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FOR IMMEDIATE RELEASE

**Digimarc and TWAIN Announce New Version of Industry Standard for
Macintosh Platform**

*New version of image acquisition standard provides Mac developers access to latest features of
digital cameras and scanners*

TUALATIN, Ore. – March 7, 2000 – Digimarc and the TWAIN Working Group today announced an updated Macintosh version of the industry standard TWAIN interface that enables Macintosh application developers to acquire images from digital cameras and scanners for use in their imaging applications.

The new version of the standard application program interface (API) called Macintosh TWAIN Data Source Manager Version 1.7 is a free download currently available online at www.twain.org.

Digimarc is the world leader in digital watermark technology. The TWAIN Working Group is a not-for-profit organization developing standards for the imaging acquisition industry. The organizations collaborated for the past year to develop the Macintosh TWAIN DSM Version 1.7.

The Data Source Manager (DSM) is the industry standard cross-platform (Windows and Mac) API for image acquisition. The Macintosh DSM Version 1.7 is PowerPC native and supports Mac OS 8.0 and above. The new version is fully compatible with previous TWAIN specifications and existing data sources, and provides the same functionality as the Windows DSM that is shipped standard with the Windows platform by Microsoft.

Using TWAIN, developers can manage interactions between various image acquisition devices (scanners, camera, etc.) in a standard way. For example, when a picture from a digital camera is acquired by a desktop publishing program, the Macintosh TWAIN DSM Version 1.7 acts as a translator between the camera and the desktop publishing program, providing a standard way to acquire the image.

“Our digital watermark technology development work focuses on bridging the gap between traditional and digital media,” said Bruce Davis, CEO of Digimarc. “Through our relationship with TWAIN, we are applying that expertise to advance digital media technology for the benefit of the industry in general, in particular for digital cameras and scanners. This standard

makes it easier for Macintosh developers and users to interact with a wide range of image acquisition devices in a transparent way and fosters the growth of digital content.”

“TWAIN’s purpose is to provide and foster a universal public standard which links applications and image acquisition devices. We are pleased to collaborate with Digimarc to enhance our standard on the Macintosh, which is a very popular platform for creative professionals working with digital content,” said Pamela Doyle, chairperson of The TWAIN Working Group and Director, Internet Market Development, Fujitsu Computer Products of America.

About Digimarc

Digimarc (NASDAQ: DMRC) is the world leader in digital watermark technology and applications that allow imperceptible digital code to be embedded in media content regardless of whether the content is distributed in analog or digital format. Using its proprietary technology, Digimarc has created the MediaBridge system--a fundamentally new way to access the Internet. The MediaBridge system allows printed materials, such as magazine advertisements, to become direct portals to relevant destinations on the Internet. The digital data embedded in the printed materials creates a bridge between traditional and online media through image capture devices like PC cameras and scanners that are connected to personal computers and other Internet-enabled digital devices. Digimarc also provides anti-counterfeiting solutions to the world's leading central banks and image commerce technologies to leading stock photo agencies and major corporations. For more information about Digimarc, please visit our Web site at www.digimarc.com.

About The TWAIN Working Group

By endorsing this royalty free standard for image capture, The TWAIN Working Group hopes to enhance software development and allow cost savings to the customer. Current members of the TWAIN Working Group include Adobe Systems, Digimarc, Eastman Kodak, Fujitsu Computer Products of America Inc., Hewlett-Packard Company, JFL Peripheral Solutions, Ricoh Corporation, and Xerox Corporation. More information about the TWAIN API and imaging standard can be obtained on The TWAIN Working Group’s Web site at <http://www.twain.org>.

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