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InProdicon signs agreement with Fraunhofer spin-off, MusicTrace for use and deployment of MP3 bitstream watermarking technology.

This technology provides a secure method for distribution and tracking of MP3 files distributed via InProdicon partners and resellers. MP3 is the format used by the majority of consumers today and MusicTrace technology allows InProdicon to offer MP3 to consumers without losing control over distribution or digital rights.

InProdicon will offer these watermarked MP3s under the category “mp3WAM” so that consumers can recognize these files as containing the MusicTrace technology. Thus, consumers will be aware that their files can be used in basically all portable music players and computers but still contain viable DRM.

“mp3WAM” files contain encrypted identifiers regarding the actual purchase and enables InProdicon to identify the consumer who originally purchased the file. Content owners, via rights organizations such as IFPI, have the possibility, using MusicTrace services, to pull a file from P2P and other “dark-nets” and request information from InProdicon about the purchase. It is entirely up to the rights organizations to enforce any infringements. InProdicon will not offer this information to any party other than those with legal (court approved) authority.

“InProdicon is dedicated to offer consumers the best in interoperability and audio quality while providing a secure and reliable method for content (rights) owners to track the flow of their assets. We have commitments from several record companies and book publishers representing both national and international works from Europe and North America and will begin offering music as well as audio books in the mp3WAM category within the coming weeks. It is essential for consumers to have the freedom to enjoy their content regardless of device and the MusicTrace technology is a fantastic solution.” David Hudert - Senior Vice President / CTO - InProdicon

“We are very happy about having established collaboration between InProdicon and MusicTrace as we see a huge potential for watermark based solutions in the music market. On the one hand InProdicon, using their customer network, is a market enabler for MusicTrace technology and associated products. On the other hand InProdicons download technology achieves extreme user friendliness when combined with the MusicTrace watermarking technology. We are convinced that InProdicon and MusicTrace together can gain a significant market share of the watermark based online business.” Dr. Christian Neubauer – CEO - MusicTrace

“I am very happy to see the Fraunhofer IIS watermarking technology implemented in InProdicons services by our spin-off, MusicTrace. I see MP3 combined with watermarking as a very user-friendly system to make sure that the artists' rights are being preserved.” Dr. Karlheinz Brandenburg – Director – Fraunhofer Institute for Digital Media Technology