

Title (en)
EFFICIENT APPLICATION OF VIDEO MARKING TECHNOLOGIES

Title (de)
EFFIZIENTE ANWENDUNG VON VIDEOKENNZEICHNUNGSTECHNIKEN

Title (fr)
APPLICATION EFFICACE DE TECHNOLOGIES DE MARQUAGE VIDEO

Publication
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Application
EP 07783843 A 20070516

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Abstract (en)
[origin: WO2007137091A2] Systems and methods are described for rendering information to be embedded in media content at a first location and for embedding the rendered information into the media content at a second location. In many embodiments, the embedding process is less processor intensive than the rendering process and can be performed on a consumer electronics device such as a set top box, using existing processing mechanisms. One embodiment of the invention includes rendering the information into an image at a first location and embedding the image in the media at a second location in order to achieve efficient marking of the media content.

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