SECURE AND MONITOR YOUR VISUAL CONTENT

CEPIC INNOVATION DAY - 2018
Images are shared over and over but usage monitoring is not efficient

<table>
<thead>
<tr>
<th>Agencies deliver content ...</th>
<th>... and lose sight of it</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspapers</td>
<td>legal usage or not</td>
</tr>
<tr>
<td>Websites</td>
<td></td>
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<tr>
<td>Social media</td>
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<td>TV</td>
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Why current solutions fail

Visual recognition limits

Verification is mandatory
METADATA ON WEB SITES (WORLD)

85% of images published on the web have no metadata.

12% have some metadata but no copyright information in it.

3% have metadata including copyright information.

STATE OF IMAGE METADATA 2018
HOW IMATAG IDENTIFIES THE 97% WEB IMAGES WITHOUT METADATA?

PIXELS

Link with invisible watermark identifier

METADATA
A patented technology: Imatag’s invisible and indelible watermark
Imatag’s watermark is extremely robust. It proves resistant to compression, resize, crop, flip, color alteration, format change, screen capture...
Once marked, your content is crawled back by our monitoring platform
<table>
<thead>
<tr>
<th>Page</th>
<th>Query Info</th>
<th>Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>chassinimages.com [3]</td>
<td>Date: May 26, 2018, 11:41 p.m.</td>
<td><img src="https://imagetag.com/certified.jpg" alt="Image" /></td>
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<tr>
<td>newsscientist.com [8]</td>
<td>Date: May 26, 2018, 11:36 p.m.</td>
<td><img src="https://imagetag.com/certified.jpg" alt="Image" /></td>
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<tr>
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<td>Date: May 26, 2018, 8:08 p.m.</td>
<td><img src="https://imagetag.com/certified.jpg" alt="Image" /></td>
</tr>
</tbody>
</table>

All usages are **certified**, no possible confusion
Imatag is simple to integrate

Images stay where they are. We give you the watermarking software easy to integrate in your DAM.

Specific watermark for specific channels and customers.

invisible  unique  secure
Benefits

- Track images on Print and Web
- Perfect for non-exclusive content
- Speed up your licensing process for legal and illegal usages
- Protect images with no ugly visible watermark
- Scale to hundreds of millions of images