



StegMark® Video

StegMark® Video is an easy-to-use, state-of-the-art digital video watermarking solution designed to address the copyright and authenticity issues associated with digital video. The StegMark Video solution embeds unique watermark information into the video content which can later be extracted. StegMark Video provides an efficient watermarking solution by utilizing a combination of robust and fragile watermark features which can be embedded imperceptibly into the digital video content to ensure its ownership and authenticity.

Features

- **Robust (invisible) watermark** is designed for copyright protection and fingerprinting of digital video content. Important information such as owner ID, and date can be embedded as robust watermark. The embedded watermark is able to withstand common image processing and transcoding attacks such as cropping, scaling and MPEG compression.
- **Fragile watermark** ensures the authenticity of digital video content in the presence of robust watermark.
- **Real-time** embedding and extraction of watermark.

Applications

- **Copyright Protection:** Ownership information can be embedded into the video content as watermark and can later be detected if the copyrighted video content is distributed illegally.
- **Fingerprinting:** User information can be added as fingerprint to trace the video content distribution.
- **Broadcast Monitoring:** Watermarking can help to monitor the broadcasters' compliance with subscription agreements as well as to better understand the market interest.
- **Proof of Video Authenticity:** The combination of robust and fragile watermark can be embedded to prove the integrity of security related videos (such as surveillance video) for legal purposes.

Potential Users

- Surveillance camera manufacturers and organizations dealing with management and archival of surveillance videos.
- TV broadcasting system operators (eg. IPTV system operators).
- Organizations dealing with online digital video archival and distribution.
- Industries associated with digital cinema creation.

StegMark[®] Video 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 Video libraries into their project or develop applications around the library.

Technical Specifications

Supported File Formats

Input Formats

Raw YUV Video (I4:2:0)

AVI Video (MPEG-4, H.264, Motion JPEG codec)

FLV Video (H.264, VP6, Screen Video, Sorenson H.263 codec)

MP4 Video (MPEG-4, H.264, MPEG-2, MPEG-1, Motion JPEG codec)

Output Formats

AVI Video (MPEG-4, H.264 and Motion JPEG codec)

FLV Video (H.264 codec)

MP4 Video (MPEG-4 codec)

Watermark Payload

Customizable 20 alpha-numeric characters

Operating System

Windows[®] 2000, Windows[®] XP, Windows[®] Vista
Windows[®] 7, Windows[®] Server2003 and
Windows[®] Server 2008



StegMark[®] Video Watermark Encoder



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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.