



DIGITAL WATERMARKING: FREQUENTLY ASKED QUESTIONS

Digital Watermarking & The Digimarc Discover App

1) What is a digital watermark?

A digital watermark is an imperceptible pattern that can be embedded into print. When a digital watermark is scanned by a mobile device's camera using a special app, it connects users to online content, like videos, tutorials, calendars, social media and more.

2) What is Digimarc?

Digimarc Corporation provides digital technology and service activation for digital watermarks.

3) Can I use a different technology service provider for my digital watermarks?

Bag Makers partners with Digimarc for watermarks on our promotional bags. If requested, we may be able to print using other service providers' technology. Additional time and testing would be needed to ensure unfamiliar providers' products are compatible with our ColorVista process.

4) What is the Digimarc Discover app?

The Digimarc Discover app lets you use an Apple iOS or Android mobile device to detect digital watermarks in printed media that link you to online content.

5) How do I use the Digimarc Discover app to detect digital watermarks?

Download and install the free Digimarc Discover app on your Apple or Android device. Launch the app and activate the camera by pressing the circle "d" Digimarc Discover icon on the bottom navigation bar (iOS devices) or top left navigation tab (Android devices).

In a well-lit area, hold your device steady and parallel to the printed page. Starting about 6 inches away from the print piece, point the crosshairs at the center of the watermarked area and let the camera focus. If the app doesn't detect the watermark right away, slowly move the camera closer to the printed piece until you notice a sound or vibration indicating the watermark was read. Tap the banner that appears at the bottom of the screen to connect to the associated digital content.

Helpful tips: Many devices allow use of the flash LED to improve lighting, if necessary. If scanning glossy stock, position the print away from the direct light source to reduce glare.

6) Do I need to be connected to the internet to use the Digimarc Discover app?

Yes. You can either use your carrier's wireless network or a WiFi connection.

7) What mobile devices are supported by the Digimarc Discover app?

- iPhone 4, iPhone 5, iPhone 5C, iPhone 5S, iPod touch (4th generation+) and iPad 2, 3, Air and mini. The app requires iOS 7.x and higher.
- Android phone models running Android OS 4.0 and higher, excluding devices with small screen sizes. New Android devices are released at a rapid rate and Digimarc tests a subset of these devices, focusing on popular models running the later Android OS releases.

Activating Digital Watermarks through Digimarc's Online Services Portal (OSP)

1) What is the Digimarc Discover Online Services Portal (OSP)?

The OSP enables print mediums to deliver enriched content and interactive marketing to mobile devices. Digimarc created the OSP to enable digital watermarks to be embedded into images and to allow projects to be managed and tracked online, in real time.

2) How much do digital watermarks cost?

The cost is \$25/watermark for the first 10 watermarks associated with a new account. The more watermarks purchased over time, the lower the price. (For example, if more than 10 watermarks are purchased over the life of an account, the price drops to \$20/watermark.)

You can view the total number of purchased watermarks associated with your account in the OSP's Account Settings and Purchase pages. Visit www.digimarc.com/discover/pricing for more details.

3) When does my watermark become active, and how long does it stay active? Can I extend this time period?

Your watermark is active from the date it is created and purchased. (Watermarks cannot be purchased and activated at a later date.) All watermarks remain active for one year from the date of purchase. If you want to extend a watermark beyond a year, the cost is 50 percent of the account's per watermark price at the date the watermark is extended.

4) Can my watermark be active for less than a year?

Yes, if desired, you can deactivate any watermark prior to the annual end date. Users will then be directed to a Digimarc-branded landing page which indicates the watermark is no longer active.

5) What happens when my digital watermark expires?

A watermark expires one year after it was purchased. When an expired watermark is scanned, it will connect to a Digimarc-branded landing page which tells the user that the watermark is no longer active.

6) Can I change or update a digital watermark's post-scan destination?

Yes. You can update a destination URL for an active watermark as often as you'd like.

7) Does Digimarc host my content?

No, the Digimarc Discover OSP does not host the content to which your service links.

8) What browsers does the Digimarc OSP support?

The Digimarc OSP supports Internet Explorer 10, Firefox (latest version), Google Chrome (latest version) and Safari.