# GCS research ${ }_{\text {m }}$ 

## GeoMarc ${ }^{\circledR}$

Digital Watermarking
for Advanced Geospatial Data Management

ASRC MS and USDA FAS Seminar 21October, 2008

Your Data. Smarter.

## GeoMarc Technology

- Geospatial Application of Digital Watermarking
- Imperceptible alteration of imagery pixels to store data
- Redundant algorithm allows retrieval even after many image alterations
- rotation, scaling, compression, cropping
- format changes and header loss
- printing and scanning
- No perceptible effect on image quality or interpretability
- Provides reliable imagery identity and linkage


















## Workflow - AWiFS Mosaic of Iraq

- Overall Goals
- Create country-wide orthomosaic with minimal cloud cover
- Allow imagery users to easily determine source, date and other metadata for any given area of the image
- GeoMarc Solution
- Define GeoMarc Flags to encode critical desired metadata
- Use GeoMarc to embed source, date and flags into each original scene before mosaic creation
- Publish additional related data via a GeoMarc webservice


## Sample Flag Definitions

<Flags>

- <GROUP name='Product Level Radiometry"length='3"type="enum"> <Domain>
<Flag code='0"value='FLAGS INVALID"/>
<Flag code='1"value='No Radiometric Correction"/>
<Flag code='2"value='Top of Atmosphere Reflectance"/>
<Flag code='3"value='Std. Atmosphere Surface Reflectance"/>
<Flag code="4"value='Modeled Atmosphere Surface Reflectance"/>
<Flag code='5"value='Other Radiometry"/>
<Flag code='6"value='TBD"/>
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</Domain>
</GROUPs
- <GROUP name='Product Level Geometry"length='3"type="enum">
- <Domain>
<Flag code='0"value='Raw Data/Un-Rectified"/>
<Flag code='1"value='Radiometric and Sensor Corrected"/>
<Flag code='2"value='Geo-Rectified"/>
<Flag code='3"value='Ortho-Ready"/>
\&Flag code="4"value='Ortho-Rectified"/>
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- <Domain>
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<Flag code='2"value='Single Organization"/>
<Flag code='3"value='DOD/Title 50"/>
<Flag code="4"value='Military by branch or command"/>
<Flag code='S"value='State or provincial government"/>
<Flag code='6"value='Municipal government"/>
<Flag code='7"value='Multiple NGO and/or NPO"/>
<Flag code='8"walue="All dept within an educational org"/>
<Flag code='9"value='Multiple International agencies"/>
<Flag code='10"value='FedCiv + Tiers"/>
<Flag code='11"value='Negotiated License/Research/Tech Transfer"/>
<Flag code='12"value='ClearView"/>
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<Flag code='2"value='LandSAT 5 TM"/>
<Flag code='3"value='LandSAT 5 MSS"/>
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- <Flags>
- <GROUP name='Product Level Radiometry"length='3"type="enum"> <Domain>
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</GROUPs
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```
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- *Domainz
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                        EFlag code='2"walue='Geo-Rectified"/ \(/>\)
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                        sFlag code='4"walue='Ortho-Rectified" \(/>\)
                        FFlag code="5"walue='Drtho-Reference"/>
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                        \&Flag code='7"value='Drtho-Precision'"/s
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勬 Mosaic Region
$\pm$ Mosaic Region
Non-Watermarked


[^1]$\qquad$」



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| ```Scanning ．．． Watermarked \\ 囲 Auckland＿Mosaic．tif \(\square\) Mosaic Region 1 \(\square\) Mosaic Region 2 \(\square\) Mosaic Region 3 Non－W／atermarked``` |
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Display Source Selection GeoMarc





## Workflow - Overview



## Workflow - GeoMarc Server



## Workflow - Embed Tuning



## Embed Tuning Sample Results




## Embed Tuning Sample Results



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## AWiFS Test Sample

## Quntitled-ArcMap - ArcView

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## Thematic GeoMarc Overlay






civ C:IWINDOWSlsystem 32 land.exe
Completed Watermark

11/26/2007 6:33:25 PM
D8t11g_w5.tif
601
11/26/2007 6:33:25 PM
Completed Watermark

BATCH WATERMARKING COMPLETE












## Contact

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- nlofgren@gcs-research.com
- 503-241-3100


[^0]:    Display. Source Selection GeoMarc

[^1]:    Display Source Selection GeoMarc

