



# StegMark® Image

**StegMark® Image** is an image and document watermarking solution. It enables the users to embed copyright and authentication watermarks into the digital images and PDF documents. These watermarks are imperceptible to the human eye. In addition, users have the option to overlay a visible watermark and attach the file hash to enhance the security of their images and documents. StegMark Image has been widely implemented in various image and document business applications.

## Features

- **Robust (invisible) watermark** provides copyright protection and fingerprinting capability and is robust against common image processing “attacks” such as cropping, resizing, Jpeg compression, etc.
- **Visible watermark** adds an additional level of copyright deterrence. StegMark’s intuitive interface enables the user to customize the size, color and position of the visible watermark onto the image.
- **Adjustable watermark** strength allows users to control the image visual quality while achieving maximum watermark robustness.
- **Fragile watermark** ensures the authenticity of the images and detects any intentional or unintentional changes made to the image.
- **File hash** provides file level integrity checking making use of universal hashing standards.

## Applications

- **Copyright Protection:** Ownership information can be embedded into the images as watermark and can later be detected if the copyrighted image is distributed illegally.
- **Image Authentication:** StegMark Image is designed to detect any alterations and modifications of the image and PDF document. Moreover, it can be used to pin-point the exact location where the alteration has been made.
- **Fingerprinting:** Transaction tracking function can be performed in the digital image and document management and distribution system. Recipient information can be added as fingerprint to trace the image content distribution.

## Potential Users

- Photographers, media suppliers and content owners.
- Content security companies and law enforcement agencies.
- Image and document distribution and management companies.

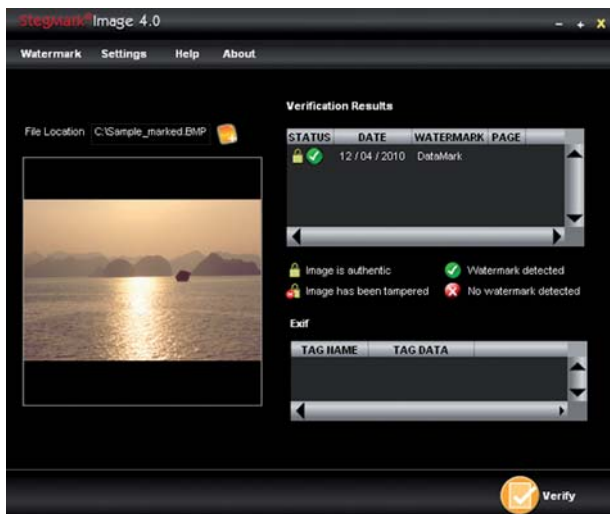
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## StegMark® Image Solution

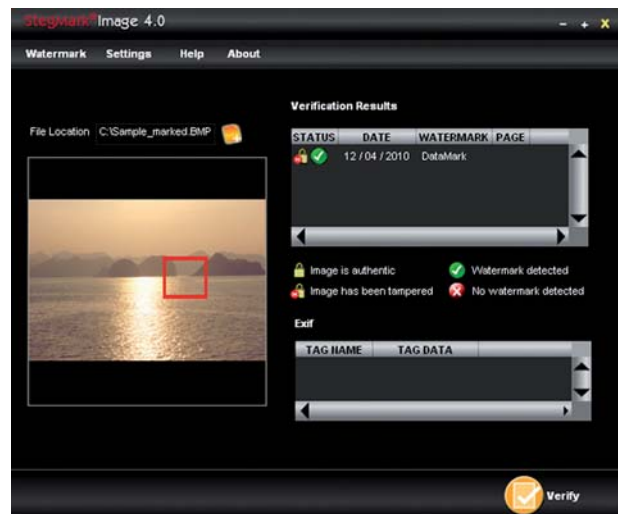
- **Software** Easy-to-use, standalone, GUI application designed for the end-user.
- **SDK** Simple command-line executable and COM DLL Library interface designed for the developers who can integrate StegMark Image libraries into their project or develop applications around the library.

## Technical Specifications

- **Supported File Formats**
  - Input Formats: BMP, TIFF, JPEG, PNG, PDF
  - Output Formats: BMP, TIFF, JPEG, PNG, PDF, Image PDF
- **Color Space & Bit Depth**
  - Grayscale (8 bits-per-plane)
  - RGB-color (8 bits-per-plane)
- **Watermark Payload** Customizable 20 alpha-numeric characters
- **Operating System** Windows® 2000, Windows® XP, Windows® Vista, Windows® 7, Windows® Server 2003 and Windows® Server 2008



Watermark decoder with authentic image



Watermark decoder with tampered image



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**DataMark Technologies Pte Ltd (DataMark)**, incorporated in Singapore, is a technology provider of patented digital watermarking technologies and solutions for the imaging world. Our StegMark software suite is the solution to your copyright and fingerprinting issues which creates a unique digital identity in all forms of digital media. These watermarks embedded into the media offer copyright protection, fingerprinting capabilities as well as authenticity assurance to the digital assets. In addition, these watermarks are imperceptible to the human eye and can only be detected with our algorithms. At DataMark, we understand the value and importance of our client's digital assets and always strive to develop innovative technology to secure their digital rights.