

Bag Makers' ColorVista Offers Rich New Media Experience To Bring Your Photos To LIFE



Bag Makers and Digimarc® Discover team up to bring a new media experience to bag marketing programs.

Introduction

As connectivity becomes a bigger part of people's lives, thanks to the growing interdependence of smart phones and tablets (with more than 1.2 billion projected to be sold in 2013!), advertisers are increasingly seeking new ways to interactively connect with their customers.

Digital watermarking is just such a way to engage audiences and can turn any ordinary bag into an interactive marketing tool! This is now possible through our ColorVista imprint process and Digimarc® Discover.

[Discover the Marketing Power of Bags!](#) This robust technology lets users scan the bag's photo with their mobile device to get a rich online marketing experience.

What is a Digital Watermark?

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.

Scanning the imprint with a mobile device provides an enriched user experience and enhanced marketing opportunities.

Detecting these watermarks is made possible by using the Digimarc® Discover mobile app. Scanning the photo on the bag instantly accesses an online video, web page, Facebook, or even calendars of events.

Getting The Most of This Technology

Your clients can leverage digital watermarking with an interactivity that actually brings their photo to life! More importantly, the combination of a Digimarc® enabled ColorVista imprint is exponentially more interactive and continues to deliver targeted messaging over a bag's extended life.

How It Works

1. [Download](#) the Digimarc® app. It's free and is available for Apple and Android.
2. Show the concept to your client. Ask us for functional samples that you can demonstrate with.
3. Open an account with Digimarc®. Provide us with your login details and we'll embed the watermark for you.
4. Send us your P.O. specifying "Digital Watermarking" along with your art that meets our ColorVista art specifications. We'll proof, test, and print your order.
5. Return to your Digimarc® account and activate the watermark. Assign the final link destination and determine the length of activation. Use the Digimarc® portal to track your results.

Watch [Bag Makers' Guide to Digital Watermarking](#) for complete details.

Find Out More

[Watch](#) Digimarc® Discover in Action
[Download](#) the Digimarc® App
[Learn](#) how to use the Digimarc® Portal
[Bag Makers' Guide to Digital Watermarking](#)

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