

## 引入视觉掩蔽模型的广义乘性水印

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## Generalized Multiplicative Watermarking Based on Human Visual System

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文章导读 CHENG Q.Generalized embedding of multiplicative watermarks[J].IEEE Transactions of Circuits and Systems for Video Technology, 2009, 19(7): 978-988.

**摘要** 广义乘性水印方法不仅能根据载体内容自适应调节水印嵌入量,而且能结合载体干扰消除技术提高水印检测率.提出一种引入视觉掩蔽模型的广义乘性水印方法,该方法考虑到JPEG压缩对离散余弦变换(discrete cosine transform, DCT)系数的影响,利用最大可容忍失真控制每个DCT系数上的水印嵌入强度,避免了在图像细节丰富和对象边缘等部位出现可察觉的失真,保证了水印的不可见性.实验结果表明,在经过JPEG压缩后水印依然具有较好的检测性能.

**关键词:** [广义乘性水印](#) [人类视觉系统](#) [最大可容忍失真](#)

**Abstract:** Generalized multiplicative watermarking can suit local contents in the host signal, and has a good performance in host interference rejection. We propose an improved scheme of generalized multiplicative watermarking that incorporates the human visual system (HVS). We explore the maximum watermark carrying capability of each DCT coefficient in JPEG compression in terms of the just noticeable distortion (JND). This way, the watermarked image maintains a good visual quality without perceptible distortion in texture and edge areas to assure transparency. Experiments show satisfactory performance of watermark detection after the marked image is JPEG compressed.

**Keywords:** [generalized multiplicative watermarking](#), [human visual system \(HVS\)](#), [just noticeable distortion \(JND\)](#)

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