

A Revolution in Digital Watermarking

Watermark Every Frame, Detect in Seconds

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About MSI: Media Science International's anti-piracy forensics solutions offer 360-degree content protection and business intelligence. Specializing in Forensic Video and Audio Watermarking along with Anti-Piracy Monitoring and Takedown services, MSI's innovative secure digital delivery and asset tracking technologies are used by numerous global media corporations. MSI's **BluMark**, **StudioCDN**, and **WebCapio** products can be quickly and efficiently integrated into our clients' digital asset management and content distribution workflows.

blumark.tv 

*studio***CDN**

WebCapio



Science & Engineering



Math



About MarcoPolo

MarcoPolo Learning is an award winning educational media company that develops an ecosystem of products catering to parents and educators, and is focused on research-driven curriculum for early learners.

MarcoPolo's flagship STEAM curriculum subscription learning platform, MarcoPolo World School, offers thousands of video lessons and learning activities for children aged 3 - 7.



Technology



Arts



Social Studies

MARCOPOLO

How MSI's BluMark forensic video watermarking technology has enabled MarcoPolo Learning to embed and detect payloads in seconds and why this was a requirement for their business.

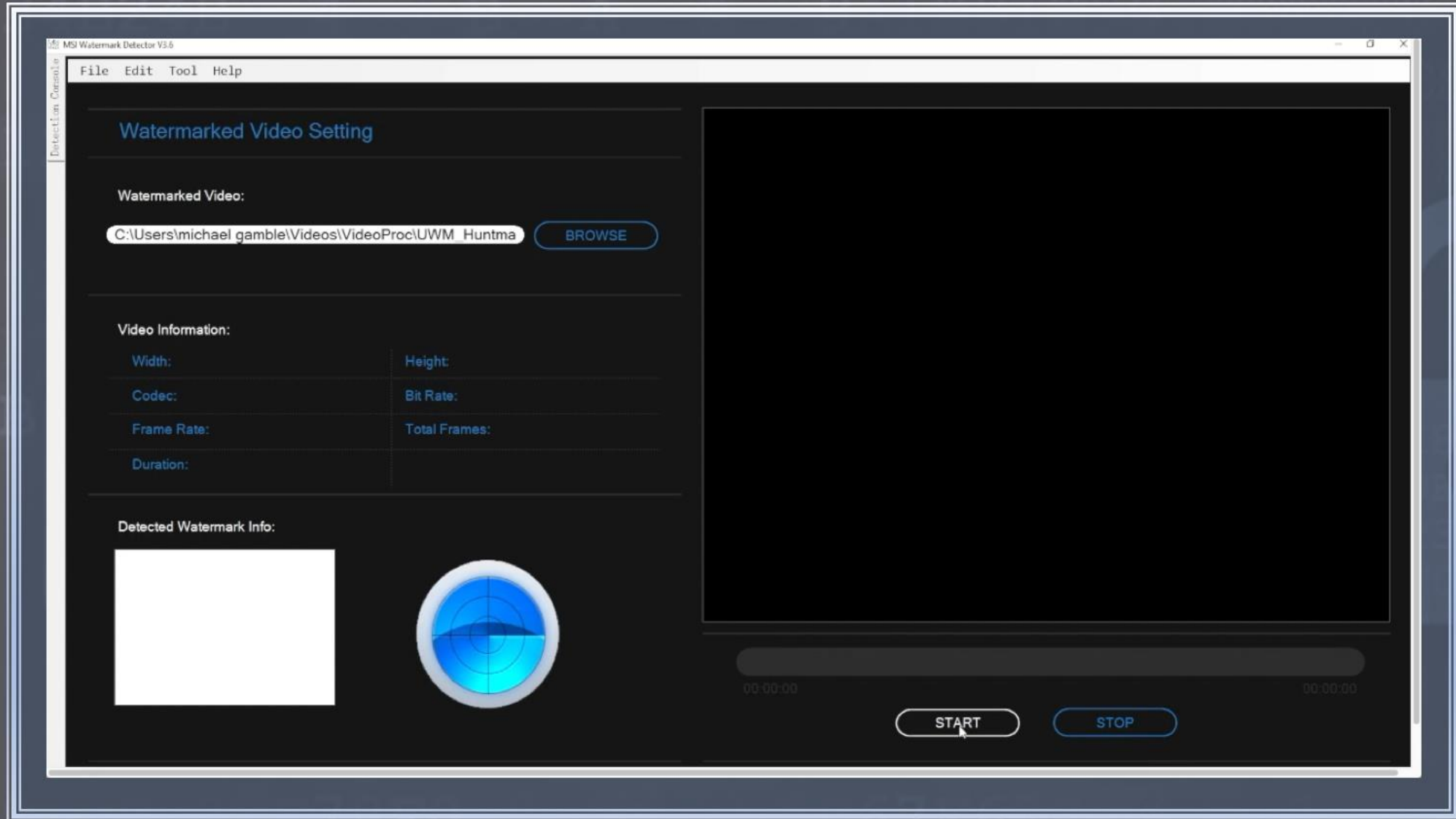
Problems with Traditional Forensic Video Watermarking

- **Animation** - Tough to insert a payload with a minimal amount of movement in the background.
- **Short Video Clips** – Accepted industry standard required length > 5 minutes.
- **Reasonable Detection Windows** – Large length of video and a relatively long period of time needed to decode.
- **Robustness** – Varying degrees of robustness.

MARCOPOLO REQUIREMENTS

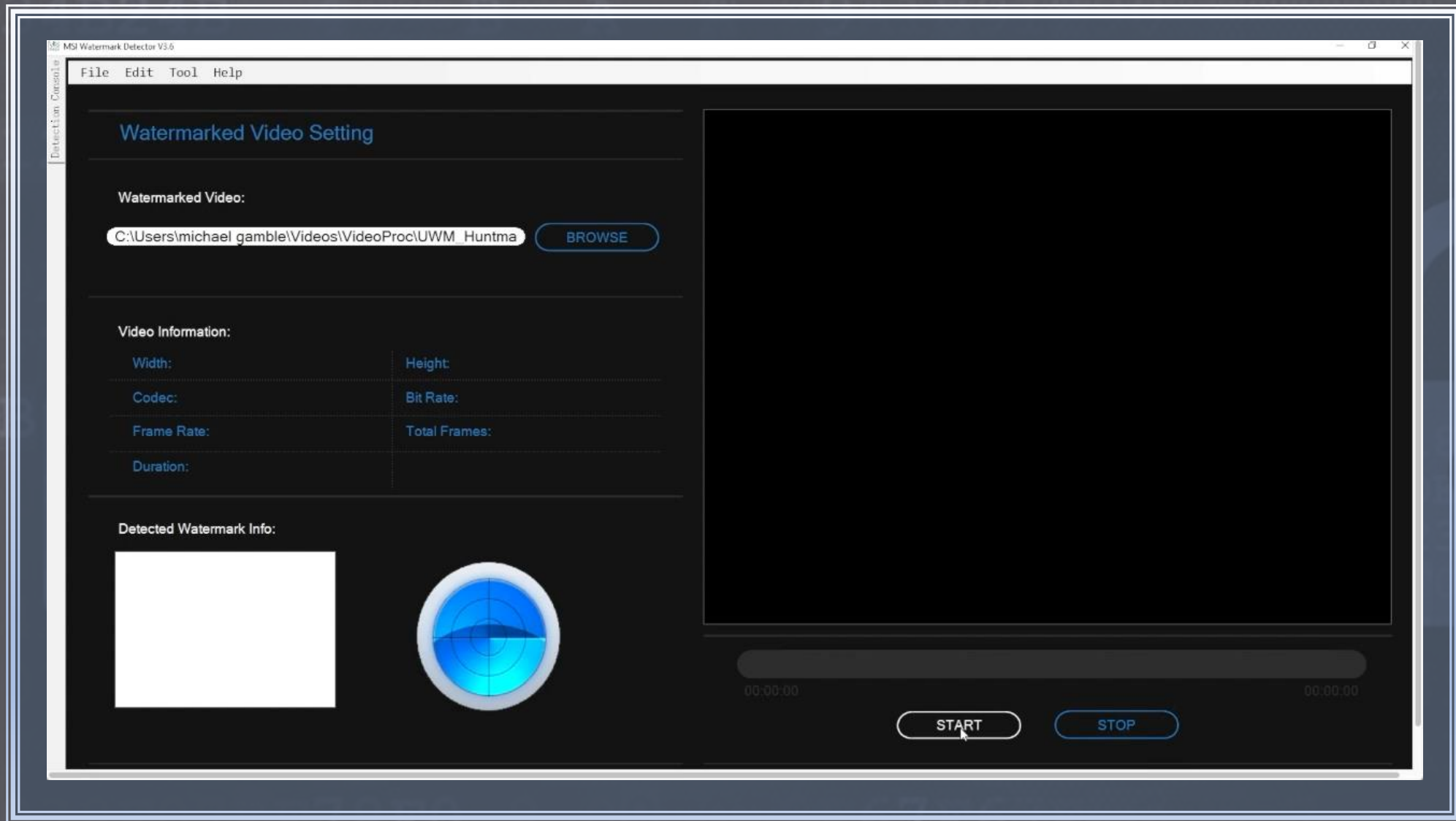
- Forensically Watermark Short Form Animation < 30 seconds through full length episodes and lessons.
- Rapid, Automated Blind Detection in Seconds using any length of video.
- Robust, Invisible Payload imperceptible to viewers.
- Economics of protecting original content.
- Simple to integrate in to any customer pipeline.

WATERMARK DETECTION DEMONSTRATION



- Blind detection < 5 Seconds -

WATERMARK DETECTION DEMONSTRATION



- Blind detection < 5 Seconds -

DOLORS ET EA REDIM. SIET CLITA KASD QUOROREN, NO SEA TAKMATA SARCUS EST LOREM IPSUM DOLOR SIT
AMET. LOREM IPSUM DOLOR SIT AMET, CONSETEHUR SADIPOCINO ELITR, SED DIAM NONUMY URMOD TEMPOR INVI
DINI UT LABORE ET DOLORE MAGNA ALIQUIAM ERAT, SED DIAM VOLUPTUA. AT VERO EOS ET ACCUSAM ET
JUSTO DUO DOLORES ET EA REDIM. SIET CLITA KASD QUOROREN, NO SEA TAKMATA SARCUS EST LOREM
IPSUM DOLOR SIT AMET.

blumark.tv



WATERMARK ANY LENGTH VIDEO OR CLIP



BLIND DETECTION IN SECONDS



IMPERCEPTIBLE TO VIEWERS



INDUSTRY STANDARD ROBUSTNESS

Have Questions?

Would you like a Demo?

Visit us today at the DWA stand,
or schedule some time to meet
with us for a deep dive Monday
or Tuesday.



MARCOPOLO

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WebCario

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*studio***CDN**


MEDIA SCIENCE INTERNATIONAL

MSI's 360 degree media forensics solutions provide secure end to end watermarked audio and video delivery, content tracking, and business intelligence.