Today, global business means delivering products, services and solutions across numerous digital platforms and supporting a wide range of partners around the world. The many distribution channels make it difficult to successfully manage your brand identity everywhere.

The complexities of content acquisition means even the most trusted partners may be noncompliant with your brand standards and current sales and marketing collateral. Potential customers are often presented with outdated product images or improper branding that causes confusion and erodes confidence in your brand.

Digimarc Barcode for Digital Images is a powerful solution that enables brands, rights holders and digital-asset managers to better manage the use of images and other assets throughout the supply chain and across the public internet. Combining imperceptible identifiers with complementary crawl services, customers benefit from greater insight into where brand assets are being used – providing unprecedented intelligence for better brand management.

**OVERVIEW**

**Enhance Your Brand-Management Intelligence with Digimarc Barcode**

**KEY BENEFITS**

**Protection that Persists**
- Digimarc Barcode remains effective even through file compression, format changes, editing, cropping and other manipulations. Provides persistent brand protection that is superior to visible watermarks or fingerprinting solutions.

**Superior Surveillance**
- In partnership with PhishLabs, a leading surveillance company, Digimarc delivers crawling services on public websites for greater insight into how your brand appears to others.

**Intelligence for Intervention**
- A convenient web-based dashboard delivers real-time intelligence about when and where your brand assets are in use. Provides actionable information to help customers oversee licensing efforts and management of retail and channel partners.
Digimarc Barcode for Digital Images

“Using Digimarc technology, we help our customers create a better game plan.”
— Jake Athey, VP of Marketing at Widen

VITAL INTELLIGENCE

Our image-crawling service, powered by PhishLabs, scours the web for your Digimarc-enhanced images and records where the assets were found.

A three-tiered crawl strategy provides broad and deep intelligence across the public web:

- **Orbit Crawl**: A broad monthly crawl of more than 10 million newly registered sites identifies burgeoning markets that may warrant deeper examination.
- **Quarterly Crawl**: A deeper scan of sites previously found to be hosting customer assets.
- **Directed Crawl**: Sites specifically designated as a concern by customers are crawled monthly, providing additional insight into known and suspected risks.

*All tiers are limited to crawlable, static URLs; this service does not address marketplace sites.*

EASY IMPLEMENTATION

Streamline high-volume image enhancement and ensure seamless integration into your existing workflow with one of these tools:

- **On-Premise API** (Linux, Windows): Integrate directly into your organization’s data center and manage within your own IT group.
- **Software Development Kit (SDK)** (Linux, Windows): Integrate enhancement functionality directly into your internal systems, customer platform or end-user software.
- **Digital Asset Management (DAM) Partner Platforms**: Ask your DAM partner if they are integrated with Digimarc, and activate our technology seamlessly within your existing workflow.

GET STARTED

Visit [www.digimarc.com/digital-images](http://www.digimarc.com/digital-images) to learn more about Digimarc Barcode for Digital Images, and better manage your brand by contacting 1-800-DIGIMARC or info@digimarc.com.

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Digimarc Corporation (NASDAQ: DMRC) is a pioneer in the automatic identification of everyday objects such as product packaging and virtually any media, including print, images, and audio. Based on the patented Intuitive Computing Platform (ICP®), Digimarc provides innovative and comprehensive automatic recognition technologies to simplify search and transform information discovery through unparalleled reliability, efficiency, and security.

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