

## **DIGITAL WATERMARKING FOR COLOR IMAGE BASED ON SEGMENTATION**

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### **ABSTRACT**

Digital watermarking is an efficient way to hide data. Digital watermarking techniques have been developed to protect security of media signals. It helps to protect intellectual property from illegal copying. It also provides a means of embedding a message in a piece of digital data without destroying its value. This paper introduces a comparative scheme of watermarking which uses watershed transform and Markov Random Field model for segmentation and discrete wavelet transform for watermark embedding. In this work, various types of wavelets are used for embedding watermark. Experimental results show that MRF model gives best results of segmentation than watershed transform and wavelet rbio3.1 gives large value of PSNR as compared to Haar and sym3.

**KEYWORDS:** Digital Watermarking, MRF Model, Watershed Transform