Abstract

Now days due to advancement of technology it is difficult to protect creative content and intellectual property. It is very easy to copy and modify digital media resulting in great loss in business. So the viable solution for this problem is digital watermarking. Digital watermarking is a technique by which we embed copyright mark into digital content which is used to identify the original creator and owner of digital media. It is prominently used for tracing copyright infringements. In this paper technique based on 1-level discrete wavelet transform is used for insertion and extraction of watermark in original image by using alpha blending. This technique is much simpler and robust than others.

References


**Index Terms**

Computer Science  
Security

**Keywords**

Watermark embedding  
Watermark extraction  
Alpha blending