

# AutoProof Pro™ Brand Protection

*Digital Watermarking for Packaging*

## Digimarc Digital Watermarking

Standing your ground against today's well-equipped counterfeiters requires a significant leap in deterrent technologies. Digimarc security-class watermarking solutions launch you to the forefront of document and brand protection. Through an interconnected system of security features and anti-counterfeiting solutions, brand owners and document issuers can effectively combat duplication, piracy and diversion of products or value documents.



The core of Digimarc security-class watermarking technology is a method of placing machine-readable data into images. This embedded data, or digital watermark, is imperceptible to the human eye, but can be detected by Digimarc security-class readers loaded with patented software. Once embedded, digitally watermarked materials deliver unequalled protection.

The covert nature of the technology allows digital watermarks to pass unnoticed by pirates—making Digimarc watermarks highly resistant to attack. Your embedded watermark leaves counterfeiters unaware, putting you in the perfect position for copy detection or product tracking. Armed with your Digimarc security-class reader, you have a wide range of security applications close at hand.





## AutoProof Pro Imaging Suite with Digital Authentication

Complete Inspection Systems' powerful digital proofreading systems can now embed, verify and authenticate Digimarc digital watermarks. Leverage the power of AutoProof Pro in your artwork design and approval process to seamlessly integrate digital watermarking into all of your packaging and labels.

AutoProof Pro is a powerful solution for all of your document imaging and comparison needs. By combining cutting-edge software with advanced image capture technologies, AutoProof Pro can help your organization achieve 100% accuracy in all of your printed materials. If accuracy is critical to your business, trust AutoProof Pro to verify every pixel and character of your labels, product inserts, cartons and booklets before they reach the customer.

**Digimarc** security-class digital watermarks can detect and identify copies from originals. Digimarc processes embed covert data into master artwork or content during the pre-press stage of printing. This hidden data is highly resistant to reproduction. When originals are duplicated, the security-class watermark provides evidence of copying.

Digimarc-enabled reader devices offer instant identification of security-class digital watermarks. When copies are detected, these devices can link directly to an inspector's extranet, offering enhanced incident reporting and evidence gathering.

**AutoProof Pro** embeds, detects and verifies Digimarc digital watermarks, but is only part of an Anti-Counterfeiting solution offered by Complete Inspection Systems, Inc. Utilizing a number of covert and overt codes and markers, with the Digimarc digital watermark as the centerpiece, we create a virtually unbreakable cipher. With a covert or overt barcode acting as a public key, and an encrypted value contained within the watermark, a mobile camera-phone or computer workstation can verify each unique unit of the product against a master list, stored on an inspector's extranet. If the product has been copied or duplicated, the inspector will be alerted to take further action.

Digimarc digital watermarks can link to your database of stored information, or to information such as intended shipment destination and distribution source. A simple comparison instantly identifies diverted products. In addition, comparing other shipment or distribution data provides essential clues in tracking the source of illegal activities.

