

Digimarc® Barcode

Better Barcodes, Better Business



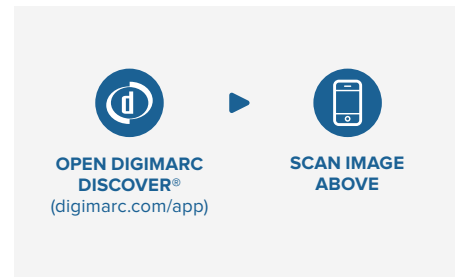
OVERVIEW

Digimarc Barcode is a proprietary method for imperceptibly enhancing audio, images or physical items with additional information. Digimarc Barcode delivers unmatched reliability and efficiency for automatically identifying media and almost any object, which has powerful implications for commerce, entertainment and more. Fast, accurate identification supports better business automation, and Digimarc Barcode enables innovative improvements for retail, media and other industries.

Digimarc Barcode can be applied to virtually any media, nearly invisibly on product packaging and other printed materials and undetectably in audio. These machine-readable codes enable smartphones, point-of-sale scanners, cameras, microphones and other computer interfaces to swiftly and easily identify items including products, magazines, music and more.

Digimarc Barcode uniquely offers broad applicability, powerful imperceptibility and large data capacity. These remarkable capabilities vastly exceed the constraints of various identifying symbols, codes, chips and other traditional methods of automatic identification.

The Barcode of Everything™ empowers benefits for businesses everywhere.



BUSINESS BENEFITS



RETAIL & STORES

Better barcodes on product packaging – and many more of them – result in faster checkout at retail, efficient operations and improved insights.



CONSUMER BRANDS

Brands capitalize on increased manufacturing quality control, improved supply chain management and interactive engagement with consumers.



MEDIA & ENTERTAINMENT

Promotes interactive marketing and additional data through mobile campaign engagement, improved media attribution, enhanced advertising monetization and more.



CONTENT PROTECTION

Persistent, pervasive network identities enable powerful copyright protections for graphics, images and documents, with track and trace services that deter piracy.



APP DEVELOPMENT

Fast, accurate identification of Digimarc Barcode for a multipurpose discovery engine that is affordable and easy to implement within mobile apps or added to point-of-sale systems.

DIGIMARC BARCODE: HOW IT WORKS



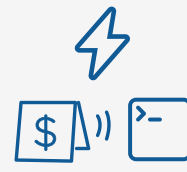
A Packaging, print or audio media easily enhanced via web-based tools or software plug-ins.



B Enhancement services from Digimarc or full-service packaging enhancement by verified pre-media providers



C Can be scanned by consumer smartphones, point-of-sale scanners, and other fixed camera systems.



D Detection powered by low-cost, easy-to-deploy software development kits (SDKs).

TECHNOLOGY FOUNDATIONS & APPLICATIONS

DIGIMARC BARCODE

- Imperceptible enhancement of packaging, printed materials, and images
- Leverages patented digital watermarking, signal processing and color science
- Extensible data capacity for wide-ranging commercial purposes
- Digimarc Barcodes can be serialized to uniquely identify materials
- Contains Global Trade Item Number (GTIN) data for packaging (e.g., UPC/EAN)
- Supported by leading barcode standards authorities, GS1 US and GS1 Germany
- Activate images to launch interactive experiences and access web content
- Globally deployed by leading app maker, Shazam, for advertising campaigns

DIGIMARC BARCODE – AUDIO

- Imperceptible enhancement of audio files, applicable for music and video
- Purpose built for efficient and reliable detection in ambient environments
- Virtually no false positives with low network bandwidth requirements
- Determine individual file origins with unique identity for multiple audio versions
- Psychoacoustic modeling lauded by audio experts, no discernible degradation
- Signal within audible range offers advantages over high-frequency watermarking

BUY IT NOW!

Visit www.digimarc.com/barcode to learn about fast, accurate automatic identification, and get started by contacting 1-800-DIGIMARC or info@digimarc.com.

ABOUT DIGIMARC CORPORATION

Digimarc Corp. (NASDAQ: DMRC) has a prolific history in the development of technologies for automatically identifying and interacting with virtually any media. Based in Beaverton, Oregon, Digimarc and its business partners supply a wide range of patented consumer engagement, media management and security solutions across multiple consumer and government industry sectors. Digimarc owns an extensive intellectual property portfolio, with patents in digital watermarking, content identification and management, media object discovery and intuitive computing.



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