

Protect Your Brand Integrity

Digimarc Validate protects product authenticity to ensure real products are in your consumers' hands.

Digimarc Validate upgrades brand protection programs with a digital layer of security, enabling a streamlined product authentication process.

It's powered by the Digimarc Illuminate platform, which enables businesses to see their products' past and present so they can make intelligent decisions about their future.

DIGIMARC



Challenge

It only takes one encounter with a counterfeit product to turn consumers off from a brand for life. Digimarc Validate defends both consumer health and safety, and brand reputation and revenue.



Counterfeit products make up 3.3% of global trade¹

Product

Digimarc Validate delivers exclusive, covert digital watermarks or QR codes and a cloud-based record of product authentication information. In addition, consumer engagement capabilities provide a direct, digital communications channel with consumers.

FEATURES

- Suite of tools for digital watermarking and quality control
- 1D and 2D identification symbology compatibility (UPC, EAN, QR codes, Data Matrix, etc.)
- Multifactor authentication
- In-field evidence capturing capabilities, including photo and note attachments
- Cloud-based record of current and historical authentication information
- Consumer-facing authentication with native camera scanning
- Contextual and rule-based redirection capability
- GS1 Digital Link support
- In-person and remote scanning:
 - Dedicated web app for consumer authentication
 - Dedicated web app for brand inspectors
 - Cloud-based remote authentication
 - Automated authentication via API

BENEFITS

- Protect your products with advanced security features that are difficult to circumvent
- Gain exponentially more protection with multifactor authentication
- Allow brand inspectors, customs agents, and consumers to easily authenticate products from anywhere with a smartphone or digital device
- Access consolidated product authentication and consumer engagement information anytime and anywhere
- Leverage crowdsourced consumer data to proactively identify potential counterfeit
- Aid law enforcement in identifying and taking down counterfeit operations with crowdsourced location data
- Deliver brand-owned content in a direct-to-consumer communications channel
- Customize content with contextual redirections for location and language
- Build trust by empowering customers to distinguish real products from fakes

Learn more

For more information or to schedule a demo today visit digimarc.com.

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¹Organisation for Economic Co-operation and Development