Digital Image Watermarkng

## BATCH – 1

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ABSTARCT

Digital image watermarking is the technology that is used in information security applications like digital image content protection and copyright protection.

In this paper, a brief review of literature on digital image watermarking is presented. Watermarking algorithms can be classified based on different criterions. Depending upon the specific application, watermarking algorithm should satisfy certain requirements.

Important parameters used to measure the quality of watermarking are Peak Signal to Noise Ratio (PSNR) and Normalized Cross Correlation (NCC). PSNR represents visual quality of the watermarked image.

NCC indicates the visual quality of extracted watermark. For comparing the performance of different watermarking algorithms, PSNR and NCC values against various attacks are measured.

In image watermarking, the hidden information is embedded into cover media to prove ownership.

Copyright abuse is the motivating factor in developing new encryption technologies.

One such technology is digital watermarking. The focus of this proposed research work will give emphasis on detail digital image watermarking techniques and its applications in various fields.

Areas that will be covered are definition of digital watermarking, purpose, techniques, and types of watermarking attacks and its applications in digital image processing.