

Digimarc® Partner Brief

Digimarc, Link Technology by HP Inc. Deliver Serialized Print Solutions for Brand Protection and Consumer Engagement

Serialized printing solutions from HP Inc., in partnership with Digimarc Corporation, empower businesses to protect their brand, optimize their supply chain and engage with customers. Link Technology by HP Inc. leverages Digimarc technology to provide unique, serialized marks that power a brand protection platform for businesses and deliver digital content to consumers. Giving a unique identity to each printed object creates new possibilities for packaging, publishing, photo products and direct mail, offering companies the potential to track and manage each item through its entire lifecycle.

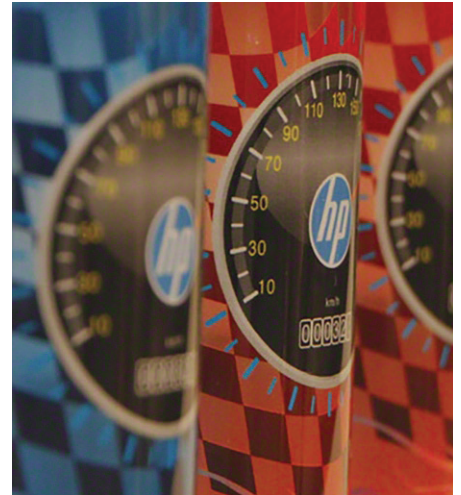
The Link Technology serialization solution uses identifiers embedded into both imperceptible and overt marks, to enable track-and-trace functionality for improved counterfeit deterrence, product diversion, document tracking, and other security services.

Link's unique IDs for packaging feature GS1 US-approved technology. By leveraging the same Digimarc technology underpinning DWCode and the GS1 US Mobile Scan solution, Link provides reassurance for retailers and brands using the service for packaging and consumer advertising campaigns. HP Link also provides customers with a clear path to embracing HP's digital printing ecosystem, including the industry-leading HP Indigo and Page Wide digital presses for labels, packaging and other commercial needs.

Link enables consumer audiences to access web content, view videos and much more by using LinkReader, a free app available for iOS and Android mobile devices.

Together, Link and Digimarc provide a comprehensive serialization solution for brand protection and digital content delivery. Learn more at www.digimarc.com/partners.

Get started at www.linkcreationstudio.com.



link Technology from HP Inc.



Launch the free Digimarc Discover® app (digimarc.com/app) and scan the above image with your smartphone to experience The Barcode of Everything™.

ABOUT LINK TECHNOLOGY BY HP INC.

HP Inc. creates technology that makes life better for everyone, everywhere. Through our portfolio of printers, PCs, mobile devices, solutions, and services, we engineer experiences that amaze. More information about HP Inc. is available at www.hp.com.

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ABOUT DIGIMARC

Digimarc is the inventor of the imperceptible Digimarc Barcode for automatically identifying and interacting with virtually any media. Digimarc Discover® software enables industrial scanners, smartphones and other computer interfaces to reliably and efficiently identify Digimarc Barcodes, as well as other identification systems, such as QR codes and UPC barcodes.

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