



Guide to the Packaging Module

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Introduction to the Packaging Module

Digimarc digital watermarks carry user-encoded data, such as a Global Trade Item Number (GTIN) and Application Identifier (AI), to create connected packaging by enhancing packaging artwork.

[My Digimarc](#) is a central location to access your Digimarc applications, including the Packaging module. The Packaging module is where you can set up and manage Digimarc watermarks to be embedded into the artwork for a product's physical package (such as a box, tub, label, and so on). The process of embedding the watermark is called enhancement.

The enhancement is usually done using Adobe® Photoshop® or Adobe® Illustrator® and the respective Digimarc plug-in. See [Enhancement Tools](#) for more information.

Document Conventions

Following are the standards and conventions used in this documentation. See the Glossary for terms related to digital watermarking.

Convention	Description
Numeric format	The fractional part of a numeric value is represented by the period character, such as $\pi \approx 3.14$
Elements in the user interface	Formatting: Text in bold
Titles of panels and dialogs	Formatting: Text in italics
User input (text that a user types)	Formatting: Text in a monospace font
File and directory paths	Formatting: Text in a monospace font
Variables or variable data	Formatting: Text in italics, often within angle brackets (< >)

Digimarc Support

For help using the Packaging module, contact support.

- [Digimarc Support Website](#)
- [Send email to Digimarc Support](#)

Activate a Packaging Module User Account

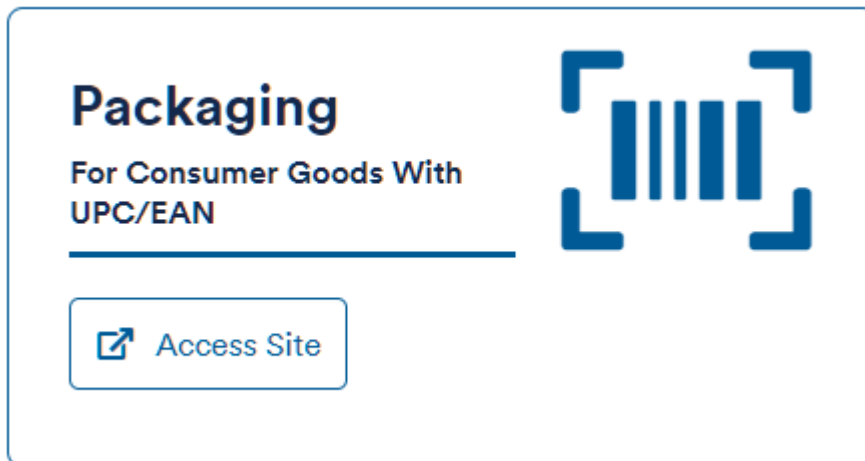
You must have a user account associated with a company account to use the Packaging module. If you need a company account, contact [Digimarc Support](#).

- 1 Contact your Digimarc company account manager to create a Packaging module user account.
- 2 When you receive the email inviting you to join, click **Activate Now** in the email to open the *Password Creation* page in your web browser.
- 3 Enter your desired password, agree to the terms of use, and then click **Create Password**. You can now sign into the Packaging module.

Note

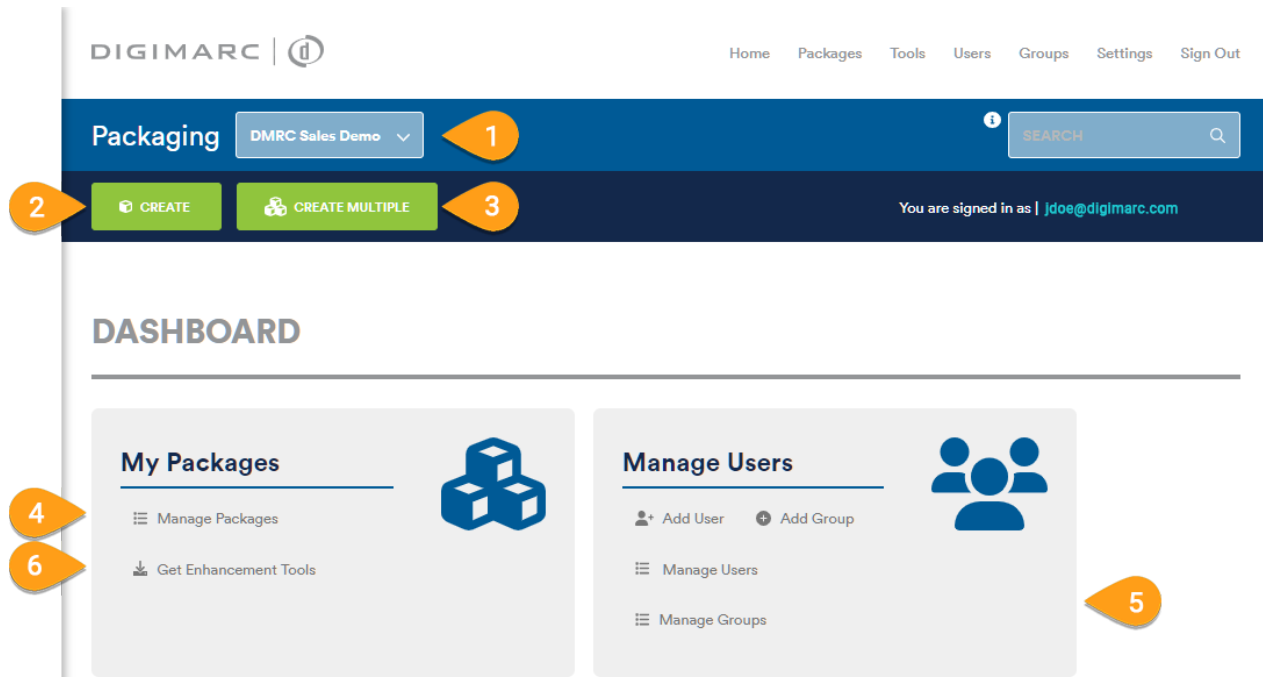
Your password must contain at least one uppercase letter, one number, and a minimum of eight characters.

- 4 From [My Digimarc](#), click **Access Site** in the Packaging module to open the Dashboard.









The Dashboard

The Dashboard is where you create digital watermarks and manage users, groups, and packages.



On the Dashboard you can:

- 1 Select the company account you want to work with by clicking the drop-down menu next to Packaging. Some users have only one account.
- 2 Click  **Create** to enter details for a new Digimarc digital watermark.
- 3 Click  **Create Multiple** to create up to 100 digital watermarks by uploading a spreadsheet with the data.
- 4 Click  **Manage Packages** to list the existing packages in the selected account.
- 5 Click  **Manage Users** or  **Manage Groups** to manage the users or groups in your account.
- 6 Click  **Get Enhancement Tools** to download the tools to enhance package artwork with digital watermarks.

Create a Digimarc Watermark for Packaging

Follow these steps to create a digital watermark for packaging.

- 1 At the top of any page, click **Create**. The *New Package* dialog opens.

New Package

Account DMRC Sales Demo

Barcode Type

UPC-A EAN-13 UPC-E EAN-8 GTIN-14

UPC-A

Auto Renew **i**

Annual-recurring **i** Non-recurring **i** Demo Barcode **i**

Barcode Info

Brand ItemName Size (128 max char) **i**

Tags See All Tags >

Add Tag **i**

Group

Assign to Group

Default

Notify Users **i**

Description

Use Description to add detail to packages. Description can be used for full item information, job number, or the specific file name. (256 max characters)

Description

Additional Info

Add Web URL

Add SmartLabel@ URL **i**

Custom Data

Add Custom Data **i**

Create Another

CREATE CREATE AND GO TO PACKAGE

- 2 Enter the package information. See the field descriptions in [Packaging Information Fields](#).
- 3 Enable **Create Another** to add another package after you create the current one.
- 4 Click **Create** to finish and return to the Dashboard, or click **Create and Go to Package** to finish and open the package.

Packaging Information Fields

Fields marked with an asterisk (*) are required.

*Barcode Type and Number

Select the type (UPC-A, EAN-13, UPC-E, EAN-8, or GTIN-14) and enter the number. See [GS1](#) for more information.

Auto Renew

To charge your account on the annual renewal date automatically, enable **Auto Renew** and then choose the desired auto-renew option. The default value matches the Account's default, but you can select from:

- **Annual recurring** allows enhancement for one year and can be auto-renewed.
- **Non-recurring** allows enhancement for three years with no option to auto-renew. If you select this option, the Auto Renew check box is cleared.

- **Demo Barcode** creates a digital watermark for demonstration and testing. Demo Barcodes are marked with “Demo” in the file details window and in the list view. Each account has a limited number of demo barcodes for use.

Note

The Demo Barcode option appears only if your account has Demo Barcodes available and you've enabled Auto Renew.

***Barcode Info**

Enter a name for this watermark up to 128 alphanumeric characters. We recommend the format `Brand ItemName Size`. This is for your reference only.

Tags

Enter optional tags to sort and find your watermarks later. As you enter text, a list appears of any matching entries to choose from, or click **Add** to create an entry. Click **See All Tags** to view all currently used tags. See [Tags](#).

Assign to Group

Select a group to assign for this package. See [Manage Groups](#).

Notify Users

Select users to receive a notification that this watermark was created. You can select only users who have previously created accounts.

Description

Enter a description for this watermark. This is for your reference only and is searchable.

Additional Info

Only available options are displayed:


Add Web URL

Enable if you want to enter a URL for this watermark to connect to when scanned by a mobile device.

Add SmartLabel[®] URL

Enable if you want to enter a URL for the official SmartLabel[®] landing page for the product if you or your client is enrolled in the SmartLabel program. See [SmartLabel](#) for more information.

Recycling Sortation

Enable if this package will be enhanced for a recycling sortation trial. Packages with Recycling Sortation selected are marked with a chasing arrows icon () on the *Manage Packages* screen.

HolyGrail

Enable if this account is a member of the [HolyGrail 2.0](#) initiative.

Note

The company account must be granted access to use the recycling options. If you're enhancing package artwork for HolyGrail or other recycling sortation trials and the recycling options don't appear on the *New Package* screen, contact [Digimarc Support](#) to update the account settings. If you select the Recycling Sortation option in error, contact Digimarc Support to remove the selection.

Add Custom Data

Enable this option to enter additional data to include in the digital watermark. Custom data can be up to 14 numeric or 8 alphanumeric characters, with up to 100 custom data entities per watermark, each with its own Web URL and SmartLabel URL.

Notes

After you save a custom data entity, it can't be removed.

Packages enhanced for recycling sortation can't contain custom data.

Numeric | Alphanumeric

Select whether the custom data is numeric or alphanumeric.

Name

Enter a name for this custom data.

Value


Enter a numeric or alphanumeric value for the custom data. If you enter a Web URL for this custom data, the resolver loads the specified page. If you don't enter a web URL for the Custom Data, the resolver uses the URL from the main service and appends the value as a query parameter (such as `http://www.addingdefaulturl.com/?extradata=<value>`).

Web URL

Enter a URL for this custom data.

SmartLabel® URL

Enter a SmartLabel URL for this custom data.

Barcodes with custom data appear on the Manage Packages screen with the custom data icon () after their GTIN. Click the icon to show the custom data.


Click **Add Data** to create additional custom data entries.

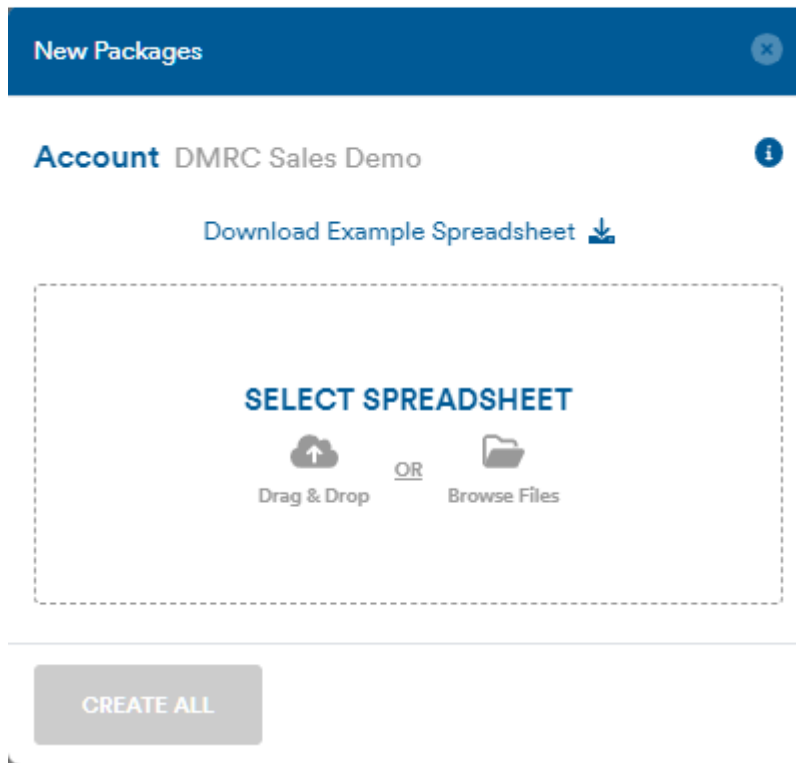
Create Multiple Packages


You can create up to 100 packages at a time by uploading a Microsoft Excel spreadsheet containing the required data.

Note

This process can't be used for recycling packages or those that have custom data.

- 1 At the top of any page in the Packaging module, click  **Create Multiple**. The *New Packages* dialog opens.

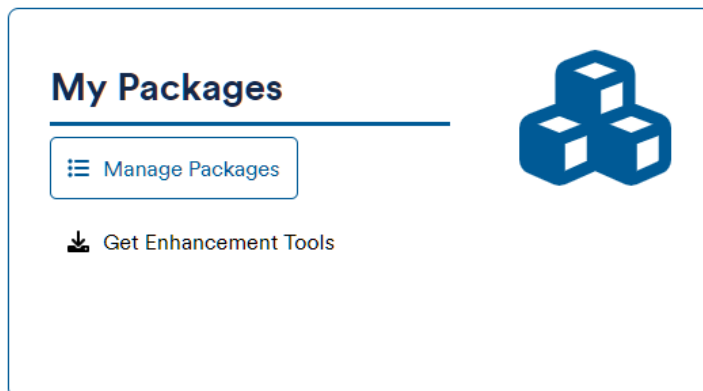


- 2 Click **Download Example Spreadsheet** . This template enables you to enter the details of multiple entries and import them together.
- 3 Open the `example.xlsx` file and replace the sample data with your information, including Barcode Type, Barcode Data (number), Barcode Name, Description, Web Experience URL, and Group Name. Save and close the file when you're finished.
- 4 Click **Select Spreadsheet** to browse for the file on your computer, or drag and drop the file into the *New Packages* dialog.
- 5 Click **Create All** to create the watermarks. The Packaging module processes the file and reports whether it created the watermarks or encountered errors.
- 6 Click **Done**.

Manage Packages

The *Manage Packages* page enables you to perform actions on one or more packages.

On the *Dashboard*, click ☰ **Manage Packages**, or click **Packages** from the top navigation bar.



The *Manage Packages* page opens.

MANAGE PACKAGES

Package Name Filter Tag Filter Filter by Type: All Filter by Group: All Filter by Status: All Filter by Create Date (Start): MM/DD/YYYY Filter by Create Date (End): MM/DD/YYYY

<input type="checkbox"/>	Package Name	Description	Data	Created	Modified	Status
<input type="checkbox"/>	Demo 2		0023140000608	31 Mar 2021	30 Mar 2022	DEMO
<input type="checkbox"/>	Digimarc Demo	photoshop.psd Job #3409343	0023140000608	31 Mar 2021	30 Mar 2022	

1 to 2 of 2 Packages « < 1 > » Items Per Page: 25

Bulk Actions: Change Web URL APPLY

EXPORT

From the *Manage Packages* page you can:

- **View package details:** Click the package name to see the package details, including custom data and enhancement jobs.
- **Filter package list:** Enter filter criteria to show only the packages you want to view. This list can be filtered by Package Name, Tag, Type, Group, Status, or Creation Date Range. The page filters automatically as you enter your criteria.
- **View Custom Data:** Packages with custom data show the custom data icon () after their GTIN. Click the custom data icon to see the custom data in a pop-up window.
- **View Package Status:** The color of the icon in the Status column lets you know if the barcode is live (green), about to expire (yellow), expired (red), or a demo barcode (DEMO).

- **Perform Bulk Actions:** Account admins can select one or more packages and perform an action on them together. Select packages in the Actions column, choose the Bulk Action to perform from the drop-down, and click **Apply**. A window opens to allow you to select the options for that action:
 - **Change Web URL:** Enter the new URL and click **Confirm**.
 - **Change Banner Image:** Drag & drop the image or **Browse** to find the new image, and click **Confirm**.
 - **Move to Different Group:** Select the Group to move the packages to, and then click **Confirm Move**. This might be necessary if you want to assign the packages to a different supplier.
 - **Renew:** Click **Confirm** to renew the watermark for another year.
 - **Enable Auto Renew:** Click **Confirm** to automatically renew the watermark every year.
 - **Disable Auto Renew:** Click **Confirm** to stop the watermark from renewing automatically every year.
 - **Add Tags:** Enter the new tags and click **Confirm**. All users can see tags; avoid using company-sensitive terms.
- Click **Export** to export the list of packages to an Excel spreadsheet. Review the export details, and then click **Confirm**.

Package Details

Account Admins and Group Admins can customize the mobile experience for users scanning with a Digimarc-enabled mobile app.

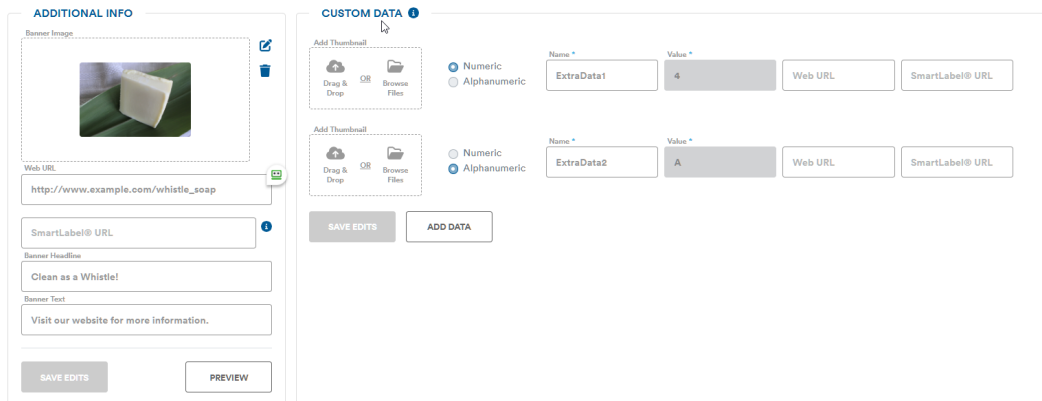
- 1 From the Dashboard, click **Manage Packages** or click **Packages** from the top navigation bar. The *Manage Packages* page opens.
- 2 Click a Package Name to open the package details page.

Home > Packages > Whistle Clean Soap Liquid

WHISTLE CLEAN SOAP LIQUID

- 3 On the package details page you can:
 - Edit the watermark **Name** and **Description**.
 - Click the **Date** to toggle Auto Renew on or off. This automatically renews the use of this package for an additional year on the annual renewal date.

- Add or remove a tag. See [Manage Tags](#).
- Add, edit, or remove enhancement jobs. Every package has at least one job. See [Manage Jobs](#).
- Add a banner image to display on the mobile device when the package is scanned. Drag a banner image into the box, or click the box to find an image to import.



- Edit the **Web URL** destination for the mobile experience. Enter the website address that opens for consumers who scan the package.
 - Edit the **SmartLabel® URL**. Enter a website address for the official SmartLabel® landing page.
 - Edit the **Banner Headline** and **Banner Text**. The banner headline and text provide a consumer call to action prior to displaying the full web page. The banner is displayed in the Digimarc Discover mobile application after a user scans the enhanced package.
 - Enter **Custom Data**:
 - Add a thumbnail image by dragging an image file into the box or by clicking the box to select an image to import. A thumbnail is useful to show a seasonal or regional variation for an item that has the same barcode number.
 - Edit the **Web URL** or **SmartLabel URL** related to the custom data. See [Add Custom Data](#) for more information about the Custom Data fields.
 - Click **Add Data** to add a custom data element
- 4 Click **Preview** to see how the web page and banner appear on a variety of mobile devices. Open the Digimarc Discover app and aim your mobile devices at the blue test image.

Manage Jobs

An enhancement job provides a way to associate data with a packaging service.

Packaging services can be searched by the GTIN, job name, or job ID (if applicable). Using jobs, you can enhance a package multiple times with different settings, send the package to different printers, or use another artwork file to identify the variables that will achieve the desired results.

Each packaging service or custom data entity has one or more jobs. The first job is created automatically when you create a package or a custom data entity in a package. For additional jobs, we recommend naming them using one of the following formats:

Job <#>:<ServiceName>

Job <#>:<ServiceName>, Custom Data:<CustomDataName>

Doing so makes searching for watermarks by job name easier in the enhancement tool.

The screenshot displays the 'JOBS' management interface. At the top left, there is a 'JOBS' header with an information icon. Below this, there are two identical job entry forms. Each form has a 'Manage Job Files' button with a document icon and a '0' notification badge. The first form shows a 'Job Name' field with the text 'Job 1: Whistle Clean Soap Liquid, Custom Data: ExtraData1' and a clipboard icon. Below it is a 'Job ID' field and a 'Custom Data' dropdown menu set to 'ExtraData1'. The second form is identical but with 'ExtraData2' in the 'Custom Data' dropdown. At the bottom of the interface, there are two buttons: 'SAVE EDITS' and 'ADD JOB'.

Jobs comprise the following fields:

- **Job Name:** This required field can contain up to 300 alphanumeric characters and must be unique within the account.
- **Job ID:** This optional field can contain up to 256 alphanumeric characters and must be unique within the account. You can use it for your own purposes.
- **Custom Data:** The custom data name associated with the job. A job is created automatically for every set of custom data you add to the package.

To add a job:

- 1 Click **Add Job**. A new job is added to the *Jobs* section.
- 2 Type the desired **Job Name**.
- 3 Optionally provide a **Job ID**.
- 4 If the package has only one **Custom Data** entity, it's selected by default and can't be removed. If the package has more than one custom data entity, you can select the desired **Custom Data** name with which to associate the job.
- 5 Click **Save Edits**.

Note

Jobs can't be deleted.

Manage Job Files

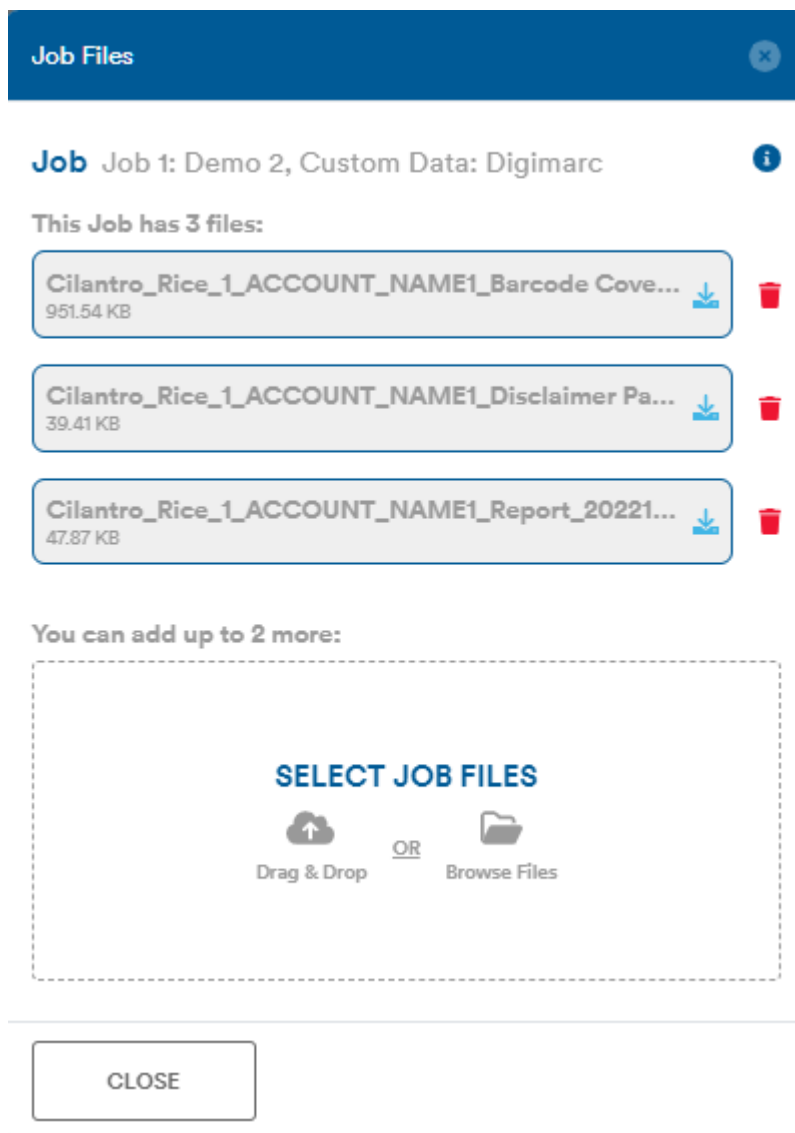
This feature enables you to share the relevant file with enhancers without needing to use email, a file-sharing service, or other methods. You can attach up to five files of up to 100 MB. The kinds of files you might want to attach to a job include:

- an ICC profile
- printer specifications such as quantity, page count, size, substrate, inks, and so forth
- reports generated by Digimarc Verify

Note

Each filename must be unique per job.

- 1 Click **Manage Job Files** for the job. The *Job Files* dialog opens.



- To add a file, click **Select Job Files** to navigate to the file, or drag and drop the file to the *Select Job Files* area.

Note

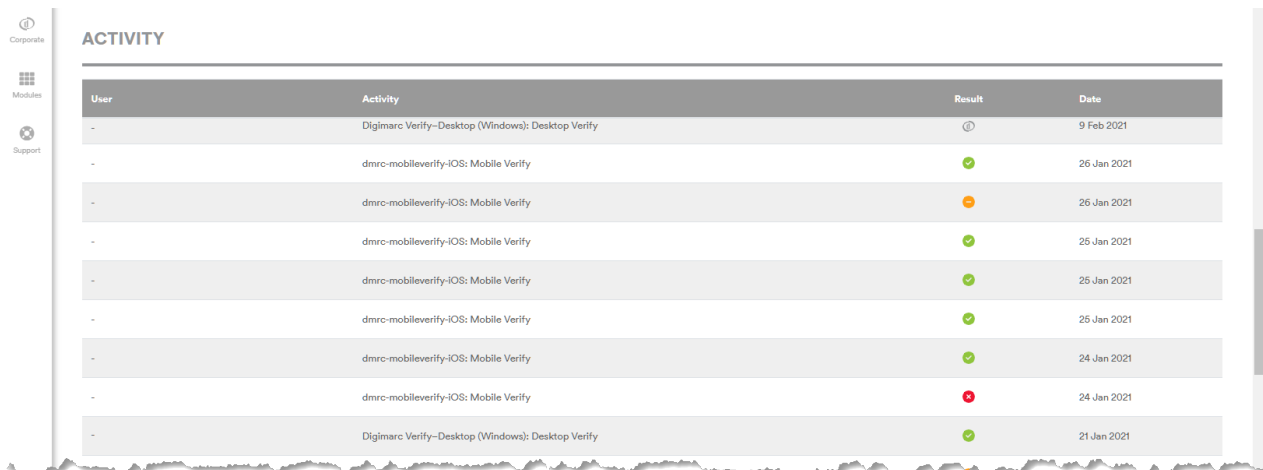
Each job can have a maximum of five file attachments.

- To delete a file, click the delete icon (🗑️) next to the file you want to remove.
- To download a file, click the download icon (⬇️) next to the file you want to download. The file is saved to your default downloads folder.

2 Close the dialog when finished.

Activity

The Activity panel at the bottom of a packaging details page enables you to track the lifecycle events of a digital watermark. Activities include enhancement activities and Verify Mobile and Verify Desktop activities.



User	Activity	Result	Date
-	Digimarc Verify-Desktop (Windows); Desktop Verify	🔍	9 Feb 2021
-	dmrc-mobileverify-iOS: Mobile Verify	✅	26 Jan 2021
-	dmrc-mobileverify-iOS: Mobile Verify	⚠️	26 Jan 2021
-	dmrc-mobileverify-iOS: Mobile Verify	✅	25 Jan 2021
-	dmrc-mobileverify-iOS: Mobile Verify	✅	25 Jan 2021
-	dmrc-mobileverify-iOS: Mobile Verify	✅	25 Jan 2021
-	dmrc-mobileverify-iOS: Mobile Verify	✅	24 Jan 2021
-	dmrc-mobileverify-iOS: Mobile Verify	❌	24 Jan 2021
-	Digimarc Verify-Desktop (Windows); Desktop Verify	✅	21 Jan 2021

- Activity:** This column lists the type of activity performed: enhancement or verification.
- Result:** The icon in the Result column shows the verification status:
 - ✅ The traditional 1D barcode matches the Digimarc digital watermark.
 - ⚠️ For Mobile Verify activities, only one code (the 1D barcode or the Digimarc watermark) was scanned.
 - 🔍 Only a Digimarc watermark was detected.
 - ❌ The traditional 1D code doesn't match the Digimarc watermark.

Account Settings

You reach the *Account Settings* page by clicking **Settings** from the top navigation bar. From here, you can manage account information and tags.

Account Info

In the Account Info panel you can:

- Add a Default Banner Image. To add an image, drag and drop it into the box or click **Browse Files**.
- Enter a Default Web URL.
- Enter a Default Banner Headline.
- Enter an email address to be notified about expiring watermarks. You can enter multiple addresses separated by commas. Notifications are sent about 30 days before the expiration date, followed by weekly reminders until the watermark is renewed or expired.

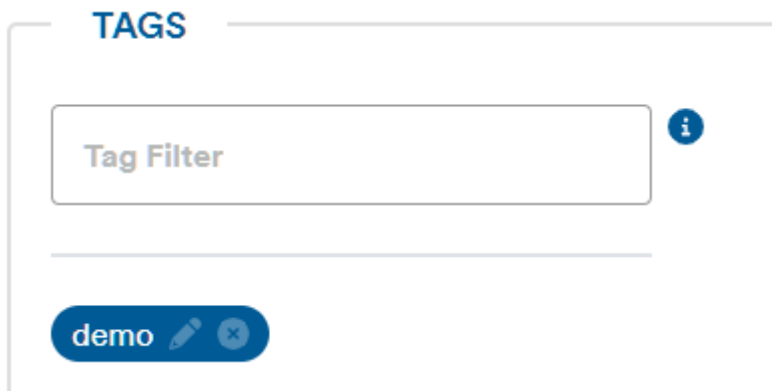
Note

Only Account Admins can enter email addresses for notifications.

Manage Tags

Tags enable you to organize your packages and are available to all users across all groups.

- 1 From the top navigation bar, click **Settings**. The *Account Settings* page opens.
- 2 Enter at least two characters in the **Tag Filter** field to show matching tags or to create one. Click a tag to show a list of all packages that use that tag.



- 3 To rename a tag, click **Edit** (✎). Enter the new name and click **Rename Tag**.

Note

Only Account Admins can rename tags.

- 4 To delete a tag, click **Remove** (✕). An alert is shown if this tag is currently associated with any packages. Click **Remove Tag** to confirm the removal.

Note


Only Account Admins can delete tags.

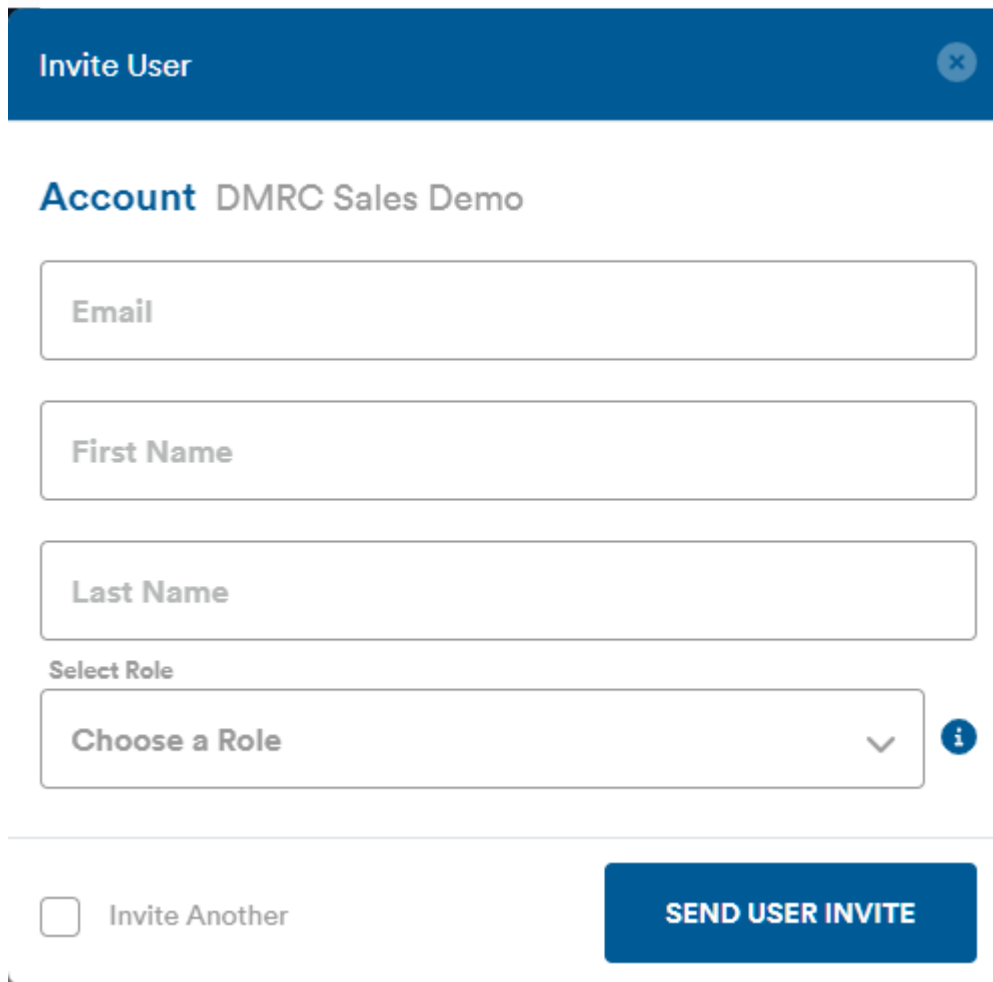
Manage Users and Groups

The following section applies for account and group administrators.

Invite a New User

If you have account admin credentials for your organization, you can invite other users to join the account.

- 1 On the *Dashboard*, click  **Add User**, or click **Users** from the top navigation bar to open the *Manage Users* page and then click **Invite a User**. The *Invite User* dialog opens.



Invite User

Account DMRC Sales Demo

Email

First Name

Last Name

Select Role

Choose a Role

Invite Another

SEND USER INVITE

- 2 In the *Invite User* dialog, enter the new user's **Email Address**, **First Name**, and **Last Name**, and select their [Account Roles](#) and [Group](#) (if appropriate).
- 3 Enable **Invite Another** if you want to invite another user now, and then click **Send User Invite**.
- 4 The user receives an email with instructions on activating their account. Instruct them to follow the steps in [Activate a Packaging Module User Account](#).

Account Roles

Assign users roles based on what they need to do:

Account Admin

Users assigned this role can create and edit users, groups, and digital watermarks in the account.

Group Admin

Users assigned this role can create and edit users and barcodes in the group they belong to.

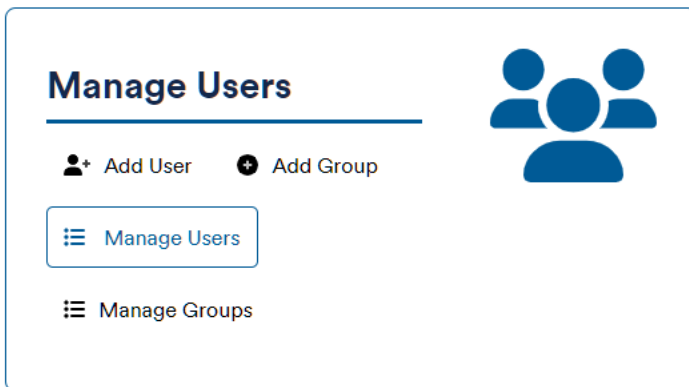
Group Member

Users assigned this role are trained to enhance package artwork. Group members can edit and enhance packages for the group they are in.

Manage Users

Account and Group Admins can invite new users or edit and delete existing users.

On the *Dashboard*, click **Manage Users**, or click **Users** in the top navigation bar.



The *Manage Users* page opens.

MANAGE USERS

INVITE A USER

Filter by Group

Filter by Role

Name	Group	Role	Actions
C...N@DIGIMARC.COM		Account Admin	✎ 🗑
j...r@digimarc.com		Account Admin	✎ 🗑
j...r@digimarc.com		Account Admin	✎ 🗑
k...y@digimarc.com		Account Admin	✎ 🗑
k...r@digimarc.com		Account Admin	
:...r@digimarc.com		Account Admin	✎ 🗑

1 to 6 of 6 Users

« < 1 > »

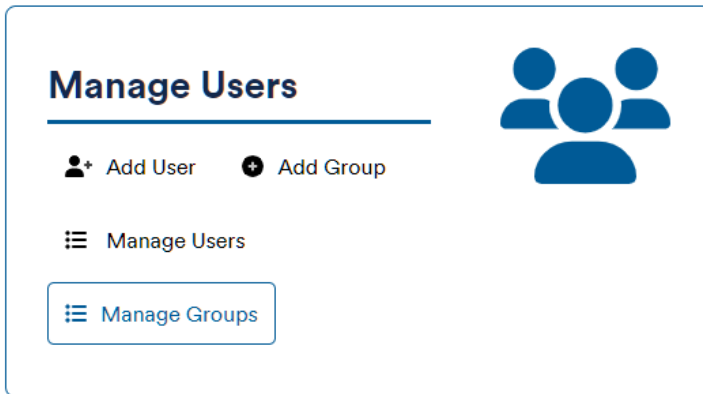
From *Manage Users*, you can add a user, or edit or delete existing users.

- To add a user: Click **Invite a User** and follow the steps in [Invite a New User](#).
- To edit a user: Click **Edit** (✎) next to the user you want to edit, change their role or group, and then click **Update Info**. Roles are:
 - Account Admin**
Users assigned this role can create and edit users, groups, and digital watermarks in the account.
 - Group Admin**
Users assigned this role can create and edit users and barcodes in the group they belong to.
 - Group Member**
Users assigned this role are trained to enhance package artwork. Group members can edit and enhance packages for the group they are in.
- To delete a user: Click **Delete** (🗑) next to the user you want to remove. A confirmation dialog opens. Click **Remove User** to confirm the removal.

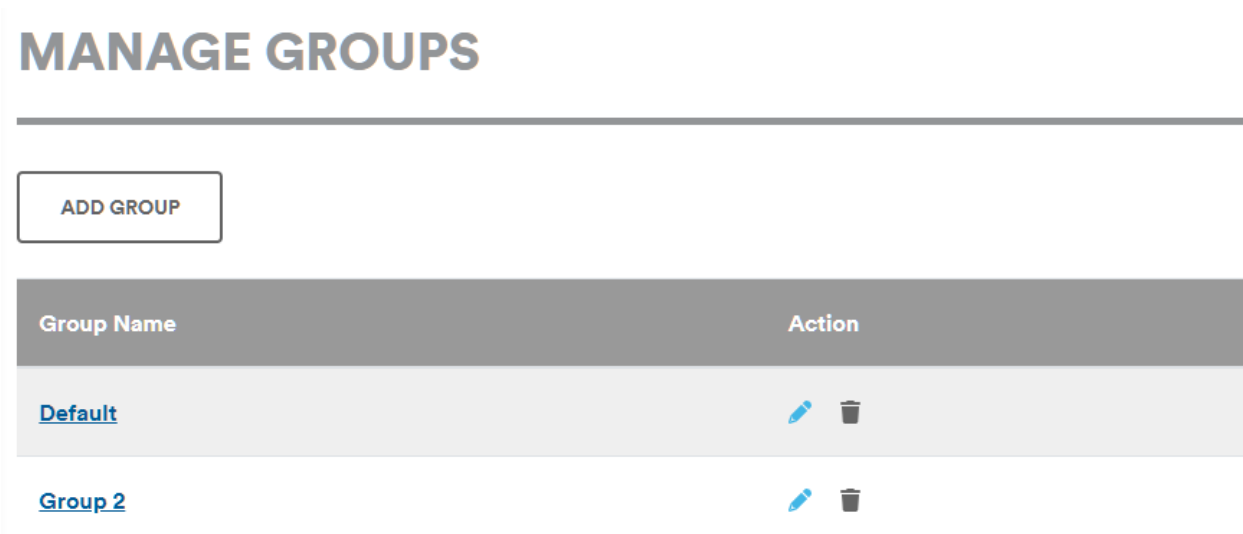
Manage Groups

Groups provide a way to define sets of packages that can be accessed only by members of that group.

On the *Dashboard*, click ☰ **Manage Groups**, or click **Groups** in the top navigation bar.



The *Manage Groups* page opens. From the *Manage Groups* page, you can add a group, or edit or delete existing groups.



- To add a group: Click **Add Group**, enter a Group Name for the new group, and then click **Add Group**.

Add Group ✕

Account DMRC Sales Demo

Group Name *

Group Name

ADD GROUP

- To edit a group name: Click **Edit** (✎) next to the group you want to edit, change the Group Name, and then click **Update Info**.

Update Group ✕

Account DMRC Sales Demo

Group Name *

Default

UPDATE INFO

- To delete a group: Click **Delete** (🗑) next to the group you want to remove. If there are packages associated with this group, you must select a different group to which to move them before this group can be deleted. If there are no packages associated with the group, you're alerted that removing the group also removes all of its users from the account.

Enhancement Tools

Trained enhancers (typically production designers and premedia professionals) can download the Digimarc Barcode Plug-in for Adobe Photoshop or Digimarc for Packaging Extension for Adobe® Illustrator® to create connected packaging by enhancing packaging artwork with Digimarc digital watermarks created in the Packaging module.

On the *Dashboard*, click **Get Enhancement Tools**, or click **Tools** in the top navigation bar. The *Download Enhancement Tools* page opens.

DOWNLOAD ENHANCEMENT TOOLS

Photoshop Plug-in

Digimarc Barcode Plug-in is a plug-in for Adobe® Photoshop® that enables production designers and prepress professionals to enhance all types of print media with Digimarc Barcode.

[DOWNLOAD](#)[RELEASE NOTES](#)

Illustrator Extension

Digimarc for Packaging is an extension for Adobe® Illustrator® that enables production designers and prepress professionals to create connected packaging by enhancing packaging artwork with Digimarc Barcode.

[DOWNLOAD](#)[RELEASE NOTES](#)

- Click **Download** for the plug-in you want to use.
- Click **Release Notes** to read the release notes for the current version.

Note

Both applications require a computer that runs a recent version of the macOS. See the Release Notes for details.

Glossary

Application Identifier (AI)

a numeric prefix code used to attribute meaning to data encoded within a barcode symbol. Aside from denoting the meaning, this prefix also indicates the format of the data that follows it (data field). There are AIs for identification, traceability, dates, quantity, measurements, locations, and many other information types.

artwork

The elements of design and text that makeup packaging, labels, or other visual media, in which a Digimarc digital watermark is or will be included.

barcode

The generic term for an optically machine-readable pattern that encodes data in a way that is generally not visible to humans. Barcodes include one-dimensional symbols that encode data into a machine-readable pattern of adjacent, varying width, parallel, dark rectangular bars and pale spaces, and 2-Dimensional Symbols that encode data in the X and Y-axes (sometimes referred to as a 2D barcode), for example, in the case of a QR Code, Data Matrix, and Digimarc digital watermarks.

Digimarc Barcode

The Digimarc digital watermark.

Digimarc digital watermark

A novel data carrier that encodes data in media in ways that are generally imperceptible to people, permitting the carrier to be repeated many times over the surface of the Enhanced media. It delivers unprecedented ease of use, reliability, and efficiency in identifying the media due to massive mathematical and graphical redundancy.

digital watermark

In this guide, digital watermark refers specifically to the Digimarc digital watermark.

enhance

The process to integrate Digimarc digital watermark into a label or package artwork, enabling it for scanning.

enhancement

The result of creating and integrating a Digimarc digital watermark into product packaging and other substrates.

enhancement jobs

Used to track events and associated data about the production of packaging artwork. A packaging watermark can have one or more enhancement jobs associated with it. Each enhancement job can have up to five file attachments, such as ICC profiles, printer specifications, or Verify reports.

enhancing

The process to integrate Digimarc digital watermark into a label or package artwork, enabling it for scanning.

Global Trade Item Number (GTIN)

GS1 identification key used to identify trade items, comprising a GS1 Company Prefix, an item reference, and check digit.

group

A group is a set of projects that can be accessed only by members of the group.

ICC profile

A set of data that characterizes a color input or output device, or a color space, according to standards promulgated by the International Color Consortium (ICC) for color management.

resolve

A lookup on metadata carried in a Digimarc digital watermark and redirects the user to a URL or image.

resolver

A Digimarc service that performs a lookup on metadata carried in a Digimarc digital watermark and redirects the user to a URL or image.

service

The online representation of metadata corresponding to a data carrier in the Digimarc Platform. Services are the central data structure in the Digimarc platform defined as extensible data containers that are bound to the encoded data value (payload). They have basic fields including name, description, and tags. More dynamic data, such as a URL response, can be stored and accessed by the resolver.

tag

Tags enable you to organize your packages by associating one or more keywords with the package.

validation

The process of checking that the data carried in Digimarc Barcode is both accurate and consistent.

verification

The process of checking that the data carried in Digimarc digital watermarks is both accurate and consistent.