Until now, brand managers seeking to implement their SmartLabel® programs have been burdened with using visual codes, such as QR or UPC, as the on-pack link to SmartLabel content via smartphones. With Digimarc Barcode, brands can now provide a better consumer experience, free up packaging real estate, and deliver a wide range of content and value for SmartLabel and beyond.

Using Digimarc Barcode, consumers can more intuitively scan a larger area of the package. They no longer have to find some small scanning target which may be buried on the back panel. With Digimarc Barcode, consumers can even scan the front of the package while standing in the aisle. This allows brands to deliver a better experience and drive more product scans.

Digimarc makes delivering SmartLabel product information to health-conscious consumers faster and easier than ever. The SmartLabel app scans Digimarc Barcode and delivers consumers reliably and efficiently to the related SmartLabel webpage.

Unlike using a singular QR code or the UPC barcode as a SmartLabel scan trigger, Digimarc Barcode provides additional benefits throughout the supply chain. Digimarc Barcode is a machine-readable code that can contain the same data as UPC/EAN symbols, carry similar information to a DataMatrix code, and deliver the same web experience as a QR code. It is a seamless part of packaging artwork—and in addition to providing product transparency—can also enable easy checkout, improved inventory management and supply chain efficiency.

**BENEFITS**

**Digimarc Barcode Supports SmartLabel**

- Provide consumers a more reliable, efficient and intuitive means to provide SmartLabel content – and more – directly to a consumer’s phone
- Transparency without Visible Codes
- Digimarc Barcode removes the need for visible codes, such as QR codes, which infringe on packaging real estate

**Multiple Value Chain Efficiencies**

- Deliver SmartLabel information to consumers and benefit from a wide-range of Digimarc Barcode benefits, like easy checkout and better inventory management

**Go Beyond the Basics**

- Third-party app with the Digimarc Mobile SDK can deliver SmartLabel information and a second, brand-generated page with coupons, recipe ideas & videos
### ABOUT THE SMARTLABEL PROGRAM

SmartLabel is a tool that gives consumers a way to digitally access more detailed product information than could ever fit on a package label about a wide range of food, beverage, supplement, household, pet care, personal care, and over-the-counter products. It is fast and easy to use, with a consistent digital format that shares accurate data directly from the manufacturer in real-time.

### TECHNICAL REQUIREMENTS

**SmartLabel App**
- Available for iOS devices in the Apple App Store and Android devices in Google Play.

**Digimarc Mobile SDK**
- The Digimarc Mobile Software Development Kit is a robust SDK available for iOS and Android featuring support for a modern Cocoa framework and first-class support for Swift and Obj-C development.

### DIGIMARC BARCODE FOR SMARTLABEL

Digimarc delivers more than just a simplified SmartLabel solution. Our solution helps brands expand the scannable area of packaging, capitalize on opportunities for greater reliability and efficiency throughout the supply chain, and limit legal concerns related to patent infringement.

Digimarc Barcode was developed in collaboration with GS1 US and meets GS1 data standards and product identifiers. Futureproof your brand and store today and:

#### Leverage for Multiple Purposes
- Digimarc Barcode’s value goes beyond any one use, such as product transparency. By adding Digimarc Barcode to packaging, brands and retailers can also utilize Digimarc Barcode for supply chain efficiencies, improved inventory management and easier checkout at point-of-sale.

#### Expand Where to Scan
- Add Digimarc Barcode for packaging and make it easy for consumers to point their SmartLabel app at the product package to get product information. They no longer have to find a small scanning target which may be buried on the back panel.

#### Deliver Multiple Experiences
- Adding Digimarc Barcode to packaging allows brands to use a single code to deliver two different experiences, instead of one. When a consumer is using a branded app with Digimarc Mobile Software Development Kit (SDK), the app has the option of displaying the SmartLabel page and a separate brand-determined page.

#### Minimize Exposure to Risk
- Not all codes are safe. Digimarc has a trusted history and patent portfolio giving brands confidence to use Digimarc Barcode and deliver a safe and reliable scanning experience.

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**Transparency is Good Business**

94% of respondents in a Label Insight Food Revolution Study said it is important that food brands are transparent about a product’s contents, and how it is made.

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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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