

## Digimarc® Guardian Watermarking for Publishing

### Identify the Source of Digital Piracy



#### Enhance Your Current Anti-Piracy Efforts

Digital watermarking is an additional service for current and prospective Digimarc customers looking to add an extra level of security and analysis to their anti-piracy efforts. Customers utilizing our digital watermarking technology will have the ability to not only track where their content is appearing online but also identify specific sources of leakage and distribution.

#### A Full Circle Solution

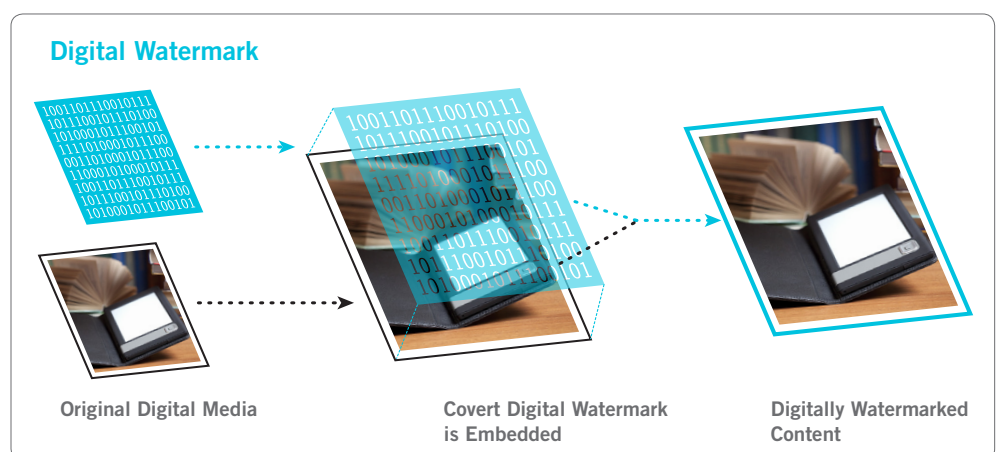
Digimarc® Guardian embeds unique identifying data into individual e-book files in real-time, in the form of imperceptible digital watermarks. These files are immediately available for distribution to customers. Later, as Guardian crawls the web for instances of publisher content, identified files are analyzed for embedded watermarks. When detected, the unique identifier is provided back to the publisher to match against their internal transaction records. Digimarc Guardian does not store any user data associated with the watermarks.

#### Industry-Leading Watermarking Technology

Many existing watermarking solutions are easily recognized and removed from e-book files. Others negatively impact customer experience by degrading the quality of content. Digimarc leverages the most sophisticated technology in the industry to embed imperceptible, robust digital watermarks in e-book content.

Digimarc Guardian's Watermarking Service is for publishing companies and associations who want to:

- Deploy an effective, user-friendly alternative to traditional DRM technology
- Leverage industry-leading technology to embed imperceptible, robust digital watermarks in copyrighted content
- Track leaked and illicitly distributed content back to the source
- Benefit from a discovery system which crawls the web and identifies their watermarked assets
- Discourage initial piracy with the use of social (visible) watermarks
- Provide full circle anti-piracy protection for their copyrighted material



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# Digimarc® Guardian Watermarking for Publishing

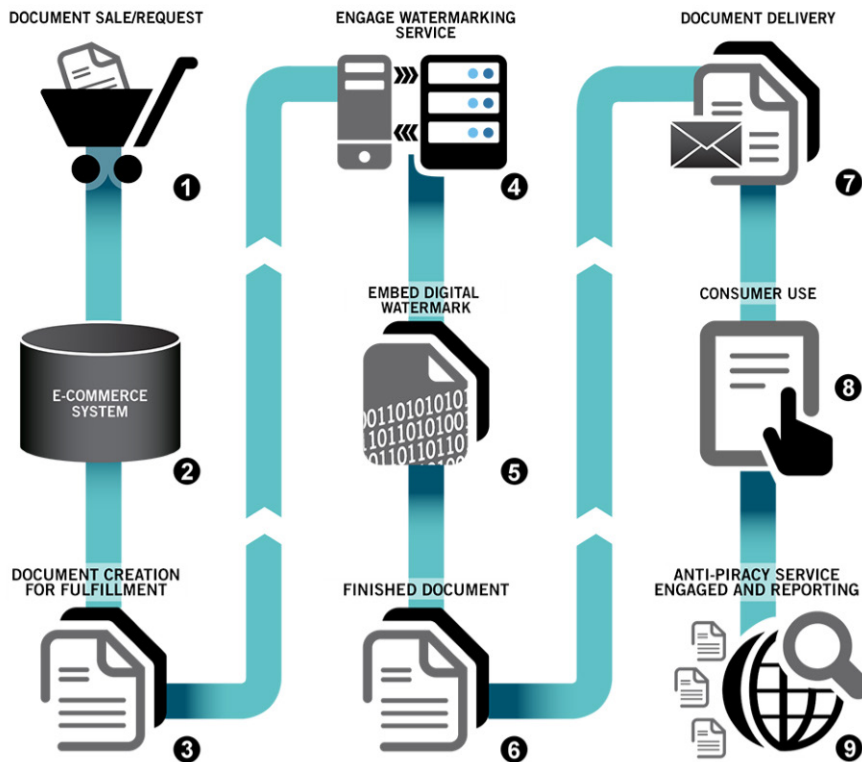
## A Trusted Name in Anti-Piracy

Digimarc has been working with the publishing industry since 2009, building a world class reputation by providing digital piracy protection. Through the use of their patented web crawler, Digimarc is able to scour the web 24/7 in search of copyright infringements. When suspected infringements are identified, they are funneled into a two-tier human verification process to filter out false positives and phishing links. Once verified, Guardian's automated enforcement mechanism issues DMCA takedown notices to sites hosting infringing content. This entire process is reported in real time to the customer through the Guardian Portal.

## Digital Watermarking vs. DRM

For many publishers, digital watermarking proves to be a more effective anti-piracy solution than DRM technologies. DRM is expensive, and it is not an effective access control against a user with the knowledge and determination to violate it. Legitimate consumers are frustrated by the overly restrictive technology, which prevents them from easily sharing content between devices.

Unlike DRM, watermarking is both a "social deterrent" and an identification technology. Visible text embedded into purchased publications reminds users that their file is traceable and can be an effective deterrent to illegal filesharing. Imperceptible digital watermarks, when read using our proprietary technology, enable publishers to pinpoint the origin of distribution and take appropriate action to stem it.



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## About Digimarc

Digimarc Guardian is the global leader in protecting books from the growing threat of digital piracy. The software and services protect book revenues and authors' rights by finding and removing pirated content across the Internet. Digimarc's customers are some of the world's largest and most prominent publishers including Harper Collins, Harvard Business Publishing, Oxford University Press, Pearson Education, Pottermore, Random House, Reed Elsevier and Simon & Schuster.

## SELECT CUSTOMERS



### DIGIMARC

400 South El Camino Real, Suite 650  
San Mateo, CA 94402

Toll Free: +1 (888) 300-9114

Direct: +1 (650) 340-9601

[guardian@digimarc.com](mailto:guardian@digimarc.com)

[www.digimarc.com/guardian](http://www.digimarc.com/guardian)