



Digimarc Discover® Mobile SDK

TRY FOR YOURSELF!

Launch the Digimarc Discover® app (iOS/Android) and focus the camera on the on-screen image (or color printout) to view a related video.

Get Started Today!

Mobile application developers, sign up for your [free account](#) or [current partners log in](#) to get started. For more information contact info@digimarc.com



For Developers:

- Best performance yet, exclusive features
- Easy integration with support and documentation
- Lower cost than competitors
- Future-proof apps for new market demands

The best solution today. The only solution for tomorrow.

Equip your mobile app with best-in-class barcode scanning for the most common consumer barcodes, get exclusive functionality for future.

The Digimarc Discover Mobile Software Development Kit (SDK) delivers:

- Better overall user experience for locking onto codes, scanning at angles and reading challenging barcodes
- Exclusive scanning of Digimarc Barcodes, rapidly appearing on packaging, print and audio media
- Affordable, transparent pricing and a FREE TRIAL



For Retailers/Brands:

- Best consumer barcode scanning available
- Provides a better overall user experience
- Drive efficiency, engagement with invisible barcodes
- Be ready to adopt Digimarc Barcode



For Consumers:

- Face fewer frustrations when scanning barcodes
- Get instant access to more product information
- Interact in new ways with audio/TV

Digimarc Discover® Mobile SDK

Overview

The Digimarc Discover® software development kit (SDK) enables application developers to build powerful mobile apps (iOS/Android) that deliver a better overall experience for consumers scanning product packages and virtually any media with smartphones and tablets to discover more information.

When powered by Digimarc, mobile apps scan the 1D consumer barcodes most commonly used at retail better and more accurately than alternatives – and, these same apps offer the incredible ability to read the imperceptible Digimarc Barcode now appearing on retail store shelves. These virtually invisible barcodes are the future of retail and make print and audio media more powerful by delivering compelling digital content. With Digimarc, your app scans traditional 1D barcodes, imperceptible barcodes and inaudible codes that activate new interactive experiences for music and television. Be ready to scan them all.

The SDK is easy to integrate, costs less than competing barcode scanning software and simply does more. By delivering better performance and exclusive functionality at a lower cost, Digimarc provides the best overall value and future-proofs your mobile app. Get the best solution today, and the only solution for tomorrow.

How It Works

Digimarc Barcode, the company's patented discovery platform, enables retailers and brands to put imperceptible codes in all marketing materials, including packaging, displays, and ads in magazines, circulars, radio, and television. The Digimarc Barcode allows the same GTIN information in conventional visible 1D barcodes to be imperceptibly applied across the entire surface of a product package. The Digimarc Barcode goes beyond existing barcode technology by making any product package a gateway to a much richer, digital experience – all without visibly marring the packaging aesthetics. The platform's capabilities have the power to speed checkout for shoppers, improve inventory tracking, boost brand loyalty by increasing consumer engagement and much more.

The SDK features proprietary optimizations for scanning the 1D consumer barcodes traditionally used at retail (UPC-A, UPC-E, EAN 8, EAN 13, Code 39, Code 128) and also supports scanning of QR codes. The SDK includes technology for detection of Digimarc Barcodes in audio, inaudible codes that enable a range of audience measurement, content monetization and so-called second screen broadcast applications. Additionally, integrating the Digimarc Discover SDK future-proofs mobile apps for the increasing adoption of Digimarc Barcodes in retail and beyond, which no other barcode scanning software can offer.

Get Started Today!

Start your free 90-day trial by downloading the SDK today. Mobile application developers, sign up for your [free account](#) or [current partners log in](#) to get started. For more information contact info@digimarc.com.

What It Costs

The Digimarc Discover® SDK is a comprehensive discovery platform that scans 1D barcodes, 2D/QR codes and Digimarc Barcodes all for just 2 cents per projected end-user download.

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ABOUT DIGIMARC CORPORATION

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