

COLOUR TRANSFORMATION: DIGITAL WATER MARKING TECHNIQUE

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Abstract

The advent of the Internet has resulted in many new opportunities for creating and delivering content in digital form. Applications include electronic advertising, real time video and audio delivery, digital repositories and libraries, and Web publishing. An important issue that arises in these applications is protection of the rights of content owners. Digital watermarking is the process of embedding information into digital multimedia content such that the information (which we call the watermark) can later be extracted or detected for a variety of purposes, including copy prevention and control. Digital watermarking has become an active and important area of research, and development and commercialization of watermarking techniques is deemed essential to help address some of the challenges faced by the rapid proliferation of digital content. In this paper, we assume that the content being watermarked is a still image, though most digital watermarking techniques are, in principle, equally applicable to audio and video data. During our implementation we observed that there is no as such perceptual degradation in watermarked image but the size of the image has been increased.

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