



# THE 1997 RSA DATA SECURITY CONFERENCE

## SPEAKER BIOGRAPHY

### PRODUCT DEMO I

The Argent™ Digital System

Speaker: **Scott Moskowitz**

President & CEO

The DICE Company

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### Company Background:

The DICE Company is the developer of Argent, a digital watermark system binding rights, ownership and licensing information to digitized audio and video. This distributed software application enables third party arbitration without key or master copy escrow. Argent's multi-channel design accounts for the time dynamic in a continuous data stream, decoding watermarks in sample clips, and allowing for multiple parties to transactions.

### Presentation Overview:

This presentation will be a demonstration of Argent, a "master-independent," frame-based digital watermark system for audio and video content. The demonstration will show key creation, manipulation of watermark target content and flexibility in encoding and decoding operations.

### Speaker Background:

Scott Moskowitz, President and CEO of the DICE Company, is active in the development of technologies that enable the exchange of multimedia content across heterogeneous electronic networks including the protection of rights in digitized content. Mr. Moskowitz is also President and CEO of Wistaria Trading Inc., a company engaged in the export of over \$40 million of U.S. products into Japan. Mr. Moskowitz is fluent in both written and spoken Japanese, and primarily resides in Japan.

**PRESENTATION**