supply chain, but often these efforts fall short. Brands need a better barcode that does more to help them maintain trust and continue to earn consumers' business.

Digimarc Barcode Helps Brands and Manufacturers:

- Communicate directly with consumers
- Pinpoint products and parts anywhere
- Reduce waste during production
- Promote sustainability
- Improve efficiency for retailers

DIGIMARC

Reveal Your Brand More Clearly with Transparency

The reality is that brands must provide more insight into what's in products, and how and where they were made. People care about what they consume, and because they expect nearly instant access to information, the best consumer brands need to deliver transparency fast.

Product Transparency

Digimarc Barcode for Packaging allows consumers quick, easy access to digital product details. A seamless element of the packaging artwork itself, Digimarc Barcode unobtrusively repeats across packaging so that any side can be scanned by mobile devices to get product information. Digimarc-powered connected packaging and commercial print activates new digital channels to communicate directly with consumers and deliver coupons, recipes, reviews and more via enabled mobile apps.

Brands can use Digimarc Barcode as a single solution — and an alternative to cumbersome QR codes — to convey SmartLabel® information, mandatory bioengineering disclosures and consumer promotions.

SmartLabel® Support

Digimarc delivers SmartLabel® without QR codes, and Digimarc Barcode scanning is integrated into the official SmartLabel® app for instant access to product ingredients, allergens and other information. Digimarc Barcode also helps brands do more by delivering multiple digital experiences from just one code.

Bioengineered Foods

Digimarc Barcode is USDA-approved digital technology for disclosing products containing bioengineered foods. The National Bioengineered Food Disclosure Standard requires foods labeled for retail sale to reveal bioengineered ingredients, and Digimarc makes it easy to comply.

Mobile Apps

Digimarc Mobile SDK powers mobile apps with high-performance scanning of common barcodes in retail and the exclusive ability to detect Digimarc Barcode for product packaging, commercial print and more. The software enables Digimarc Barcode detection in new or existing apps, allowing brands and third-party developers to directly reach consumers.

Traceability for a Big World

Knowing precisely what is being made and sold around the world is essential to a brand's success.

Digimarc, together with our application developers and alliances, delivers inventory management, serialization solutions and brand protection services that make product and image traceability an affordable reality for consumer brands.

Inventory Management

Digimarc Barcode for Packaging provides consumer brands a more reliable and accurate way to collect product data in-store or across the supply chain. Microsoft integrated Digimarc's scanning software into OneCore, the common Operating System (OS) core utilized by all versions of Windows, as part of its release of Windows® 10. Digimarc and Microsoft allow brands to better track their products through their suppliers, retail partners, and third-party logistics providers.

Serialized Packaging

Link from HP, a digital printing technology by HP Inc., provides a unique identity for every product that allows brand manufacturers to follow and manage each item through its entire lifecycle. By incorporating Digimarc Barcode, HP Link digitally prints serialized and visually imperceptible codes across entire labels and packaging that can be seen by enabled phones and scanners. Together, Digimarc and HP enable brands to track and trace items throughout the supply chain from origin to destination.

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Brand Protection

Digimarc Barcode for Digital Images empowers brands to manage the use of image assets throughout the supply chain and across the public internet. Combining imperceptible identifiers with crawl services and a convenient web-based dashboard, Digimarc customers benefit from greater insight into where brand assets are being used to monitor licensing efforts, channel partners and potential diversion.

Enhanced traceability is the
number one driver for 81% of companies
investing in blockchain[1].

Trust is Earned Every Day

Consumers today trust leading brands that are responsible corporate citizens by providing transparency, promoting sustainability and giving back to their communities.

Consumer brands can build trust with better automatic identification solutions that control quality in manufacturing, reduce recalls and facilitate recycling at the end of the product or packaging lifecycle.

Digimarc® for Manufacturing

Industry-leading inspection systems can reliably and accurately detect Digimarc Barcode in high-speed environments, helping uncover errors quickly in the parts-matching process to reduce waste, save time and money. And, Digimarc Barcode can be added to small labels on which Data Matrix codes are impractical – enabling automatic detection of parts that may otherwise be manually verified. Digimarc® for Manufacturing delivers certainty for brands and the consumers who trust them.

Digimarc® for Recycling

As governments and industry groups move toward circular economies for recycling and reusing plastics in consumer packaging, there is a critical need for accurate and reliable auto-identification methods for classifying and sorting various packaging materials during the recycling process. Digimarc Barcode can be used in high-speed processing environments, on items with and without printed labels, to facilitate more efficient sorting of recycled materials in plastics reprocessing facilities.

For more than 20 years, Digimarc has been trusted to protect the authenticity and accuracy of documents and media for central banks, government agencies and major corporations.

Digimarc Barcode promotes transparency, traceability and trust by providing a unique identity for every product, every package and nearly every business need.

Intuitive Computing Platform for Consumer Brands

Digimarc technology enables consumer brands to create smart packaging for better communicating with consumers, retailers and supply chain partners. The Digimarc Intuitive Computing Platform (ICP™) is a comprehensive set of technologies for identifying, discovering and interacting with digitally-enhanced media and objects. The ICP suite provides reliable, efficient identification that powers an ecosystem of applications.

Applications

Identification   **Discovery**

Digimarc Ecosystem

Digimarc has formed global alliances with many companies to enhance the power and reach of the Digimarc Intuitive Computing Platform, and work with our customers to seamlessly implement Digimarc technology.

Our global alliance partners include industry leaders in the following categories:

- Barcode scanner manufacturers
- Retail scales and thermal label printers
- Premedia agencies
- Printers and printing companies

LEARN MORE

digimarc.com/alliances

How to Get Started with Digimarc

01	DISCOVER	**Establish Purpose:** Learn how Digimarc technology works and examine potential applications of connected packaging for your business needs. **Ensure Success:** Establish strategic objectives and success metrics to ensure maximum benefit for your business.
02	DEFINE	**Frame Project:** Define project scope and identify all stakeholders essential for success. **Set Milestones:** Outline project plan specifics and establish overall timeline. **Transfer Files:** Deliver packaging assets including press-ready artwork files and printer specifications with color profiles.
03	DEPLOY	**Enhance:** Begin process of adding Digimarc Barcode to packaging with premedia partners, and review and approve new packaging designs. **Produce:** Manage print production of your newly connected packaging and verify data accuracy. **Launch:** Ship products for a full rollout, enjoy the benefits and measure your success.

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Contact Us

If you have questions about getting started, please contact us: **info@digimarc.com**
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SCAN FRONT IMAGE TO SEE IT IN ACTION!

¹"Does Blockchain hold the key to a new age of supply chain transparency and trust?" – Capgemini, October 2018