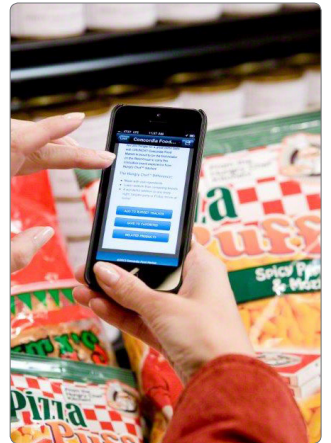
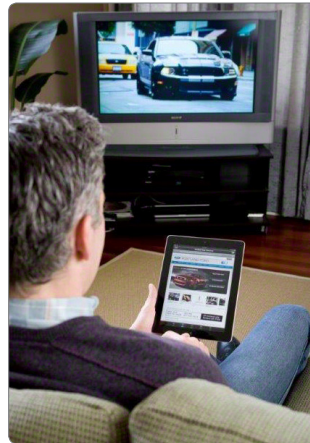
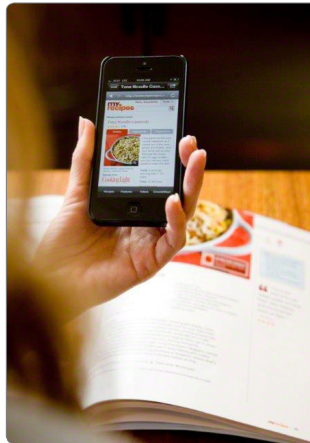


Digimarc® Discover Platform Overview

Engage with Your Consumers At Home, On the Go and In the Store



TRY FOR YOURSELF!

Launch the Digimarc Discover app (🍏 / 🤖) and focus the camera on the above images to view a related video showing how media and everyday objects — including print, audio, video and packaging — can be given digital identities that facilitate deeper consumer engagement at every touchpoint throughout the shopper's journey.

Introducing Digimarc® Discover

Digimarc® Discover uses multiple content identification technologies — digital watermarking for print and audio plus QR code and barcode detection — to give mobile devices the ability to see, hear and engage with all forms of media.

Simply point the mobile device at a Digimarc-enabled advertisement, article, package, retail sign, television or radio commercial to trigger brand-defined mobile experiences. 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.

How It Works

At the core of Digimarc Discover is patented digital watermarking technology. Digimarc® IDs are imperceptible patterns that can be embedded into print, audio, video and packaging. The pattern is not visible to people but mobile devices, POS image scanners, computers and networks can detect it.

For consumers, detection of Digimarc IDs is made possible by using Digimarc Discover-enabled mobile applications (iOS/Android). Once the application is launched, users need only point their mobile device toward Digimarc-enabled content to instantly access related online experiences.

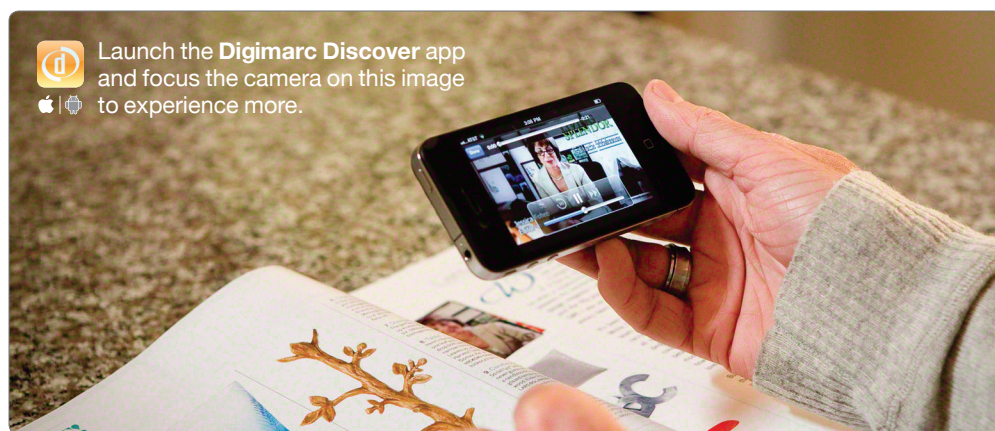
Digimarc Discover Platform

The complete Digimarc Discover platform includes the following components:

- Digimarc Discover ID Manager**
 A web-based service that enables the fast and easy embedding of Digimarc IDs into images, design elements, text blocks and audio with 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.

With the Digimarc® Discover platform, retailers and brands can leverage one technology in print, audio and video to facilitate deeper consumer engagement at every touchpoint throughout the shopper's journey.

Digimarc® Discover Platform Overview



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. You can instantly 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/discover to learn more.

Digimarc Discover ID Manager

The ID Manager provides an easy, affordable way for publishers, retailers, brands and others to use the embedding software and set up mobile services. Anyone can go to www.digimarc.com/manager, set up an account, create a project and start embedding digital identities into images, design elements, text blocks or audio.

The ID Manager includes tools for organizing projects and producing reports to track user activity. The price paid for each Digimarc ID is determined by the total number of IDs purchased to date. The more you use; the less you pay.

Total Digimarc IDs Purchased to Date	Price per Digimarc ID
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Up to 10	\$25.00
11 - 100	\$20.00
101 - 500	\$15.00
501 - 1,000	\$10.00
1,001 - 5,000	\$8.00
5,001 - 10,000	\$5.00
10,001 - 50,000	\$3.50
Over 50,000	Call for Quote

Enhancing and Enriching Everyday Life

"We were looking for the Wow! factor, and we found it with Digimarc. Everyone loves to soak in a great photo of a Mustang, but watching a two-dimension photo come alive? That's a whole new level of emotional connection."



— Lisa Chapman
President
Latcha+Associates

"Advertisements are a native part of the House Beautiful brand experience – they inspire our readers to design and create. This interactive shopping experience is not just a beneficial tool for our readers – it also gives our advertisers a means to multiply ad effectiveness by deepening engagement with the reader."



— Kate Kelly Smith
SVP, Chief Revenue Officer
Hearst Design Group

"We approached the Digimarc Discover project with the desire to increase consumer engagement by tying the print magazine to our website, boost the audience for our sister site MyRecipes.com, and not alienate our long-term consumers with significant, intrusive icons. I'm happy to say that we achieved all of our goals."



— Michelle Lamison
Vice President of Marketing
Cooking Light

Visit www.digimarc.com/success to learn how other premier publications and brands are using Digimarc to increase consumer engagement.

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ABOUT DIGIMARC CORPORATION

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