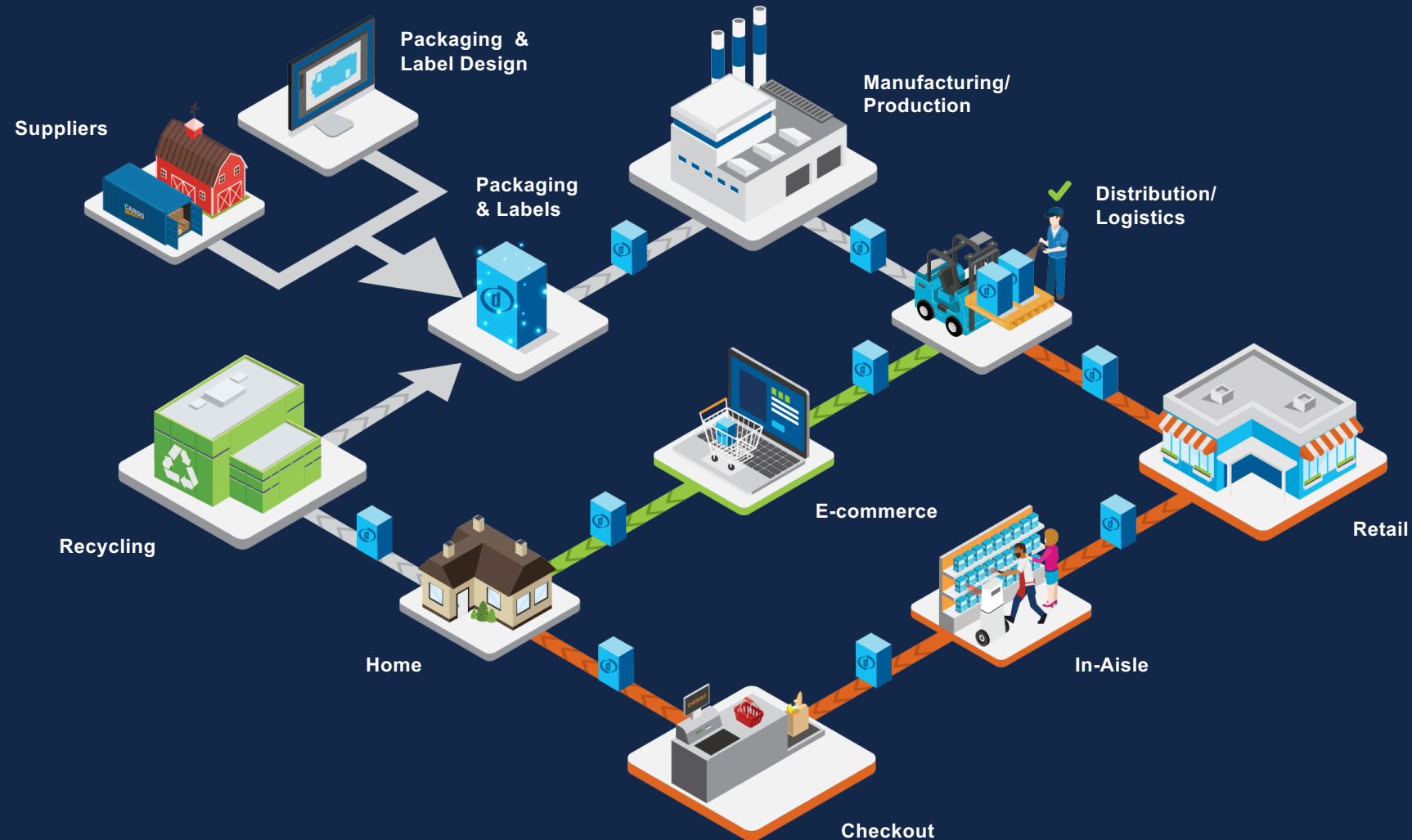


Providing Value at Each Stage of the Package Journey



Supply Chain Benefits



Suppliers

- Add Digimarc to clamshells, corrugate trays and pallets
- Equip harvesters with devices to scan labels to communicate pack date and provenance
- Track fresh items easily during product recalls



Distribution / Logistics

- Scan shipping containers and corrugated case packs easily
- Verify sorting and delivery processes
- Support passive scanning by auto-update system
- Pinpoint and trace location of specific items



Home

- Scan for brand and social media content
- Reorder directly from packaging
- Cross-sell related products and services
- Access digital product and assembly instructions
- Promote brand loyalty with digital content



Packaging & Label Design

- Plan 'connected packaging' strategy
- Add Digimarc to artwork
- Plan/create digital content for customers and partners



Retail

- Scan private label packaging easily
- Audit prices more efficiently
- Reduce shrink on fresh items
- Link print campaigns to e-commerce sites
- Support Scan & Go systems
- Improve the accuracy of inventory counts



E-commerce

- Scan boxes via mounted cameras
- Add to corrugate packaging and labels
- Scan from distances
- Verify logistics and returns processes
- Improve the accuracy of inventory counts
- Protect your digital assets



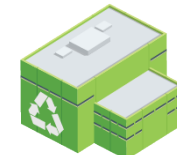
Packaging & Labels

- Validate accurate reproduction of Digimarc identities



In-Aisle

- Scan packaging for product info
- Improve brand loyalty
- Offer personalized pricing
- Link store experience to e-commerce sites
- Support more rapid restocking



Recycling

- Improve scanning accuracy at multi-reuse facilities
- Improve sorting of materials and substrates
- Provide consumer recycling instructions
- Support a circular economy



Manufacturing / Production

- Support parts-matching
- Reduce manufacturing errors
- Improve in-line inspection
- Minimize manual effort for greater efficiency



Checkout

- Scan products and labels easily
- Improve first-pass read rate
- Reduce misreads and manual keying
- Improve customer experience
- Support Scan & Go systems