

InDorse Image Assurance (InDIA)

Protect and Secure all Multimedia Files

Protecting classified data from leaking (intentionally or unintentionally) into the wrong hands has always been a challenge. Organizations that deal with millions of multimedia files (digital animation, photos, x-Rays,) need to protect their Intellectual Property Rights (IPR), profits and copy write or—avoid punitive damages from leaking someone else's IPR when it is in their possession..

Two security breaches underscore the difficulty organizations have in securing multimedia files:

1. May 2009 - The U.S. federal government mistakenly made public a 266-page report, its pages marked "highly confidential," that gives detailed information about hundreds of the nation's civilian nuclear sites and programs, including maps showing the precise locations of stockpiles of fuel for nuclear weapons. The report was intended for the International Atomic Energy Agency for purposes of nuclear transparency, but was not intended for consumption by the general public.
2. June 2009 - Leaks were plentiful ahead of the Sony keynote at E3. Before the show even kicked off, details and an image of the PSP GO showed up online and trailers for upcoming Sony games Metal Gear Solid: Peace Walker and The Last Guardian were leaked. Sony Computer Entertainment America head Jack Tretton was not happy about the leaks and feels that they stole some of the thunder from the Sony E3 announcements. Tretton told CNBC, "People don't respect confidentiality in this industry. It's tough enough to keep a secret within your own company, much less when you speak to third parties."

Introducing InDorse Image Assurance (InDIA)

People often do not think twice before publicizing pictures; InDIA's foundation is predicated on this human behavior and counteracts it by embedding images with corporate policies that dictate the image's use. The end user simply conducts business-as-usual and via the metadata, the image will inform the end user if they can view, download, file to another location or forward. All activity is tracked and reported back to the administrator.

How InDIA Works

As image files are created, they are saved to the InDorse server network share, where they are indexed and discovered, then saved on the file server. Upon saving, direct access to the images are now limited only to the InDorse Server. InDorse integrates with Active Directory or LDAP to manage user access policies and permissions to media files—all end user requests are made vis-a'-via the InDorse server.

Upon end user request, InDorse automatically validates and embeds a watermark in every image, containing a visible & invisible copyright with customer's name as well as data and time of access. The complete image chain-of-custody can be tracked and audited via the image's metadata.

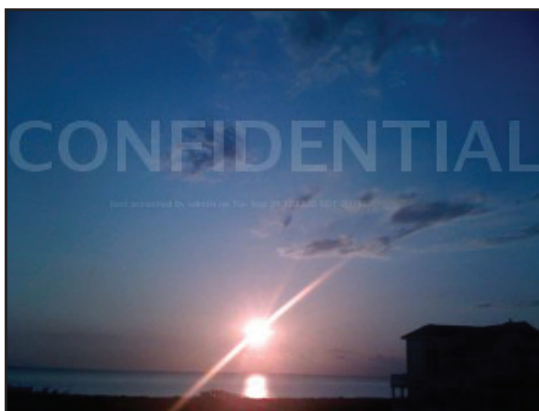


Figure 1



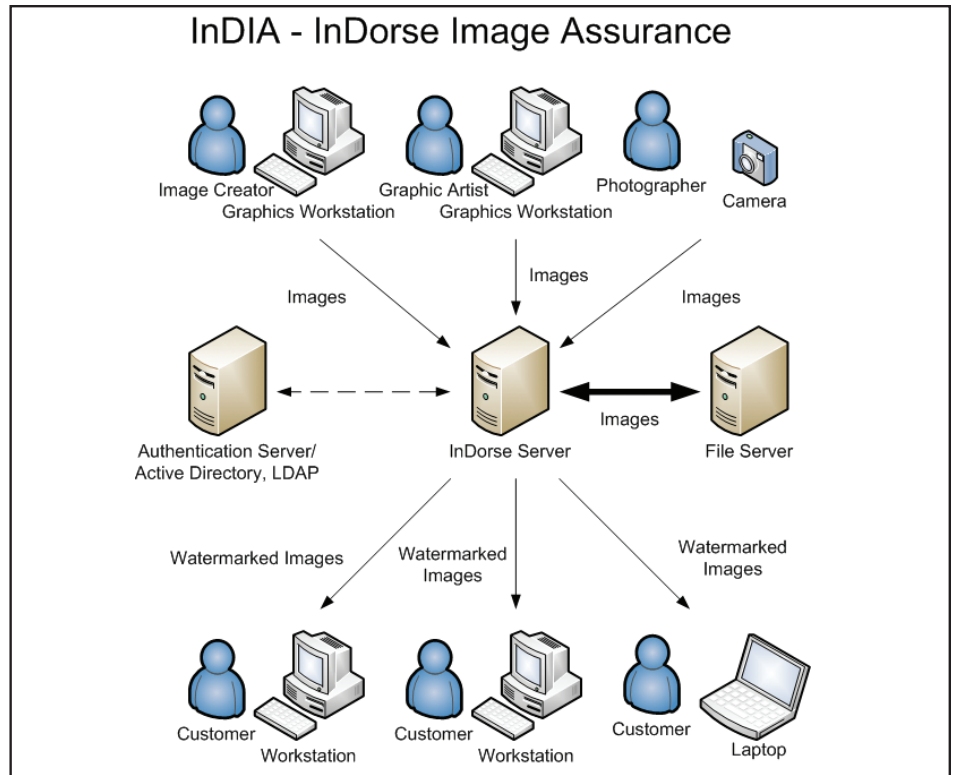
InDIA Supports

InDIA Includes Support For
The Following Image Files:

- BMP
- PCT
- PNG
- TGA
- JPG
- PCX
- PSD
- TIF

InDIA Image Data Formats
Supported:

- Grayscale
- RGB
- CMYK
- ARGB, RGBA, BGRA
- BGR
- LAB
- CMYK Inverted



Finding, Categorizing and Protecting

InDIA automatically identifies, groups and imperceptibly embeds corporate security policies onto any picture or x-ray. Via the customization of an invisible, or visible, Digimarc digital watermark (see Figure 1) placed on any image, InDIA is able view any multimedia file's metadata and search all file storage devices, to locate, categorize and group images according to predetermined criteria.

Once the images are logically grouped or clustered together, additional compliance or corporate policies may be seamlessly embedded into the metadata by InDorse Tag™. The tag follows the image where InDorse Protect™ takes over to automatically administer security policies prior to an end user opening the file. Only entitled user can access the files for Data Leakage Protection. Audit and forensic investigation can also be conducted by showing who viewed, manipulated, forwarded or stored an image to a different server.



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