



## Luna Imaging Offers Digibits Invisible Watermarking Software to Deter Unauthorized Reproduction and Use of Digital Images

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CULVER CITY, CA – (March 15, 2002) – Responding to customer demand for increased digital image protection, Luna Imaging Inc., announced today it is serving as a reseller of Digibits Interactive’s watermarking software to organizations that process and distribute images in digital form.

Security and tracking ownership of digital images have been important concerns for many organizations providing online access to image collections. Luna’s Insight® software provides several levels of image access control for practical security of digital images. However, once images are exported or distributed outside of secure systems like Insight they become vulnerable to unauthorized use.

For images of virtually any size and quality, Digilock software inserts an invisible watermark that is extremely resistant to image editing and to intentional attempts at removal. Detection software extracts the watermark and reveals the graphical and text information originally embedded in the marked image. The ability to authenticate an image is a crucial requirement for demonstrating ownership. Knowing an image contains ownership information even though it cannot be seen also discourages misuse of images before it occurs.

After extensive testing of the technology, Luna determined that the Digilock system, developed by Digibits, is the first successful and reliable watermarking solution for authenticating image ownership. Using wavelet technology, Digilock distributes a watermark throughout the most visually significant information of an image, so that aggressive attempts to remove the watermark will also damage the image for display or output. An unmarked and watermarked image are visually indistinguishable. Even in pixel by pixel comparisons at several times enlargement, differences are difficult to detect.

“We were initially attracted to DigiLock by its sound technical approach, but we were even more impressed by its practical ability to weather testing that previously defeated other products.” says Luna Imaging President Michael Ester. “Removing the watermark required radical alteration and degradation of the image beyond anything we have seen in practice.”

Evaluations conducted by Luna indicate that the DigiLock watermark retains its integrity over a broad range of image types and over a variety of “attacks” that normally defeat image authentication. In testing, the watermark could still be detected and read after significant image modifications, including extreme compression, blur, sharpening, resizing, cropping, file format conversion, and removal of image areas. Watermarking also survived intact after printing and rescanning the image. DigiLock works with source images in TIFF or JPEG file formats.

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“We are pleased to finally offer a robust watermarking solution that will allow organizations to identify their images wherever they appear and regardless of how they are reproduced,” Ester says. “ In conjunction with good security in Insight, DigiLock adds another level of protection to give collection owners greater comfort and reduced risk in providing online access to their image collections.”

Luna will offer the DigiLock software for both its digital image scanning and Insight software customers. The software is available with a variety of product options to suit the quantity and batch processing needs of its customers. DigiLock Advanced Professional, for museums and libraries, starts at \$2999 to protect up to 15,000 images; additional “keys” for marking images are available at quantity pricing.

“We’ve already found success in providing law enforcement with a way to maintain image authenticity, and we’re pleased to have Luna Imaging as a partner to provide the same image protection to the museum and library communities.” says Jessica Su, President of DigiBits Interactive.

*Luna Imaging, Inc., is based in Culver City, CA. Luna Imaging ([www.lunaimaging.com](http://www.lunaimaging.com)) enables museums, libraries and archives to build and distribute high-quality visual collections in digital form and provides sophisticated software to access and use image collections over the Internet.*

*DigiBits Interactive, based in Pleasanton, CA., ([www.digibitsinteractive.com](http://www.digibitsinteractive.com)) was founded in 1998 with the mission of bringing innovative software solutions that solve real-world business issues to imaging professionals, retailers, and marketers.*

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