

# Digital Watermarking Turns An Ordinary Bag Into An Interactive Marketing Tool!

*"It has the potential to be very, very big."*

Costco Connections 2013

## What is a Digital Watermark?

A digital watermark offers a perfect way to engage consumers with far more than just text and photos. A digital watermark is an imperceptible digital I.D. which is embedded into a **COLORVISTA** imprint. While your eye can't see a digital watermark, smartphones and tablets can.

Detecting these watermarks is made possible by using the Digimarc® Discover mobile app. Scanning the photo on the bag will take you to a video, Facebook, a calendar of events or even a map and directions. The possibilities are endless.

With the "magic" of digital watermarking you now can offer your clients a bag that brings their photo to life! More importantly, with a Digimarc® enabled **COLORVISTA** imprint the bag continues to deliver targeted messaging over a bag's extended life with the ability to control that message long after the bag has been given out.

For the first time ever, your clients' message is not limited to an imprint area—they now have a vehicle that offers a media experience. Costco Connection April, 2013 published an article on the technology and talked with Chris Morris with CNBC. The challenge with the promising innovation is simply cultivating mass awareness. Most people have yet to experience the technology. Providing dedicated space for instructions for accessing and utilizing the App is essential in creating that awareness. Chris Morris points out, while many have yet to go hands-on with these advancements, the future in marketing clearly lies in enhanced interactivity with the upsides of digital watermarking readily apparent. The technology has the potential to be the next big step in advertising today.



**Inside:  
134 digital  
enhancements!**  
(See page 5 for more info.)

Download the **FREE**  
**DIGIMARC® DISCOVER** App  
to your smartphone or tablet now!



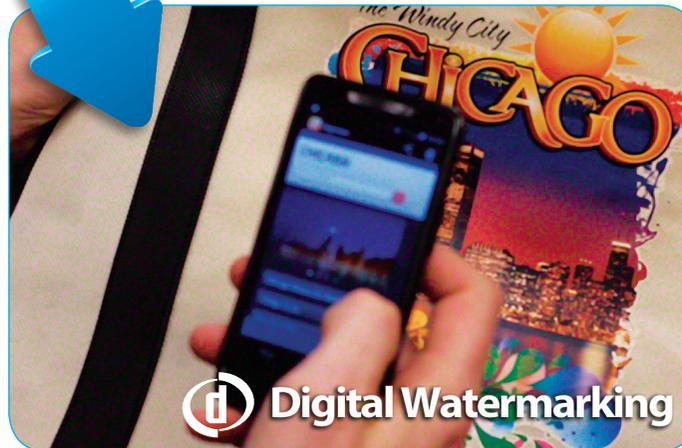
ANDROID APP ON  
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Download on the  
App Store

Scan the photo below and watch  
**DIGIMARC® DISCOVER** in action!

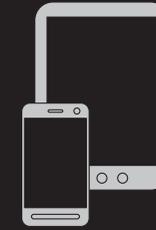
Or visit <http://bit.ly/1aR0tKf>



**As connectivity becomes a bigger part** of people's lives and retail giants like Costco embrace this technology, it is more important than ever for advertisers to provide interactive marketing solutions.

Smartphones have changed our world and the way consumer's work and research information. A digital watermark allows a beautiful imprint to give the consumer the advantage of videos, web pages, enter a contest, take a survey and much more!

**This Year...**



**1.2  
billion**

smartphones & tablets  
are expected to sell

**Every minute...  
Every day...**



**\$ 272,070**  
spent shopping online

SEARCH

**2,000,000**  
search queries on Google



**34,722**  
"likes" for brands & organizations



**571**  
new websites are created