

Digimarc® Discover ID Manager

An Easy, Cloud-based Service to Make Print and Audio Interactive



The Digimarc Discover platform includes:

- Digimarc Discover ID Manager**
 A cloud-based service that enables the fast and easy embedding of Digimarc® IDs into images, design elements, text and audio with simple tools to manage projects and track results.
- Digimarc Discover Mobile Applications**
 The Digimarc Discover app is a free download on the iTunes App Store and Google Play. SDK options are also available.
- Digimarc Discover Routing and Reporting System**
 A backend database which connects the Digimarc ID to the corresponding consumer experience. Interactions with enabled content are captured for reporting.

Digimarc® IDs can be easily embedded into all forms of media content – print, audio, video and packaging. We can't see or hear them but our mobile devices can.



TRY FOR YOURSELF!

Launch the Digimarc Discover app ( / ) and focus the camera on the above image to connect to a related video.

- Bring emotionally charged content-to-life through multimedia – videos, photo slideshows, etc.
- Initiate a dialogue with consumers and extend the conversation to their social networks.
- Create premium advertising opportunities that enable consumers to take immediate action.
- Give consumers instant access to additional information about a story or product at the moment of peak interest.

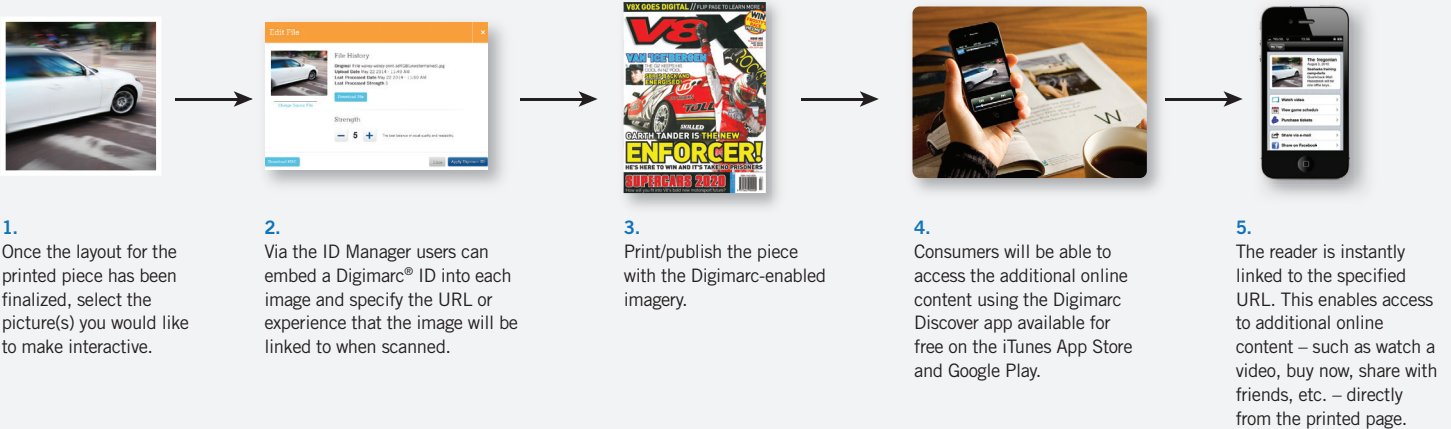
Overview

Digimarc® Discover offers a new means of visual and audio search, delivering a wealth of rich media experiences and capabilities on the computing devices we carry with us 24/7 — our smartphones.

Brands can finally leverage one technology to enable every component of their marketing campaign – print ads, catalogs, brochures, direct mail, television and radio advertisements, retail signage, product hangtags, product packaging, in-store audio, and more – with mobile consumer engagement to build brand loyalty and drive mobile commerce.

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Digimarc Discover ID Manager Workflow Diagram for an Image



The above workflow diagram uses an image; however, the same process would be used to apply a Digimarc ID to a design element, text box or audio file.

How It Works

Anyone can quickly set up an account in the ID Manager. Once logged in, it's easy to create and manage projects and individual services. Setting up a service includes embedding a digital identity into an image, design element, text or audio file in the ID Manager – no additional software required. Once completed, the Digimarc-enabled content is linked to the mobile experience of your choosing.

That content is then delivered to smartphones and tablets when the Digimarc ID is detected. The embedding process can be completed in seconds, so there is very little impact to your workflow.

Additionally, publishers, retailers, and brands can take advantage of high volume embedding and account management via the Digimarc Discover plug-in for Adobe® Photoshop®.

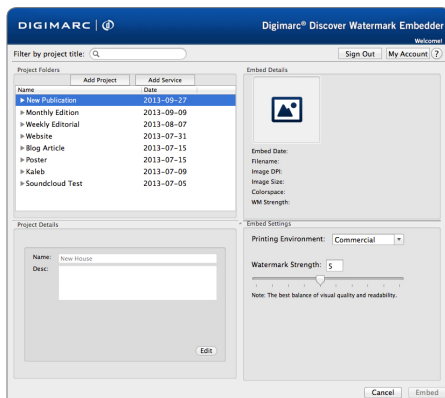
What It Costs

A Digimarc ID costs \$50 and remains active for one year from the date of purchase. IDs can be extended annually for an additional \$50 maintenance fee.

Get Started Today!

There are no long-term contracts or high prices to negotiate. We've created the Digimarc Discover ID Manager to be easy, affordable and accessible. It takes minutes to set up an account and begin creating many new and exciting experiences from print and audio. Engage your consumers with an entirely new way to experience your brand and take immediate action on your products or services. Mobile is exciting, measurable and with us 24/7.

Visit www.digimarc.com/manager to get started.



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ABOUT DIGIMARC CORPORATION

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