



DIGIMARC DISCOVER®  
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SCAN IMAGE



## Digimarc Frequently Asked Questions

### What is Digimarc Barcode?

Digimarc Barcode is an advanced barcode that can be applied to any established media. It links product packaging, print or audio to interactive online content when scanned with an enabled phone. Digimarc Barcode is unnoticeable by most people, but mobile devices, computers, machine vision cameras and many retail barcode scanners — enabled by Digimarc technology — can detect them to drive transactions and activate content.

### How is Digimarc Barcode used?

Digimarc Barcode is used in product packaging to provide a more reliable UPC/EAN barcode, in commercial print and in audio applications for content monitoring and more efficient and accurate automatic content recognition. Digimarc seeks to transform machine-readable code applications in devices such as point-of-sale scanners and mobile phones. Digimarc Barcode carries data in commercial print materials, product packaging, audio files, retail scale labels and in other media. In lieu of traditional barcodes, Digimarc technology makes use of unique imperceptible identifiers, including signal-rich art on packaging, and inaudible signatures in audio files. It can be employed to create new applications for retail, consumer goods, publishing, movies, music and more.

### What are the benefits of adopting Digimarc Barcode?

Digimarc Barcode provides improved functionality and efficiency, and transforms static materials into smart, connected media that serve as dynamic digital channels. By enhancing packages with Digimarc Barcode, retail checkout becomes easier, leading to more efficient operations and improved insights. In commercial print, signs and publications no longer need to have QR codes on every individual image. For audio, Digimarc Barcode allows quick and accurate detection for interactive content, broadcast monitoring and audience measurement.

### How does Digimarc Barcode differ from a traditional barcode?

Digimarc Barcode is more reliable, robust and secure than traditional UPC/EAN symbols. Because the data is repeated across product packaging, it withstands packaging wear and tear and is not limited to one traditional, black-and-white barcode. Digimarc Barcode is designed to be imperceptible in normal use and requires no additional space on the package. It has the ability to carry a variable data capacity, allowing for serialization and track-and-trace solutions.

### How is Digimarc Barcode different from a QR Code?

While QR codes and traditional barcodes require a visible symbol on product packaging, Digimarc Barcode delivers the same digital content to consumers while offering more design flexibility. Digimarc technology frees up more area for design elements or copy, while giving brand owners the ability to update content dynamically via an online portal. By comparison, QR codes contain one fixed online destination for the life of that code.

### How is Digimarc Barcode integrated into the design of a package?

Digimarc Barcode makes precise adjustments to the brightness and intensity of colors in the package artwork to create a unique machine-readable identifier. Digimarc Barcode enhancement is performed by Digimarc Client Services or through a Digimarc-trained premedia provider.

### Is Digimarc Barcode visible and does it alter the package?

Digimarc Barcode can be repeated across product packaging without major changes to the package artwork design. Digimarc Barcode is generally imperceptible in normal use, making it unnoticeable to the average consumer. Trained design professionals may notice Digimarc Barcode imparts subtle adjustments to color levels of artwork.

## How do brands adopt Digimarc Barcode?

Digimarc Barcode can be obtained through the Digimarc website. For national and international brands, Digimarc offers programs to implement Digimarc Barcode seamlessly across their supply chains. Digimarc works with brands to coordinate third-party packaging enhancement partners to provide Digimarc Barcode-enhanced artwork to their printing and manufacturing providers. Digimarc can also recommend approved global print providers.

## Is Digimarc Barcode an industry standard?

Digimarc Barcode follows barcode definitions from GS1, the organization that oversees barcodes globally (gs1.org). The group's GS1 US and GS1 Germany subsidiaries have built and adopted **DWCode™** in partnership with Digimarc to promote and educate their members on the benefits of Digimarc Barcode technology, Digimarc Discover® software, and Digimarc Barcode enhancement services under the **DWCode™** brand name.

## Have customers already adopted Digimarc Barcode?

Digimarc technologies are deployed by retailers and consumer brands, governmental agencies, film companies and professional sports franchises, among others. Digimarc provides security and identity solutions to a consortium of international central banks and other organizations. Digimarc technology is also in broad commercial use with HP Inc., Wegmans Food Markets, New Seasons Market, Datalogic, NCR Corporation, Zebra Technologies, Honeywell International, Shazam, Schawk (SGK Group), SGS (sgsco) and WestRock.

## CORPORATE FACTS

- Digimarc has 220+ employees
- Founded in 1995 by Geoff Rhoads
- More than 800 issued U.S. and foreign patents
- Nearly 300 pending patent applications
- Public company (NASDAQ: DMRC)
- Learn more at [www.digimarc.com](http://www.digimarc.com)

## COMPANY EXECUTIVE OFFICERS

- **Bruce Davis**, *Chief Executive Officer and Chairman of the Board of Directors*
- **Robert P. Chamness**, *Chief Legal Officer and Secretary*
- **Charles Beck**, *Chief Financial Officer and Treasurer*
- **Joel Meyer**, *Executive Vice President IP, Legal*
- **Tony Rodriguez**, *Executive Vice President, Chief Technology Officer*

## NOTABLE CLIENTS/PARTNERS

- Adobe
- Bizerba
- Bossa Nova Robotics
- Datalogic
- GS1 Germany / GS1 US
- Honeywell
- Hewlett-Packard Inc.
- Microsoft
- NCR
- New Seasons Markets
- Nielsen
- Schawk!
- Shazam
- SGS
- Toshiba
- Wegmans Food Markets
- WestRock
- Zebra Technologies

## HEADQUARTERS

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