

Identify Audio With Complete Accuracy & Help Content Providers Get Paid

OVERVIEW

Digimarc Barcode technology enhances virtually any recorded sound to allow consumers and businesses to instantly identify and interact with content.

Digimarc for Audio is a proprietary identification technology that is purpose-built for efficient and robust detection in all environments. The enhancement process introduces an inaudible identifier for the most powerful audio metadata and broadcast-monitoring technology available today. Digimarc Barcode provides reliable detection of individual instances of content, even applied to the same audio file, with low network bandwidth for detection.

Digimarc Barcode is constructed within the audible frequency domain utilizing a spread-spectrum process. Digimarc Barcode cannot be removed without the audio content becoming unrecognizable. While Digimarc does not utilize high-frequency watermarking or audio-fingerprinting techniques, these methods can be used together with Digimarc technology.



DIGIMARC DISCOVER®
digimarc.com/app



SCAN IMAGE TO
LEARN MORE

KEY BENEFITS

- Works seamlessly alongside other audio-detection technologies and metadata-transcription methods, such as blockchain technology, to enable copyright holders to better maintain and get paid for their original works
- Media enhanced with Digimarc Barcode triggers digital experiences that provide unique impression metrics and can be updated at any time
- Unique identifier(s) inaudibly introduced into waveform within audible spectrum (not high frequency)
- Accurately identifies audio with precision, robustness and persistence – even through transcoding and noisy environments



25% of royalties are going unpaid by streaming services due to audio-identification difficulties.

Digimarc Barcode: Audio

How it works



Audio media can be easily enhanced via the cloud-based Digimarc Barcode Manager for most consumer-engagement use cases.



Enhancement, QC and technical support services from Digimarc for custom or enterprise implementations.



Media can be scanned by smartphones and tablets, or utilizing our detector utilizing our Windows- and Mac-compatible line-in detector.



Detection powered by easy-to-deploy software development kits (SDKs).

THE BARCODE OF EVERYTHING™

The Digimarc platform supports robust, efficient and scalable identification of all media – audio, video, print and packaging – enabling an unlimited amount of opportunities across all media properties.

Digimarc Barcode makes content instantly identifiable by phones, software, networks and other applications. The detection technology is powered by easy-to-deploy software development kits (SDKs).

TECHNOLOGY SPECIFICATIONS

Supported Audio File Formats:

- 44.1 or 48 kHz (16kHz for detection only), 16 or 24 bit, mono or stereo .wav file
- .mp3 mono or stereo (128 kbps or higher)
- .m4a (AAC-LC profile) mono or stereo (128 kbps or higher)
- 10 seconds or more is optimal
- Digimarc Barcode Manager supports a maximum of 150mb file size; larger files can be enhanced using other Digimarc tools

Performance Summary (for 48 kHz stereo, 24 bits per sample):

- Enhancement: 8x speed
- Detection: 15x speed for 48kHz and 20x speed for 16kHz

Machine Specs:

- OS Name: Microsoft Windows 7 Enterprise
- System Type: x64-based PC
- Processor: Intel® Core™ i7-3667U CPU @ 2.0GHz, 25 GHz, 2 Core(s), 4 Logical Processor(s)
- RAM: 8.0 GB

GET STARTED

Visit www.digimarc.com/barcode to learn about fast, accurate automatic identification, and get started by contacting **1-800-DIGIMARC** or info@digimarc.com.



DIGIMARC CORPORATION

9405 SW Gemini Drive, Beaverton, OR 97008
T +1 800 DIGIMARC (344 4627)
F +1 503 469 4777

digimarc.com | info@digimarc.com

Digimarc Corporation (NASDAQ: DMRC) is a pioneer in the automatic identification of everyday objects such as product packaging and virtually any media, including print, images and audio. The Digimarc Platform provides innovative and comprehensive automatic recognition technologies to simplify search, and transform information discovery through unparalleled reliability, efficiency and security. Digimarc has a global patent portfolio, which includes over 1,100 granted and pending patents. These innovations include state-of-the-art identification technology, Digimarc Barcode, as well as Digimarc Discover® software for barcode scanning, image recognition, as layers of its ground-breaking Platform. Digimarc is based in Beaverton, Oregon. The Digimarc Platform enables applications that benefit retailers and consumer brands, national and state government agencies, media and entertainment industries, and others. Visit digimarc.com and follow us @digimarc to learn more about The Barcode of Everything®.

V20200615NN