



MEDIA ADVISORY

White Paper Demonstrates Value of Digital Watermarking in Copyright Communication and Image Search

September 22, 2009 – The [Digital Watermarking Alliance](http://www.digitalwatermarkingalliance.org) (DWA) has released a new white paper, “*Managing Valuable Digital Assets / Using Digital Watermarking for Copyright Communication and Image Search.*”

The paper is intended for marketers, advertisers, attorneys, and anyone who tracks digital images like photos and logos – images that are uploaded, dispersed, viewed, downloaded, modified, and repurposed with breathtaking speed.

Not knowing where, when, how, and by whom digital assets are being used can mean direct and indirect revenue losses for image and brand owners. However when embedded with digital watermarking, these images can be tracked across the Internet and mobile devices.

The paper can be downloaded directly from the Digital Watermarking Alliance web site at: www.digitalwatermarkingalliance.org.

About the Digital Watermarking Alliance

The [Digital Watermarking Alliance](http://www.digitalwatermarkingalliance.org) (DWA) is an international alliance of industry leading companies that deliver valuable digital watermarking technology and solutions to a broad range of customers and markets around the world. Member companies include aquaMobile, Civolution, DataMark Technologies, Digimarc, ISAN, MarkAny, MSI, Streamburst, Université catholique de Louvain, Verance, Verimatrix, and Widevine. For more information, please visit www.digitalwatermarkingalliance.org

CONTACT: For media inquiries, please contact Michael Thomas of [RH Strategic](http://www.rhstrategic.com) Tel: (206) 264-0246; E-mail: mthomas@rhstrategic.com)

###