

**Streamlined
Production and
Watermarking for
Web Images**

Equilibrium® MediaRich® Server™ and Digimarc® ImageBridge® 2.0™ **DIGIMARC**

Two complementary Web technologies, Equilibrium MediaRich Server and Digimarc ImageBridge 2.0, provide innovative solutions for producing and managing digital images.

Equilibrium MediaRich is a server-based system for automating image production. MediaRich enables the dynamic preparation, optimization, and delivery of image assets, saving valuable time and resources.

Digimarc ImageBridge 2.0 watermarking embeds unique identifiers into Web images and other digital media. Digimarc watermarks are imperceptible to the human eye but can be read by computers to provide copyright communication, enhance asset management, and even track images on the Web.

Equilibrium MediaRich and Digimarc ImageBridge 2.0 offer a number of high-level benefits for e-businesses:

- **Immediate Return on Investment:** Web sites with MediaRich and ImageBridge 2.0 can realize an immediate ROI through improved image creation and management. MediaRich's media templating abilities significantly reduce the number of images required to be created and managed. ImageBridge watermarking enables companies to leverage their images more effectively by embedding image-specific identifiers to link digital images to asset management systems, even for images distributed externally to partners or customers.
- **Increased Sales:** MediaRich encourages more online purchases through interactive functionality such as compositing, zoom/pan, color adjustments, text overlays, and many other features that enhance the user experience. ImageBridge watermarking facilitates image licensing and helps companies sell and support products and services by embedding image watermarks which link to Web pages with additional marketing or promotional information, such as a travel photo that leads users to travel package promotions.
- **Up-to-Date Content:** With MediaRich's dynamic imaging abilities, minimal time and effort are required to create and deliver new Web site content. Images can be added or modified by the minute, hour, or any specified frequency to capitalize on rapidly changing market opportunities. ImageBridge watermarked images retain their unique copyright identities and other information regardless of MediaRich image transformations.
- **Image Tracking:** Digimarc MarcSpider® image tracking technology crawls the most highly trafficked public areas of the Web, searching for Digimarc-watermarked images and reporting the details about when and where they are found. Customers have unlimited access to online reports that present thumbnails of these images and links to the pages where they are located.

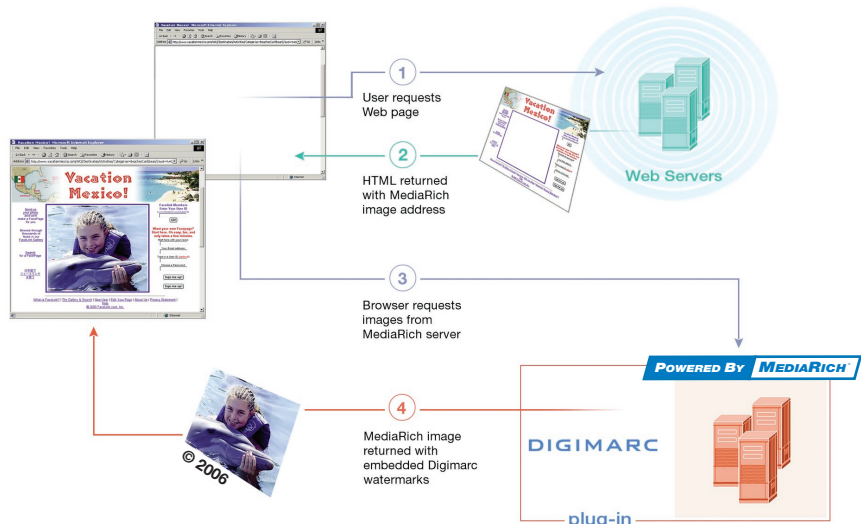
Working Together

Equilibrium MediaRich with the optional Digimarc ImageBridge 2.0 iKit and SDK enable the technologies to easily integrate and work together. Companies that employ the technologies can enable their customers to watermark images on the fly as they are dynamically generated for the Web, ingested into a Digital Asset Management, or output to multichannel devices on demand.

Digimarc watermarks are robust and can endure MediaRich image manipulations such as cropping, rotation, and compression. This preserves MediaRich's streamlined production advantages while allowing a watermarked image to persistently communicate copyrights, increase e-commerce opportunities, enhance digital asset management, and even be tracked across the Web.

The following diagram illustrates the basic MediaRich and ImageBridge 2.0 workflow:

- 1 A user requests a Web page. The user's browser requests the page from the corresponding Web site's server.
- 2 The Web site's server replies to the page request with HTML for the text and layout, plus the server address for a MediaRich image.
- 3 As the page text and layout loads on the user's screen, the user's browser requests the image from the MediaRich image server.
- 4 The MediaRich image server dynamically generates the requested image, embeds a unique Digimarc digital watermark, then delivers the final image to the user.



Information

www.equilibrium.com
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