

To the Press

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Ubiquitous ID Center  
<http://www.uidcenter.org/>

### Digital watermarked ucode-embedded Images authorized as Category 0 ucode tags

The Ubiquitous ID Center (Location: Shinagawa, Tokyo, Chairman: Professor Ken Sakamura of The University of Tokyo) authorized images in which ucodes are embedded using the digital watermarking technology developed by NTT as Category 0 ucode tags (printed ucode tags).

Now that these ucode-embedded images are authorized as ucode tags, ucodes can be encoded into any image data using the digital watermarking technology, and by photographing the image with a camera on the Ubiquitous Communicator or on a mobile phone and decoding the ucode, the ucode can be obtained.

#### (Ex) Utilization of a digital watermarked ucode-embedded image



Pictogram in which a ucode for an airport is embedded using the digital watermarking technology



Photographing the image using a UC camera  
\_ Digitally watermarked information is obtained.  
\_ The ucode is obtained.



Information on access to the airport is provided.

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Inquiries regarding this issue

Ubiquitous ID Center (Contact – Mr. Noboru Koshizuka)

Phone: 03-5437-2270 / E-mail: [press@ubin.jp](mailto:press@ubin.jp)

NTT (Contact – Mr. Kenichi Minami)

Phone: 03-5205-5370