'Check for Updates' was broken by new Apple security. Please update manually now.

3/26/15 - Version 2.0.3 for Windows in now available.

iWatermark Pro
for Mac and Windows
Secure and Protect Your Photos

Mac Version Changes | Mac Download
Windows Version Changes | Windows Download
iPhone/iPad Changes | iOS Download
Android Changes | Android Download

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Overview

iWatermark Pro is the latest version of iWatermark for the Mac and Windows. iWatermark is the worlds No. 1 watermarking application for Mac, Windows, iPhone/iPad and Android. Stylishly copyright all your images with a visible digital watermark within minutes. iWatermark Pro is an essential tool for photographers and anyone with a digital camera, professionals or beginners.

iWatermark is a specialized tool to watermark photographs. Less expensive, more efficient, faster and simpler to use than PhotoShop. iWatermark is exclusively designed for watermarking.

Many of the features of iWatermark Pro can be seen in the [table below.](#)

iWatermark Pro was created by Mark Fleming and Julian Miller. Artwork by Michel Zamparo.

If you would like to see iWatermark Pro in your native language then please contact us through our online feedback and we would be happy to give you a list of strings to translate then add your name to the app as translator once translation is complete.

System Requirements

Mac

iWatermark Pro 2.0+ requires Intel Mac OS X 10.7 - 10.12 or higher. Version changes info.

Older Versions
iWatermark Pro 1.72 requires Intel Mac OS X 10.6 - 10.9 or higher.
iWaterrmark Pro 1.20 can be used on PPC/Intel Mac OX 10.5.
iWatermark 3.2 can be used for Mac 10.4, 10.5 or 10.6. We highly recommend upgrading to Pro.

Windows

iWatermark Pro runs on Windows 8, 7 and XP in both 32 and 64 bit.

Older Versions
 iWatermark 3.1.6 works for WIN XP or higher.

iPhone/iPad

iWatermark+   (best choice)
iWatermark

Android

iWatermark+   (best choice)
iWatermark

Acknowledgements

Drawer icons used under license from Bare Bones Software, Inc. They make great software.

MAAttachedWindow code by Matt Gemmell.

How to Purchase

iWatermark Pro costs $30. After trying it out please go to our store to purchase. Previous owners can Upgrade.

Upgrade

Upgrades are minor versions are free for iWatermark Pro owners. Just download and use.

Owners of the previous for Mac or Win iWatermark (pre 2010) please look for an upgrade email from us. If you did not get that then contact us here make sure to include your full name, date, email so we can look up your previous purchase. If you own iWatermark Pro no need to fill out that form.

To import your previous watermarks from iWatermark into iWatermark Pro go to the advanced tab use the import button to load the old watermarks and settings.

Tech Support and Lost Registrations Info

If you have your registration info from us and are having an issue click here for info.

If you have a problem click here. For questions about iWatermark Pro first consult this manual then if you need technical support, please visit the support page.

Lost your registration? Go to the support page, enter your email address and click the resend registration button. iWatermark registrations will not work in iWatermark Pro. To upgrade.

Comparison of iWatermark and iWatermark Pro

The original iWatermark was written many years ago and is now at the end of its life cycle. iWatermark Pro is a complete rewrite of iWatermark using Cocoa, Xcode and the latest Apple technologies. iWatermark Pro is the most sophisticated watermarking app available.

Features	iWatermark	iWatermark Pro
Maximum Number of Photos	200	Unlimited (based on memory)
Simultaneous Watermarks	1	1, 2, 3 or more
Speed	1	4 x or more faster, 64 bit
Parallel Processing Aware	-	Multi-threaded use multiple CPU/GPU's
AppleScriptable (Mac Only)	-	Yes, includes scripts and script menu
Shell Extension for Win Explorer		Right click to apply watermarks direct.
Color Profiles	-	Uses existing and selectable profiles
Output Folder	Flat	10 folder output settings
Input File Types	jpg, png, tiff	RAW, JPG, PNG, TIFF, GIF, DNG, PSD
Output File Types	jpg, png, tiff	jpg, png, tiff, psd, bmp, jpeg 2000, clipb
Live Preview	-	Yes, and share from preview window
Resizing Photos	1 way	6 major options
Import Watermarks	-	Yes, from Mac or Win version
Export Watermarks	-	Archive or share to Mac or Win version
Edit Watermarks	Simple	Advanced (many more features)
Watermark Drawer	-	Organize, edit, lock, preview, share
Metadata (XMP, IPTC)	IPTC	XMP and IPTC Extended
Add/Remove Metadata	-	IPTC/XMP/GPS
Embed Metadata in Watermark		IPTC/XMP/GPS
Metadata Tags as Watermarks	-	IPTC, Tiff, File Attributes, Exif, GPS
Effects	8	all those and more...
Watermark Location	Set by xy	Set by dragging or xy
Scale Watermark	-	Actual, horizontal and vertical

Text Watermark Formatting	font, size, color	font, size, color, rotation, transparency, shadow, border
Background	color, opacity	color, opacity, scale, border, shadow, rotation
Overall Effects		
Help	fixed	Online, contextual and detailed
QR Codes as Watermarks	-	Create QR codes use as watermarks
Creative Commons Watermarks	-	Easily adds any CC watermark
Quick Look Plugin	-	Displays exported watermark info
Works with all Photo Browsers	yes	yes
PhotoNotary		Archive and share watermarks.
Price	$20 (no longer for sale)	$30¹ $15²

¹ Shareware and Apple App Store (soon)   ² Upgrade for previous iWatermark owners. Contact.

Why use iWatermark Pro Over Other Programs

❖ iWatermark is less expensive, faster and easier for watermarking than Photoshop because it was designed exclusively for watermarking and the workflow of professional photographers.
❖ iWatermark is made for Mac, Windows, iOS and Android. iWatermark can export and share watermarks between the Mac and Windows versions.
❖ iWatermark processes RAW images which most don't.
❖ iWatermark can add or remove IPTC/XMP info during batch processing of photos.
❖ IMPORTANT - with iWatermark you can use photos of different resolutions and orientations in a batch and still keep the watermark on each photo looking the same because of the Scale and Location tools. Scale means a watermark can take an exact percentage of the width no matter the resolution or orientation of each photo.
❖ iWatermark has a sophisticated watermark editor that can create text, graphic and QR watermarks.
❖ iWatermark can create a watermark that embeds IPTC/XMP data each time its used with or without a visible watermark. Great for news organizations.
❖ iWatermark is extremely fast which is important as file sizes and processing of batches continues to grow.
❖ iWatermark keeps a database of all watermarks that can be used with a click.
❖ There are applications like Photoshop that can watermark an image but iWatermark has a watermark manager which can track hundreds of watermarks. The manager also allows locking/unlocking, embedding IPTC/XMP, searching, renaming, deleting, previewing, merging, exporting and sharing of watermarks.

More cool stuff is coming…

Quick Start Tutorials

Watermark Photos

Even though iWatermark can do many things the most common use is to watermark images. This tutorial will guide you step by step in putting a watermark on a photo or photos.

IMPORTANT: Never delete your original files. Watermarking copies your original file and adds a visible watermark to it. iWatermark does not alter the original it only creates a copy. So, always keep your original unwatermarked files for safe keeping. This is probably totally obvious to you but has to be said for beginners.

Screenshots were created on the Mac but look the same in the Windows version.
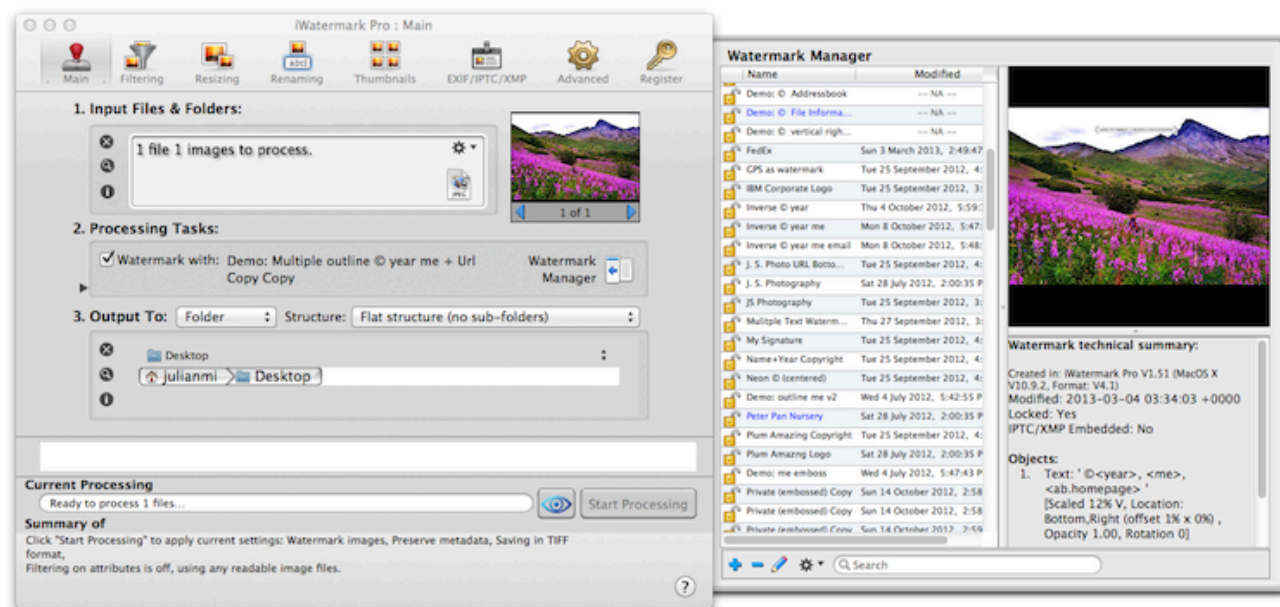
1.   Select or drag in the image(s) and/or folders of image(s) to be watermarked.
2.   Select a watermark or watermarks from the drawer at the right.
3.   Select or drag in an Output Folder.
4.   Hit the Start Processing button.

Done. Check the output folder for your watermarked images.

Create Text Watermark

To create your first watermark open the Watermark Manager drawer (see above screenshot): click the blue + button at the bottom of the drawer.

Another way is to go to the File menu and choose New Watermark or command N

1.   Whichever way you choose it opens the Watermark Editor (below).

2.   Double-click the new text watermark to open and edit it.

3.   Add your text. Change the font, size, color, and alignment, etc. as you wish. Hit close.

4.   Select your watermark and you can drag it to any location you want. Choose any of the tools in the bottom toolbar to scale, add a border, rotate, special effects, change opacity, etc.

5.   When you are satisfied give it a name at bottom left and hit save.
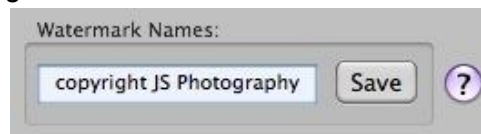
6.   Your new watermark is added to the Watermark Manager drawer. Choose it or any other to watermark a photo.
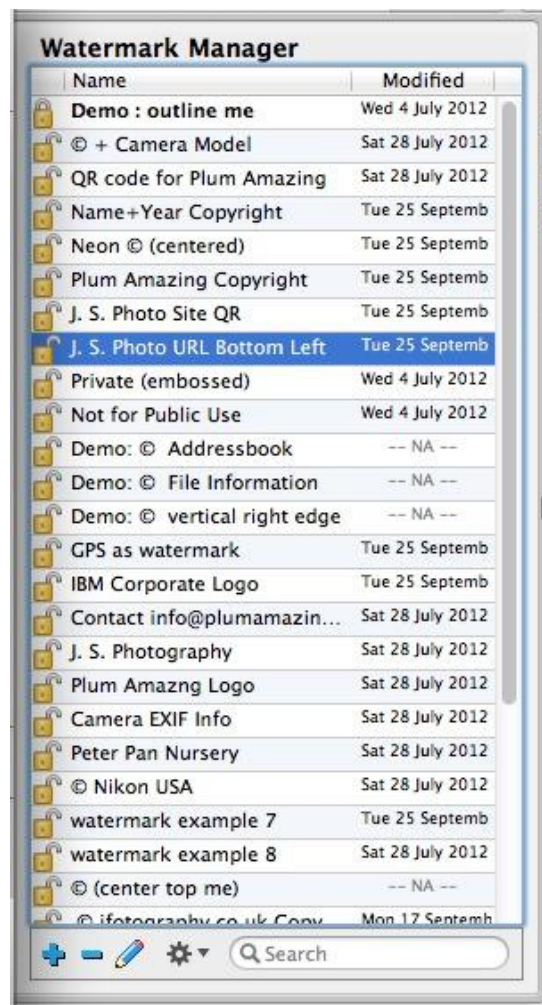
The buttons at the bottom of the blue + button to create and the - button to delete a watermark. The pencil icon at the bottom allows you to edit the watermark. double click a watermark to rename it.

Create Graphic Watermark

1.   In the watermark editor click 'Add New Graphic'. You can choose any graphic file like your logo to act as a watermark. Graphics are best when they are .png files with transparency so the background does not show. See the FAQ for more details.
2.   Click on any of the Tools to change the rotation, transparency, etc. Give it a name and hit save.
3.   Your new watermark is added to the dropdown menu (seen above). Choose it or any other to watermark a photo. Use the - button to delete the displayed watermark.

Settings Panel

In this section we will go through each tab at the top of the main window and provide more details.
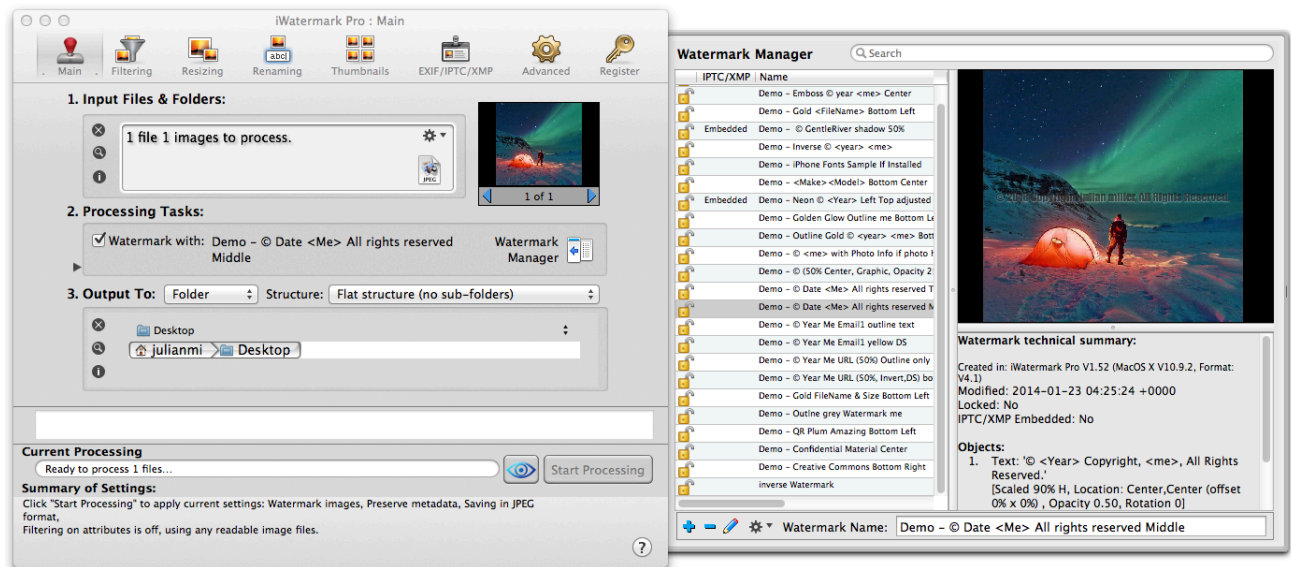

Each tab in the toolbar above corresponds to an area which deals with particular types of actions.
1.   Main
a.   Watermark Manager
b.   Watermark Editor
2.   Filtering

1. Main

The main window in iWatermark Pro. The place where you will do your watermarking.

● Input - where you select photos for input. Click in this area to select a file or folder or just drag in the file or files you want to process. The input area displays icons of what file types are dragged in (JPEG, PNG, RAW, etc.) and displays when a folder(s) too.

Click ✕ the X to remove selected files/folders.

Click ⓘ the Magnifying glass to see the location of files.

Click the 'i' to get the info/preview window. Clicking the preview does the same.

● Processing - this area overview of the settings for watermarking, resizing, renaming etc. Here you can quickly set which watermark is to be used from the dropdown menu. Also you can turn on/off resizing, thumbnails, EXIF/IPTC/XMP, and you can set the output format and quality (if jpeg).

● Output - click and select or drag in a folder where your newly processed files will go. Click the X to remove selected files/folders.
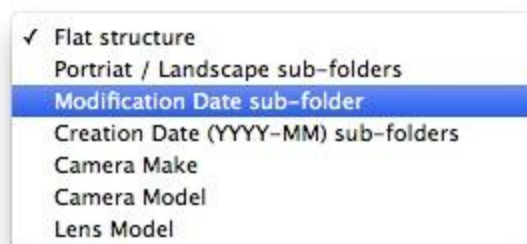
● Watermark Manager - the window on the right. This is where you select one or more

watermarks to be used to watermark a photo or photos.

You can set the structure of the output folder. Changing the folder structure to Portrait / Landscape sub-folders will the separate out all your input photos into two folders one containing the Portrait and the other the Landscape orientation photos.

To the left of the 'Process' button is the preview button which looks like this. This preview window gives an idea of th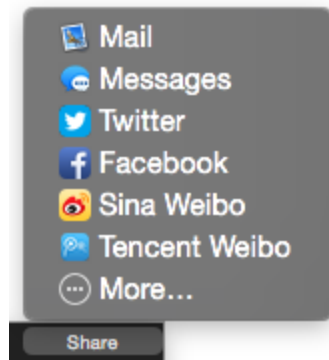e way the watermark will look on the selected photo. It is also possible to Share direct from here to social media. Click the button at top right to share a the single image previewed to Facebook, Email, Messages Twitter, and other social media you have choose in the Mac OS System Preferences. Click the More… to turn on more available social media.

a. Watermark Manager

The Watermark Manager is unique to iWatermark. Here is where watermarks can be:
● kept and previewed.
● selected to watermark an image.
● double clicked to edit.
● renamed using the field at the bottom right.
● searched for using the search field at top right.
● deleted.
● locked/unlocked which they are protected when locked you can't edit or delete them.
● embed IPTC/XMP
● exported and shared via email or social media.

Watermark Manager Window
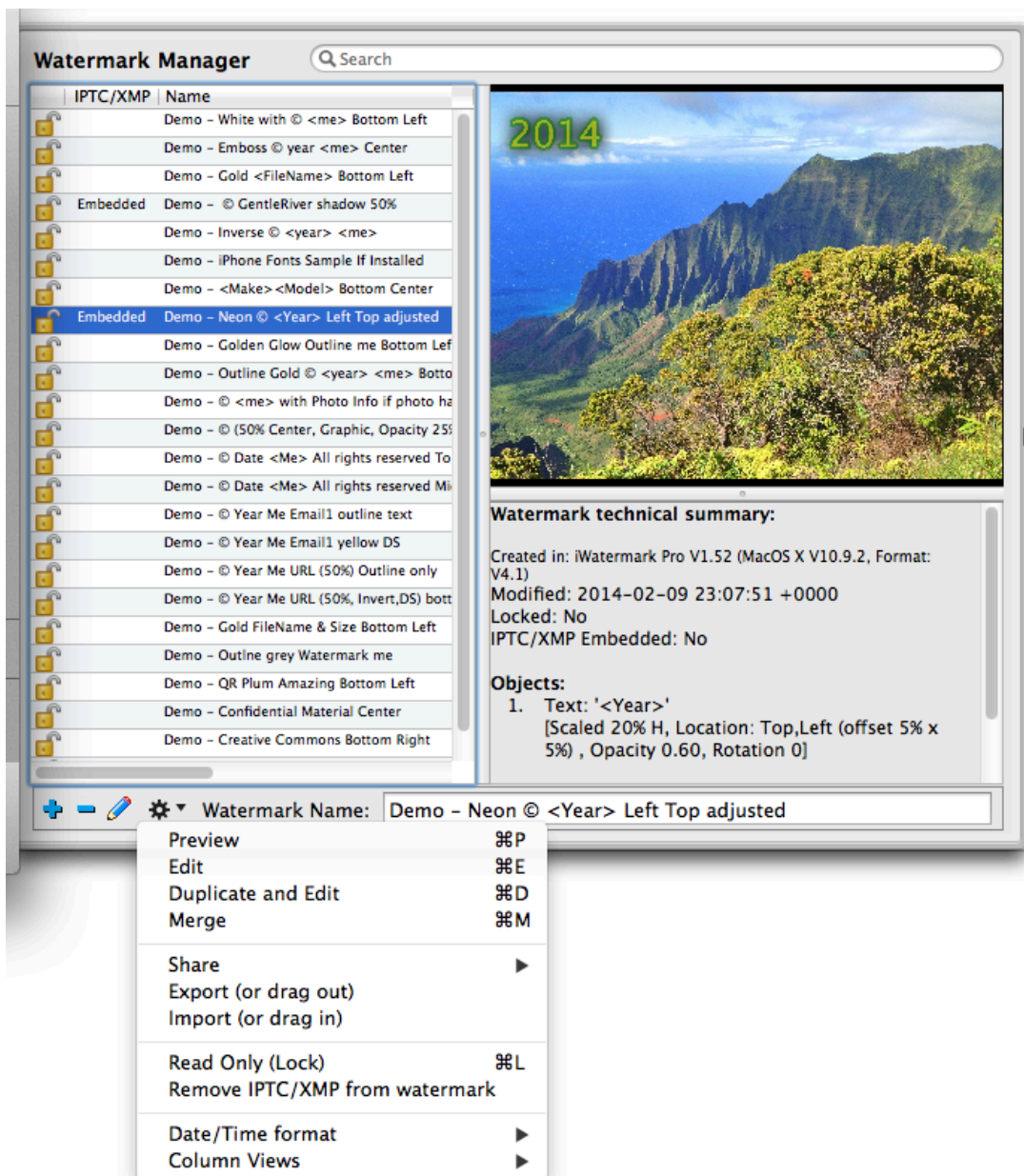
To see the dropdown menu above on Mac control click on Win on a watermark.

➕ **Create** - create a new watermark.

➖ **Delete** - select one or more watermarks to delete them.

✏️ **Edit** - select a watermark and click this button or double click to edit in the watermark editor.

⚙️▾ **Options Menu**

Preview - gives a preview using the selected photo and watermark.

Edit - select a watermark and click edit or double click a watermark to edit.

Duplicate and Edit -create a new watermark with a new name based on previous work.

Merge - combines 2 or more watermarks into one.

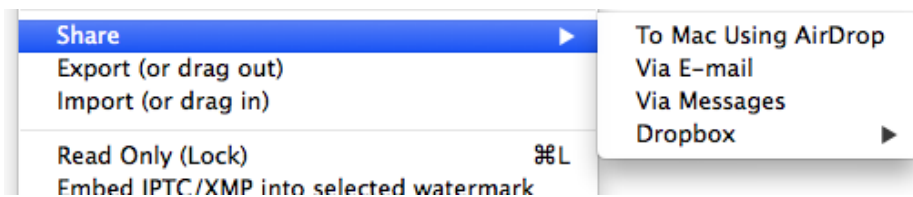**Share -** watermarks via PhotoNotary, airdrop, email, messages and/or dropbox.

Share	▶	To Mac Using AirDrop
Export (or drag out)		Via E-mail
Import (or drag in)		Via Messages
		Dropbox ▶
Read Only (Lock)	⌘L	
Embed IPTC/XMP into selected watermark		

Export - use this or even easier just drag a watermark to the desktop to share or for backup. Exported watermarks have this icon:

Import - use this command or drag in exported watermarks, with the above icon, to have them in the Watermark Manager.

🔒 **Lock /** 🔓**Unlock -** Click on the little lock to lock/unlock a watermark. Locking makes it read only and not editable or deletable.

Embed or Remove IPTC/XMP from watermark - embed or remove the info that is in the IPTC/XMP area into a watermark. Then when this watermark is used in addition to any other activities it also embeds that metadata.

Date/Time Format - change the date/time formats displayed in the Watermark Manager.

Column Views - shows and hides the different column items in the Watermark Manager.

b. Watermark Editor

To create a new watermark click new watermark in the File menu or click the + button. The - button allows you to delete the watermark selected in the dropdown menu. Clicking the Watermark Editor button will open the selected watermark in the watermark editor (below).
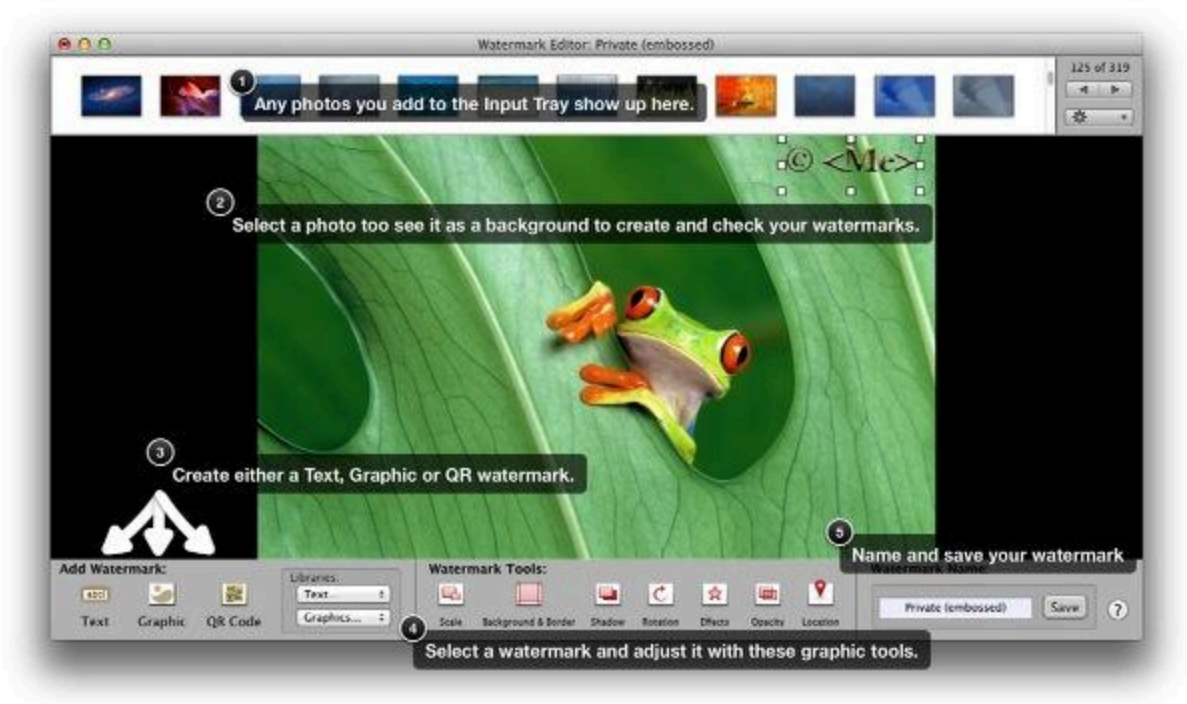
i. Photo/Layout area

The top bar shows icons of your input photos or blank layouts as backgrounds to the watermarks you create. Why? So you can test and see what your watermarks looks like on different backgrounds which may have different formats, different resolutions and which may be oriented as portrait or landscape.
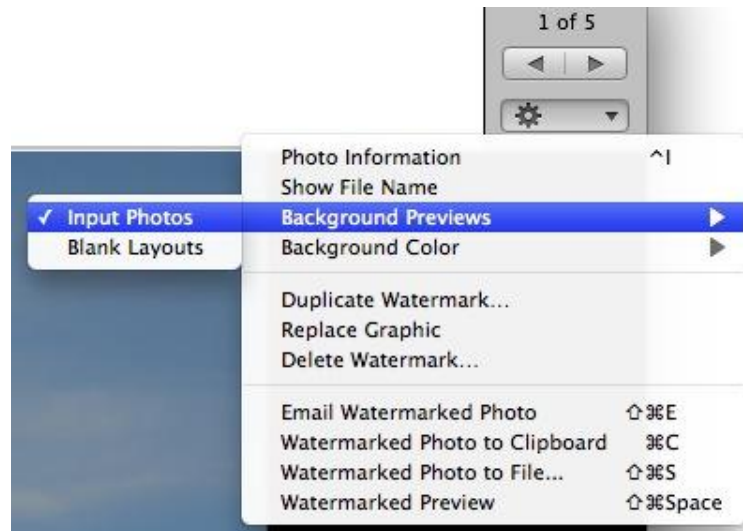
When their are input photos then this area is populated with those photos. If there are no photos in the input area of the main screen then the editor automatically shows the Blank Layouts. If photos are in the input area they are selected automatically. Photos or Blank Layouts can be chosen from this menu.

ii. Add New Text Watermark

Click this drop down and see this:

Selecting:
Add New Text - gives you a new text object that you can double click to add your own text.
Commonly Used Text - is some text that can be used quite often e.g. Copyright.
Metadata - select EXIF, IPTC and XMP metadata variables like Camera Model as text for a watermark which will when processed display that info as a visible watermark on the photo(s).
Recent Watermark Text - the text you have used in other watermarks that you can choose to reuse.
Reveal Library in Finder - shows you where all these files are kept. Trash them to remove them.

GESTURE: Left and right swipe to go to next photo.

iii. Add New Graphic Watermark

Add New Graphic - by selecting this icon:

opens a finder dialog to allow you to choose a graphic file for a watermark, e.g. your signature.

Creative Commons - lets you select from any of the creative commons graphics for a watermark. More details on Creative Commons is here:

http://creativecommons.org/

Generate Barcodes - allows you to generate a bar code graphic for your watermark.

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iWatermark V3 - lets you choose from your old iWatermark watermarks.

QR Code - click here to go to more info on QR codes.

Samples - lets you choose from a variety of graphic objects and signatures that you can use in your watermarks. You can import your own graphics these samples are here as ideas.

Reveal Library in Finder - shows you where all the graphic files are kept. Just trash to remove them.
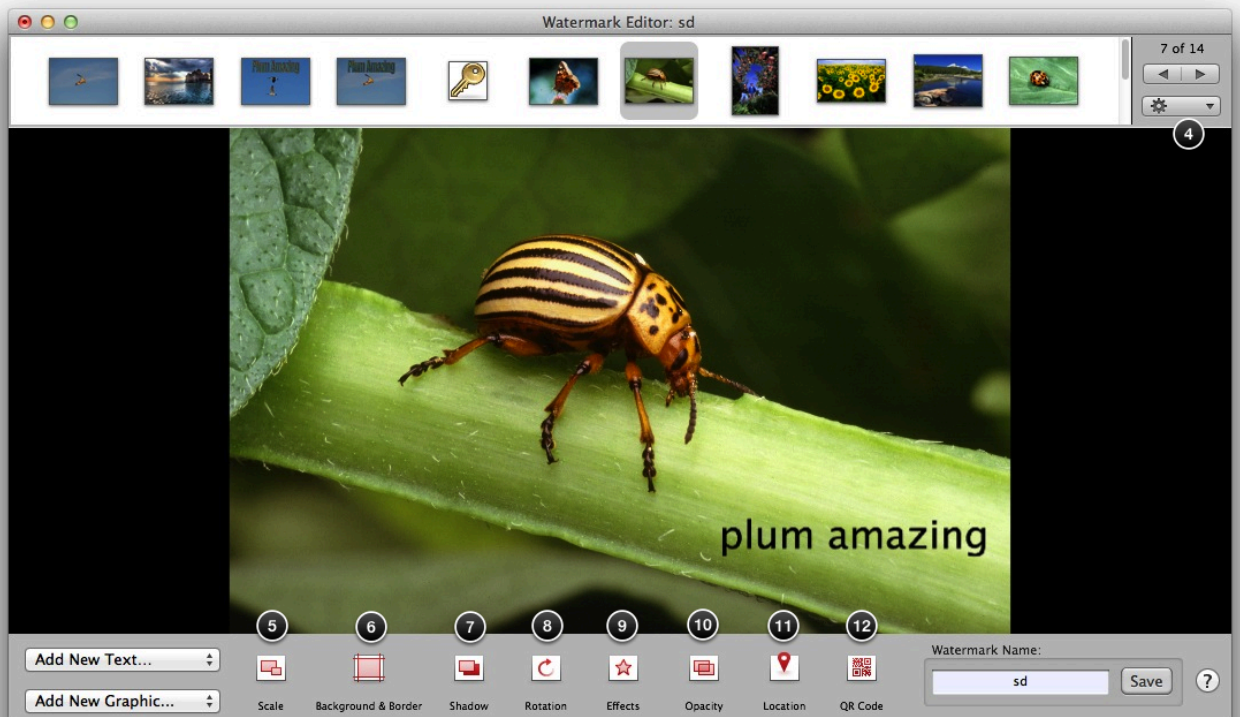
iv. Misc. Editor Drop Down Menu

Photo Information - Opens a dialog that displays various info about a photo size, DPI, EXIF, JFIF, TIFF, etc.

Show File Name

Background Previews - select whether to see the input photos or some blank layouts as backgrounds when creating a watermark.

Background Color - this sets the background color for the area outside the photo.
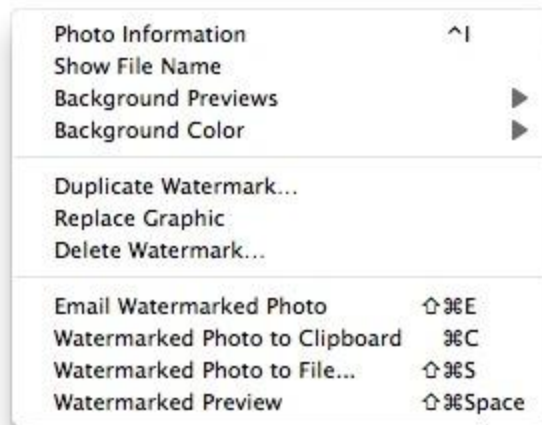
Duplicate Watermark - duplicates the open watermark and adds 'copy' to the name.

**Delete Watermark** - deletes the open watermark.

Email Watermarked Photo - Email the selected photo with the selected watermark.

Watermarked Photo to Clipboard - saves the watermarked photo to the clipboard.

Watermarked Photo to File - allows you to save watermarked photo as file to disk.

Watermarked Preview - shows a preview of the what the watermarked photo looks like.

v. Scale
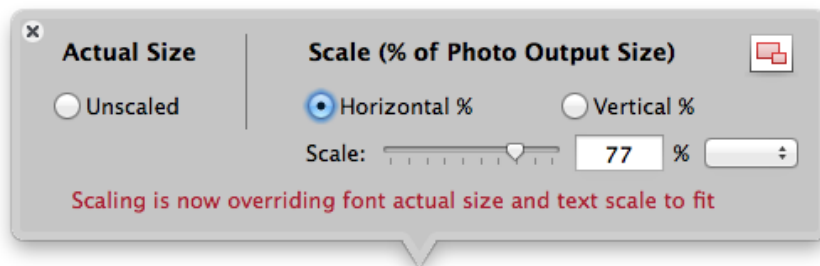
Scale is a very important tool in iWatermark. A watermark can look different on different photos because your photos can be different resolutions, sizes, orientation (portrait or landscape). Since you will probably be batch processing all kinds of portrait and landscape photos of many resolutions setting the scale is important to having your watermark look like its the same size regardless of resolution or orientation.

EXAMPLE 1: If you choose Actual Size for 100x100 watermark then put it on a photo 1000x1000 it will look small and on a photo that is 300x300 that same watermark will look huge.

EXAMPLE 2: You want your watermarks to look appropriate whether the photo you are watermarking is landscape (e.g., 1200x478) or portrait (e.g., 478x1200) and whether the photos resolution is large or small.

IMPORTANT: The simple rule is if you want a watermark to take up the same % of a photo horizontally then choose Horizontal %. If you want a watermark to take up the same % of a photo vertically then choose Vertical %.

20% horizontal will always take up 20% of the width no matter the resolution or orientation of the photos. That is why scale is an important tool in watermarking.

 There are two ways to scale:
○   Actual size which means the unscaled size of the font or graphic.
● This allows changing the font point size.
○   Percentage which means percent scale of the width or height whichever is smaller.
● This is good for batch processing where you want a watermark to look similar on photos of different orientations and resolutions.
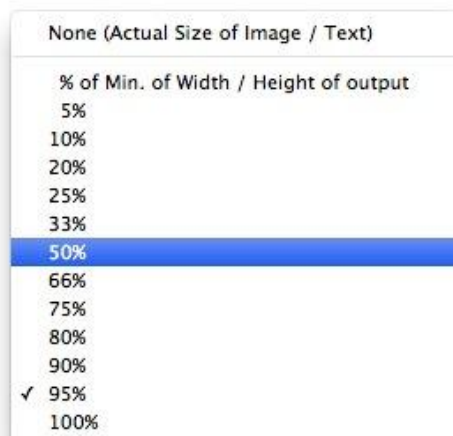
Actual size is appropriate if you want to see that size exactly and you are working a photo or photos of the same resolution and orientation.

Percentage is appropriate if you want to see a watermark be a certain percentage of the height or width of each photo. It is the one to use when batch processing photos of different orientations and resolutions.

if watermark is wider than tall percentage is applied to horizontal output image width
if watermark is taller than wide the percentage is applied to the vertical output height.
square watermarks will use the same as the first item.

Use the drop down menu to choose a percentage or actual size. Actual size will show a graphic or font at actual size. If you have 25% 72 point font and its 1024x1024 the text will be scaled to fit 25% which is 258 pts.

100% is 100% of the output width. You can get a feel for this by trying different settings.

None (Actual Size of Image / Text)
% of Min. of Width / Height of output
5%
10%
20%
25%
33%
50%
66%
75%
80%
90%
✓ 95%
100%

IMPORTANT: Horizontal and Vertical scaling both override text size and convert text size to relative to other text in the editor.
TIP: To layout text along the top or bottom, use Vertical scale at 5-10%. This will keep it readable on all size images.

GESTURE: Two finger pinch and stretch.

Grabbing the object squares with fingers or the mouse and dragging changes the scale and not the actual size.

vi. Border

Give your watermark a border by using this tool. Change the background color, outline color, border thickness and corner radius.

vii. Shadow
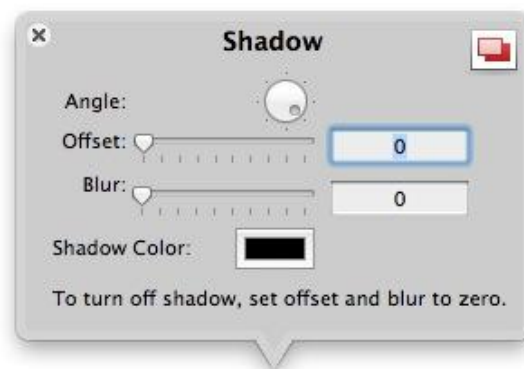
Give your watermark a border. Change the shadow angle, offset, blur and color.

viii. Rotation

Change the rotation of the watermark by turning the dial or enter the degrees of rotation.

GESTURE: Two finger rotation.

ix. Effects

IMPORTANT: The Effects panel has Templates and Blend Modes.

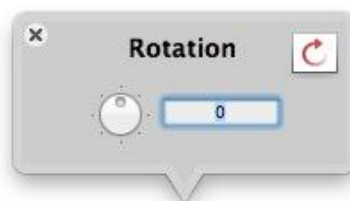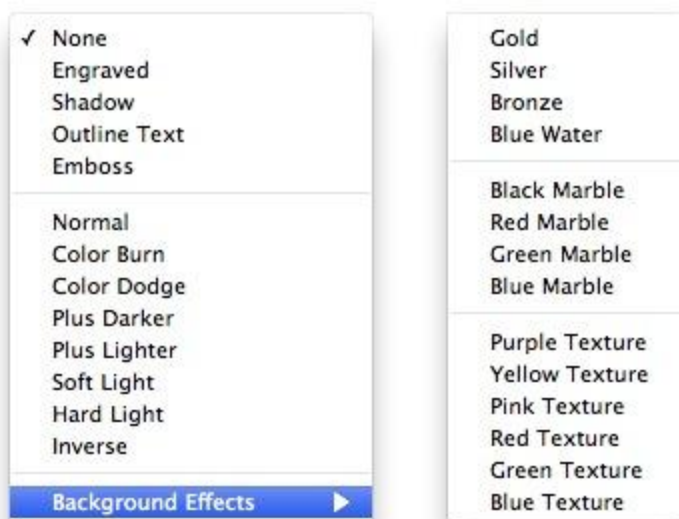**Templates** are special combinations of the other tools. You can see this if you select an effect like Engraved then go to the Shadow tool you will notice that it now has certain setting for Offset, Blur and Angle that are not 0. If you now change the Shadow settings then you be changing the built in default Engraving setting. Thats not a problem but its helpful to understand this.

Blend Mode items control interactions between the watermark and the photo underneath it via various algorithms like inverse, hue, color dodge, etc. Here is a description of blend modes using photos. Here is a more technical description of most.

Inverse - Subtracts either the source image sample color from the background image sample color, or the reverse, depending on which sample has the greater brightness value. Source image sample values that are black produce no change; white inverts the background color values.

Inverse is a useful one that can be used because it keeps even fine text legible on images with variable tone backgrounds. The more white used with inverse the better. This is true for text and graphics. Black won't do anything. Its best to use white in either text or graphics for inverse mode.

To demonstrate how Inverse works we created a watermark and when used over the color bar image below shows you the different ways inverse works. Each of the text items were made inverse by setting the blend mode for each selected text object to invert like this.
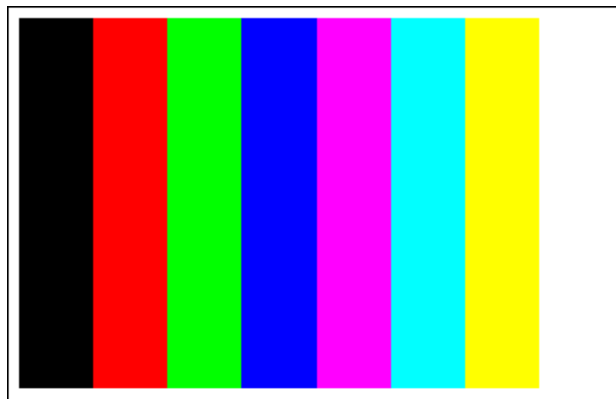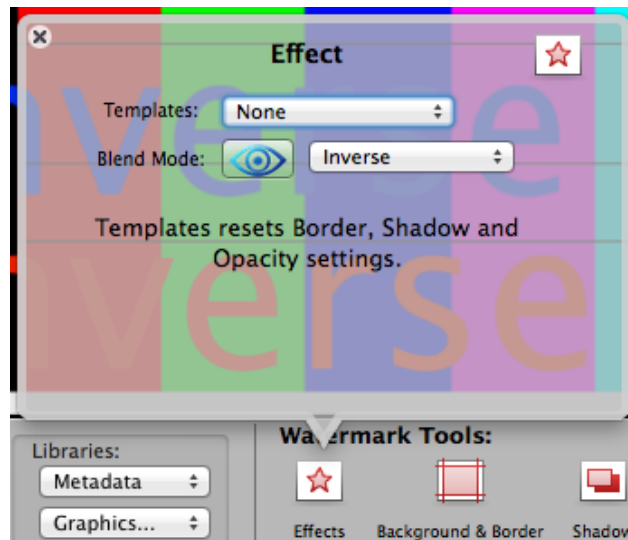
This image (above) drag to your desktop and then into the input tray of iWatermark
+ this watermark (click to download, then double click to install) = screenshot (below).

Multiply - Multiplies the source image samples with the background image samples. This results in colors that are at least as dark as either of the two contributing sample colors.

Overlay - Either multiplies or screens the source image samples with the background image samples, depending on the background color. The result is to overlay the existing image samples while preserving the highlights and shadows of the background. The background color mixes with the source image to reflect the lightness or darkness of the background.

Color Burn - Darkens the background image samples to reflect the source image samples. Source image sample values that specify white do not produce a change.

Color Dodge - Brightens the background image samples to reflect the source image samples. Source image sample values that specify black do not produce a change.

Soft Light - Either darkens or lightens colors, depending on the source image sample color. If the source image sample color is lighter than 50% gray, the background is lightened, similar to dodging. If the source image sample color is darker than 50% gray, the background is darkened, similar to burning. If the source image sample color is equal to 50% gray, the background is not changed. Image samples that are equal to pure black or pure white produce darker or lighter areas, but do not result in pure black or white. The overall effect is similar to what you'd achieve by shining a diffuse spotlight on the source image. Use this to add highlights to a scene.

Hard Light - Either multiplies or screens colors, depending on the source image sample color. If the source image sample color is lighter than 50% gray, the background is lightened, similar to screening. If the source image sample color is darker than 50% gray, the background is darkened, similar to multiplying. If the source image sample color is equal to 50% gray, the source image is not changed. Image samples that are equal to pure black or pure white result in pure black or white. The overall effect is similar to what you'd achieve by shining a harsh spotlight on the source image. Use this to add highlights to a scene.

Hue - Uses the luminance and saturation values of the background with the hue of the source image.

Saturation - Uses the luminance and hue values of the background with the saturation of the source image. Areas of the background that have no saturation (that is, pure gray areas) don't produce a change.

Color - Uses the luminance values of the background with the hue and saturation values of the source image. This mode preserves the gray levels in the image. You can use this mode to color monochrome images or to tint color images.

Luminosity - Uses the hue and saturation of the background with the luminance of the source image. This mode creates an effect that is inverse to the effect created by kCGBlendModeColor.

x. Opacity
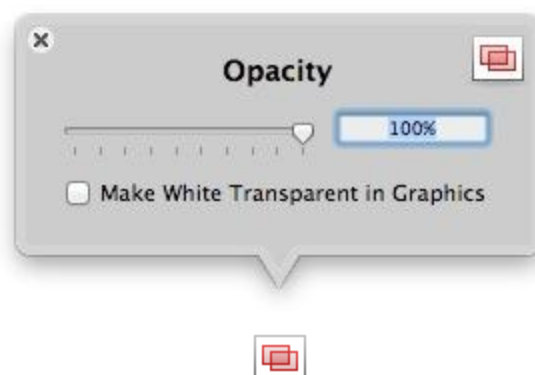
Select your watermark and change its transparency using the slider or by entering a percentage.

'Make White Transparent in Graphics' when checked makes white in graphics transparent. The knockout of white into transparent works best with .png or .tiff files. jpg files adds noise. A threshold RGB of 254 > is treated as white and leads to the best transparency.

TIFF and PNG must not have an alpha channel, since white is going to converted to an alpha channel. Preview can be used to remove alpha channels via export.

Opacity for watermark item is global - applied to all parts of the object (text and background) when composing the object onto the image

Opacity of text colour is local to text only. Allowing layers below text (shadow, background, image to show).

Shadow and background also can have Opacity options, independent of the global one via color using the Apple Color dialog seen below on the left.

TIP: Opacity can also be set in the Borders & Background tool. See below at bottom left.
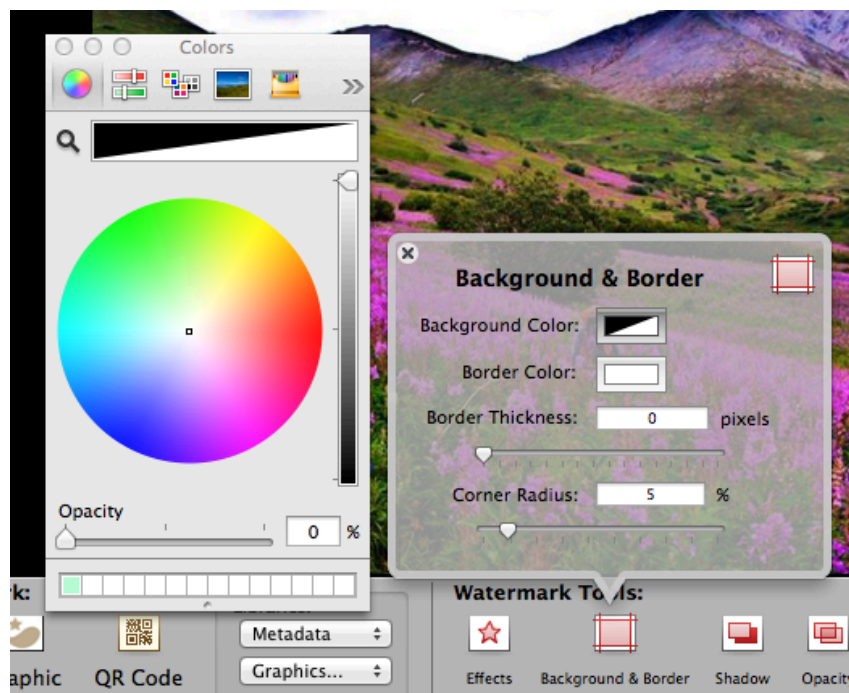
xi. Location

You can click and drag a watermark around to set its location or use this dialog.

xii. QR Code

QR Code - like a barcode you can choose to create a QR code as your watermark. QR codes can hold up to 4000 characters of 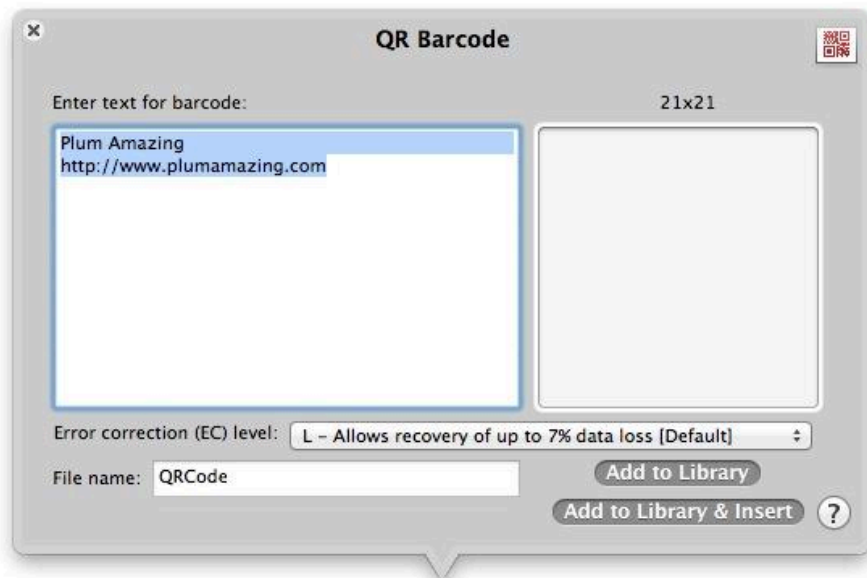info. They are a good way to add a URL to your photo. A QR like the icon above when scanned by a smartphone can take you immediately to a website. It could also display the photographers name, the title and lots of other info about the photo. QR codes can be used for many other purposes. More detailed info and tutorials are in the reference section.

The QR Codes are stored in the iWatermark Pro/images/QRCodes folder which you can get to by hitting the 'Show Library Files' button:
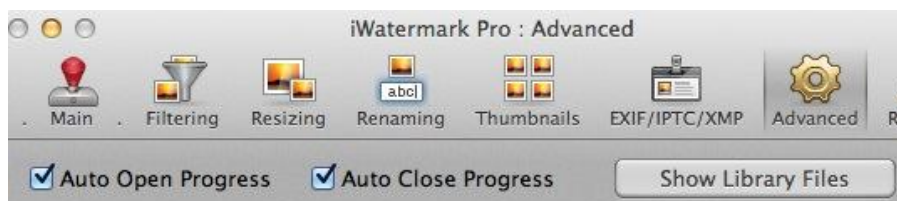
If you open one of the QR Code .png files in Apples Preview App and hit command i then you will see this:

The Caption/Description field has the same info that you used to generate the QR Code.

TESTING: It might be good to test your QR codes to make sure they are doing what you want. You can use your smartphone with a QR code reader to see/test what info it has encoded. Search for QR code reader in the iTunes App store or the Android store.
Or upload the QR code to one of these places online:

2. Filtering

Set the filter to allow certain types of files to be processed.

Filtering
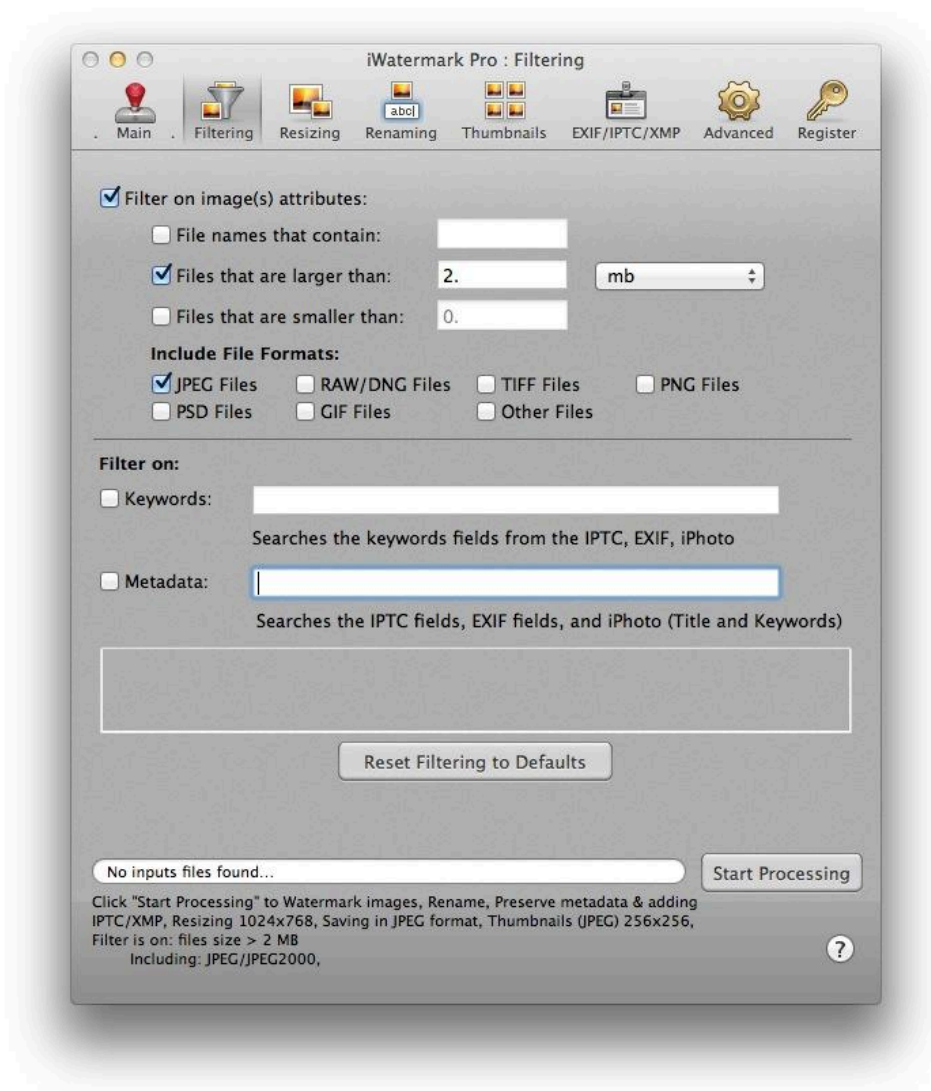
Filtering can be turned on here on or on the main page. If you drop a folder in the input filled with all kind of different format photos but you only want to watermark the .jpg files then filtering can help you. Filter the input files on attributes, keywords and/or metadata.

3. Resizing

Change the size and sampling of the processed photos.

Resizing
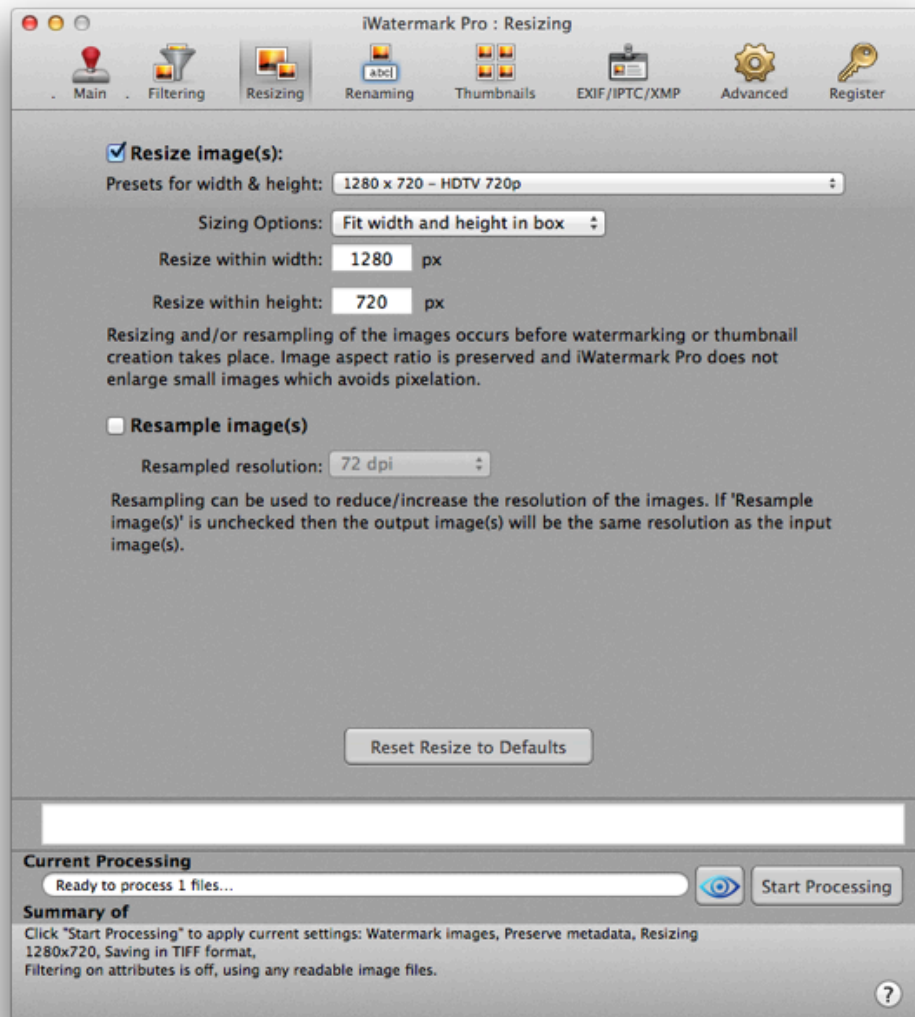
Resizing

Turn on resizing on this or the main page to resize or watermark and resize. Resizing takes the original and produces a copy that is a particular size. It reads resize within width and within height and that means it will resize the photo within those dimensions. You can also use the handy presets which are commonly used sizes to resize to.

Resampling

Is used to change the sampled resolution. What does this mean? Here is a good explanation.

4. Renaming and Output Settings

Renaming

Rename all the processed photos automatically.
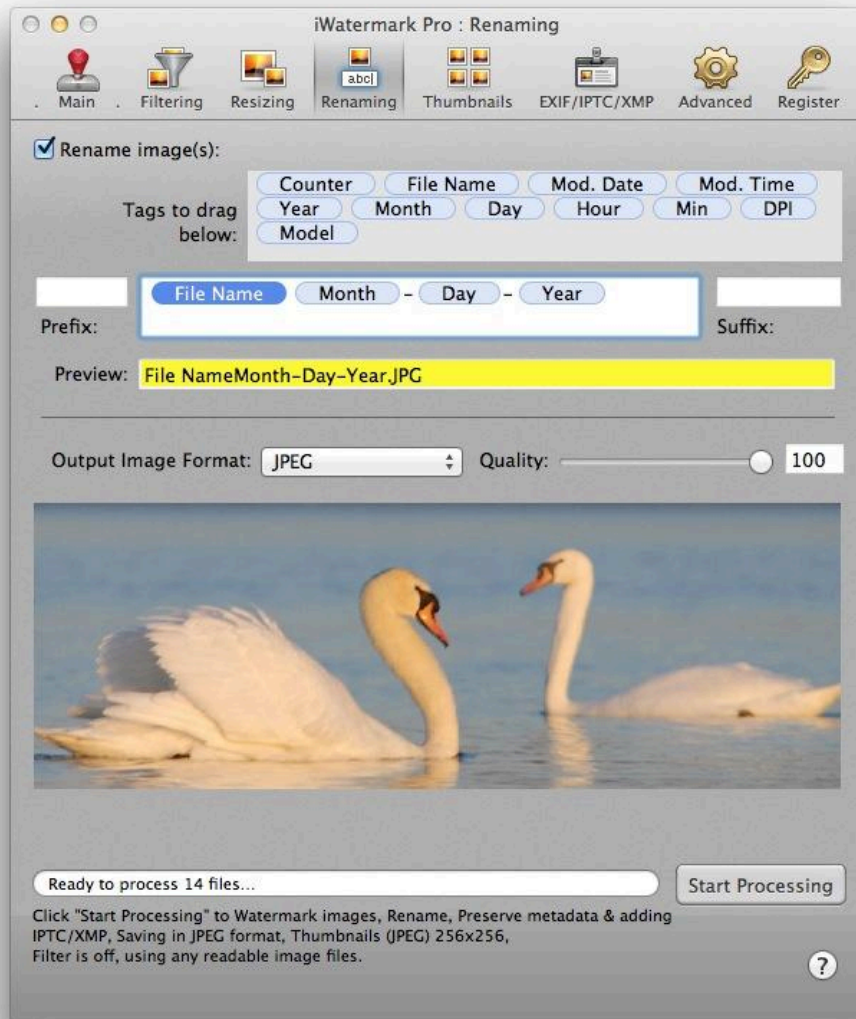
Turn on rename here or on the main page. Renaming makes copies of the input files and renames them whatever you decided based on your selection above. Select the tag you want to add to the name of the file(s) or type in your own prefix/suffix. The tags are variables that stand for that info in the photo. Model will put in the model of the camera in the name of the new file. Counter will increment by 1 for each photo processed.

TIP: Set the Time and Date format on the **Mac** go to Language & Regions in System Preferences then hit the Advanced button. On **Windows** click Start menu, and then click Control Panel then click Date or Time.

TIP: Drag in/out the various tags (date, time, camera, model, etc.) and look at the preview to get a taste of what a file name will look like.

Output Settings

Here you can change the file format, quality (also available on the main page) and JPEG progressive.

Image format: change the output format from jpeg, TIFF, Photoshop PSD, PNG, BMP and JPEG 2000.

File extension: don't change this unless you know what you are doing and have a specific reason. Some people asked for this ability but it means that double clicking the icon will not open up apps that rely on that extension.
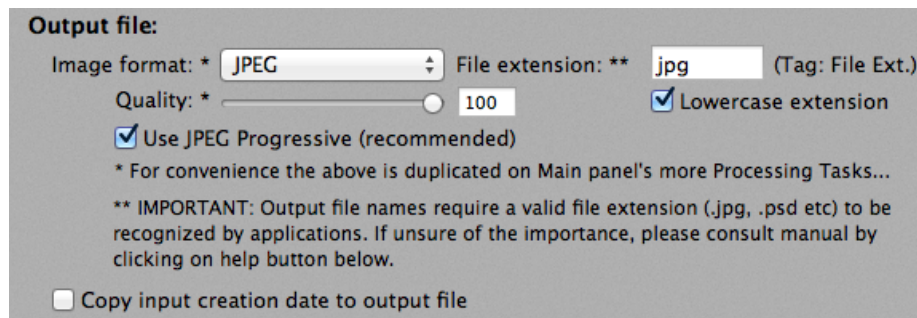
Quality: changing the quality slider means that you change the JPEG compression. It can go from 100 which means that the quality is exactly the same or lossless. Unfortunately, setting to 100 increases the file size, this is true of all applications. We recommend a setting of 85 which it is by default. 85 gives great quality and slightly smaller sizes than the original file. More detail about quality are described in this online article:

http://blog.phaseone.com/tag/jpeg/

Another excellent article on this:

http://regex.info/blog/lightroom-goodies/jpeg-quality

Both should help you understand why we recommend 85 but leave it to you to change as you wish.

Lowercase Extension: makes the extension lowercase. Turn it off to have it have it retain case.

Use JPEG Progressive (recommended): This is recommended. Progressive JPEGs (p-JPEGs) are typically slightly smaller than baseline JPEGs, but their main advantage is that they appear in stages, giving the effect of the image fading in, similar to interlaced GIFs, as opposed to painting from the top down.

5. Thumbnails
Create thumbnails of the processed photos.

Thumbnails
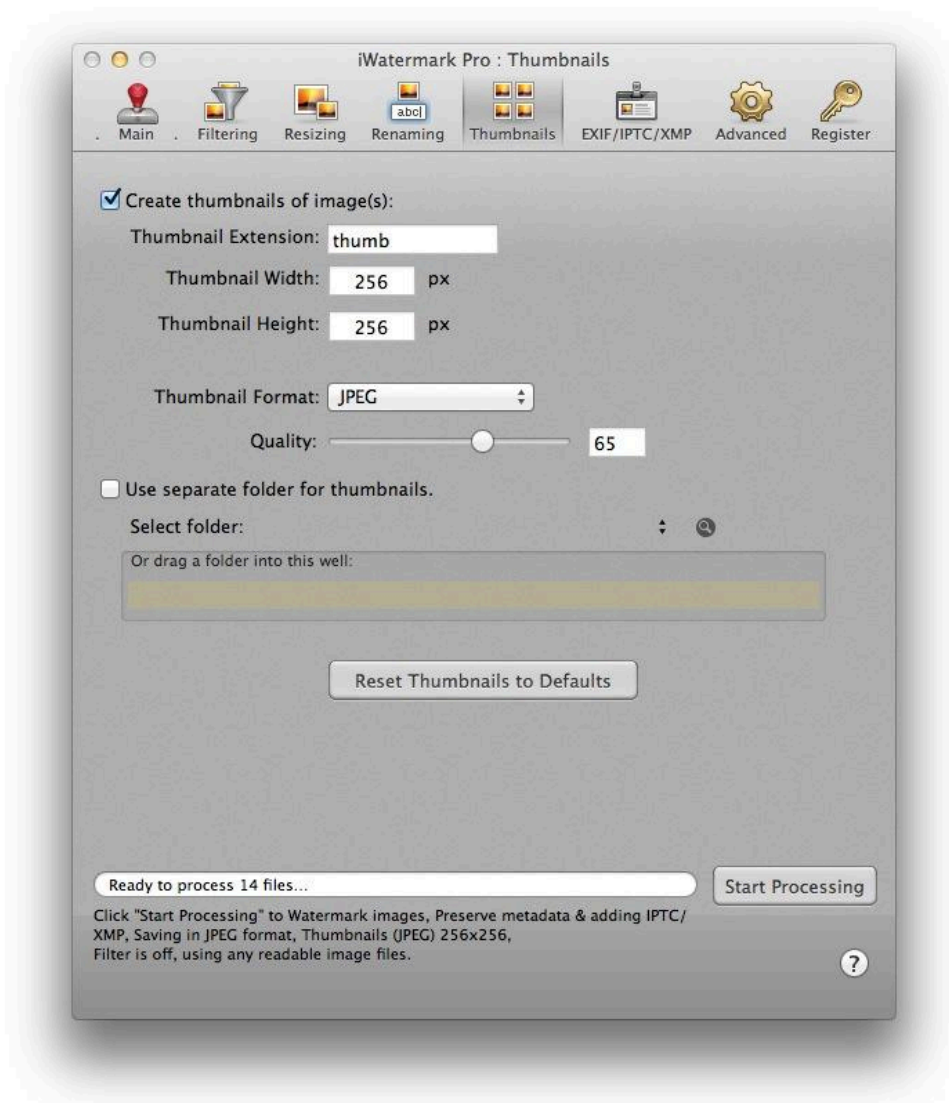
Turn on thumbnails here or on the main page to get a thumbnail of certain dimensions for each processed file. The thumbnails are processed directly into the output folder with any other photos but with the extension thumb to differentiate them from the regular photos.

Select the "Use separate folder for thumbnails" if you want to have all the new thumbnails in a new folder in the output folder.

6. EXIF/IPTC/XMP

All the above EXIF, IPTC and XMP are types of Metadata. iWatermark can do 3 things with metadata.

1. It can add and remove metadata from a photo or photos.
2. It can add and remove metadata from a watermark.
3. Metadata can be displayed in a visible watermark.

First we will talk about point 1.

1. Adding and removing metadata from a photo or photos.

iWatermark Pro can preserve, remove and embed meta tag info. Also this metatag info can be used to a watermark photos. More details on EXIF, IPTC and XMP here.

EXIF/IPTC/XMP
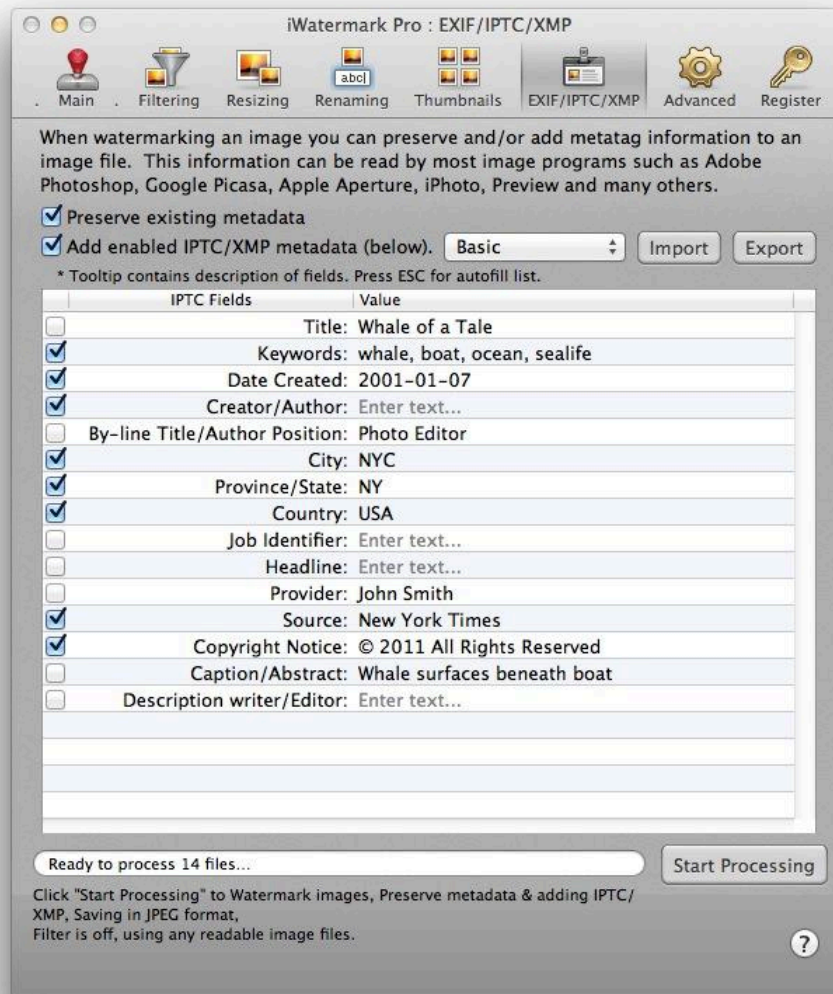
Preserve existing metadata - Turned on by default. This duplicates all the metatag info in the original file into the copied file.

Add enabled IPTC/XMP metadata - When this is selected all the checked metatags (user customized) in the dialog above are added to the copied of the original file.

The drop down menu which says Basic, Professional and Corporate allows you to select the number of metatags you want to edit and use. All the items you check off will overwrite be added in the file copy.

Tip: Under TIFF 'iWatermark Pro' is added under Software (seen below).
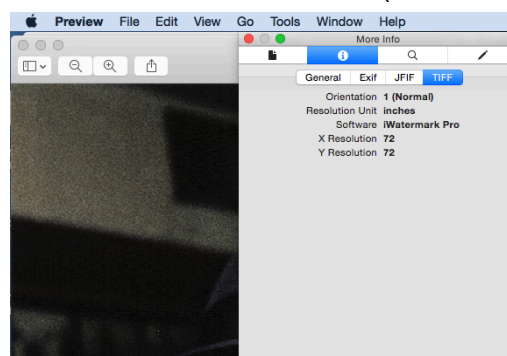
If you need to search using metadata for all watermarked images then this will work.

2**. Adding and removing metadata from a watermark.**

The usefulness of adding metadata to a watermark is that then each time you watermark a photo it adds a particular set of metadata at the same time.

iWatermark is the only program we know of that can do this. Why is this useful? As a photographer you can have a watermark that puts a visible watermark with your logo on top of the photo and simultaneously adds metadata you selected like your copyright, your company name, url, email and/or any other text data you want.

How to embed metadata into a watermark. First select a watermark. Then go to the EXIF/IPTC/XMP panel and enter the data you want embed into the watermark. Then to to the Watermark Manager and select the settings dropdown menu and choose the Embed item.
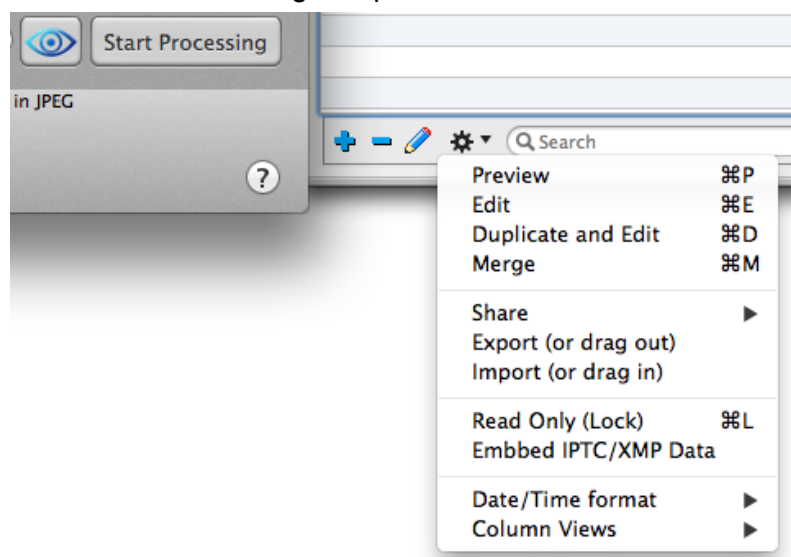
This info will show up in the column for IPTC/XMP in the Watermark Manager and look like this.
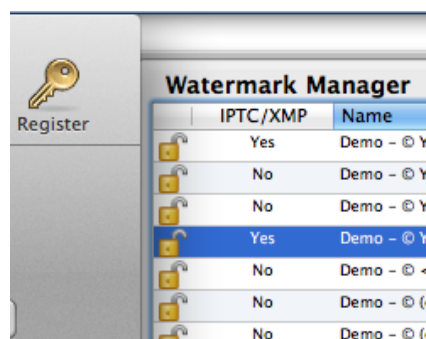
3. Metadata can be displayed in a visible watermark.

To do this create a new text watermark select EXIF, IPTC and XMP metadata variables like Camera Model as text for a watermark which will when processed display that info as a visible watermark on the photo(s). Select the tag info from this menu when making a watermark:

<Model><Latitude>

| Fonts | Bigger | Smaller | | Characters | C✓ Insert Tag | | | Insert Tag ⇕ |

Insert Tag ✓
Attributes ▶
Address Book ▶
EXIF ▶
IPTC ▶
iPhoto ▶
TIFF ▶
GPS ▶ Latitude
LatitudeRef
Longitude
LongitudeRef
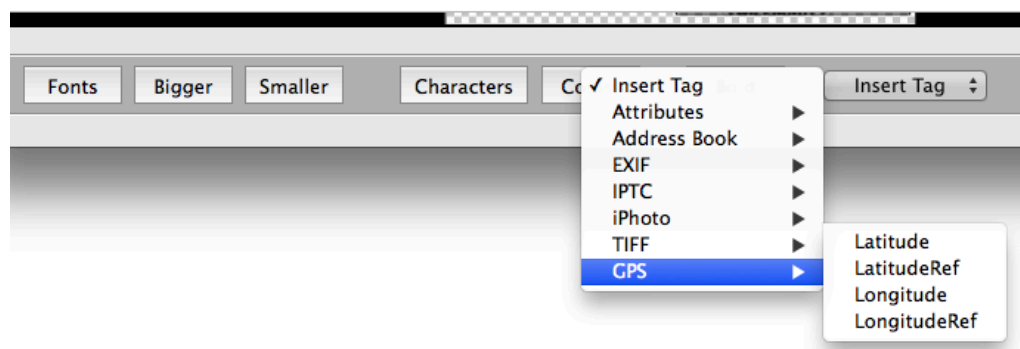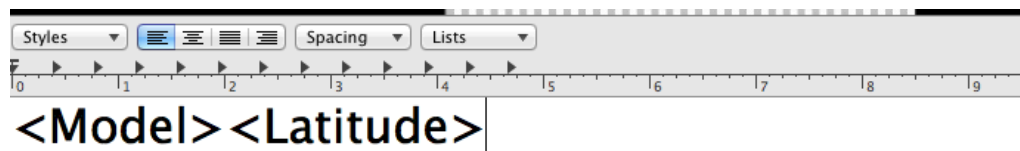
7. Advanced

Setting that don't normally need to be changed.

Advanced

Auto Open Progress - after start processing is hit then opens the progress dialog automatically.

Auto Close Progress - after processing if this is checked the progress dialog closes automatically.

Expand Processing Window - when on the processing area on main tab is always open.

Show Library Files open in Finder the library where examples and your stock Watermark graphics can be added.

Settings & Watermarks - click this button to import prefs from the old iWatermark (not pro).

Show Library Files - this is the location of the files that you create.

Show Preference File - opens the finder to the location of the preference file and highlights it.

Show Backup Files - we make copies of your originals to make sure there is a second copy. This button will open that folder in the Finder.

Reset All Defaults - resets the application to the original default settings. This is very useful to use if you encounter a problem.

Editor Background Color - this is the background color of the editor. It can also be set from a drop down in the editor at the top right corner.

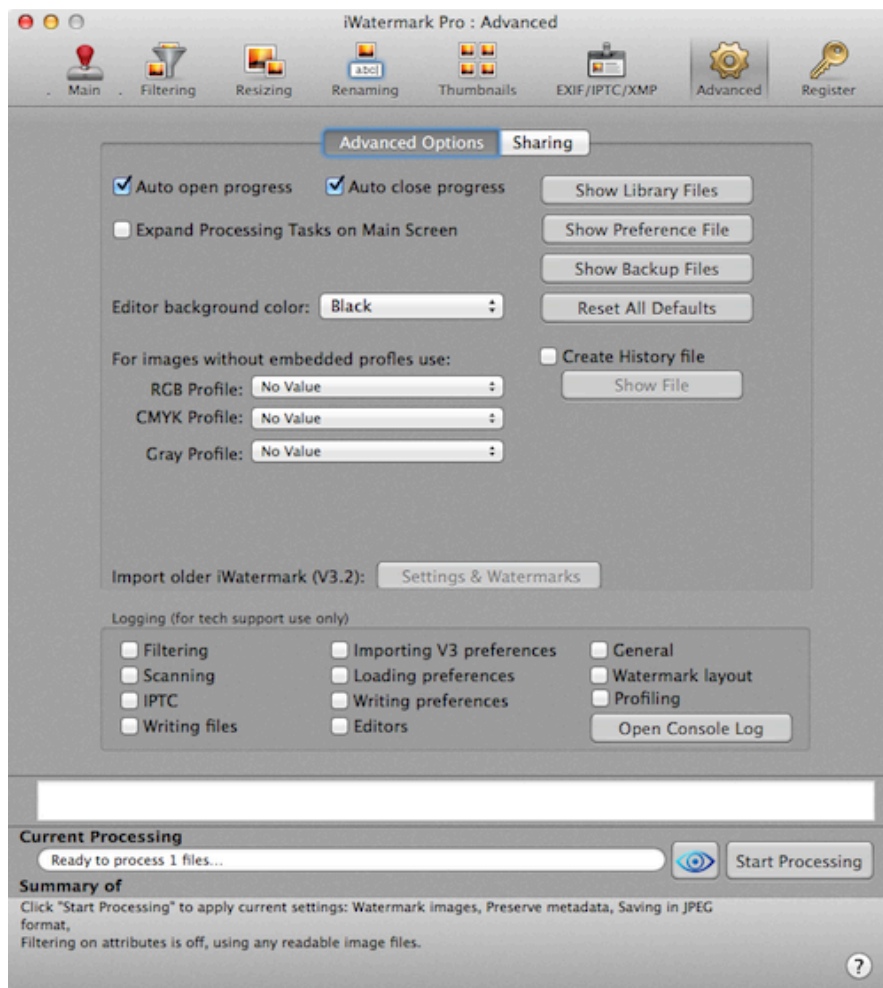**Expand Processing Tasks on Main Tab** - having this checked will make it so every time you open iWatermark it will open to the Main Tab with the middle section (processing tasks) expanded.

Use JPEG Progressive - uncheck to use baseline JPEG. Don't change this unless you know what you are doing.

For Images Without Embedded Profile - lets you choose various profiles that come on the Mac or Windows or that are loaded from Nikon, Canon or other software. More about ICC color profiles is here.

Create History File- only needed if we ask you to turn it on for tech support or you want a log of all operations.

Show History File - this shows that log file.

Import Older iWatermarks - will import the older iWatermark watermarks. Each time the button is hit it will import all older watermarks so its best to hit it only once unless you want to have duplicates

of all old watermarks.

Logging - only needed when requested by our tech support. This info helps our programmers.

Sharing

Dropbox is used to backup and share watermarks.

Drobox Icon - Click here to go to the Dropbox site and create a free 2 GB online storage area.

Dropbox Upload - Once you have a Dropbox account click this button to upload. This is good to backup your watermarks online. It also allows you to sync your watermarks and settings with other computers.

Dropbox Download - download your watermarks and settings from Dropbox to your computer.

Dropbox Delete - deletes your watermarks and settings in Dropbox.

PhotoNotary - this allows a user to save their watermarks to the PhotoNotary cloud service. Register then login to begin using the service. Once logged in the list of albums is seen. New PhotoNotary albums can be created and existing albums can be deleted from within here.
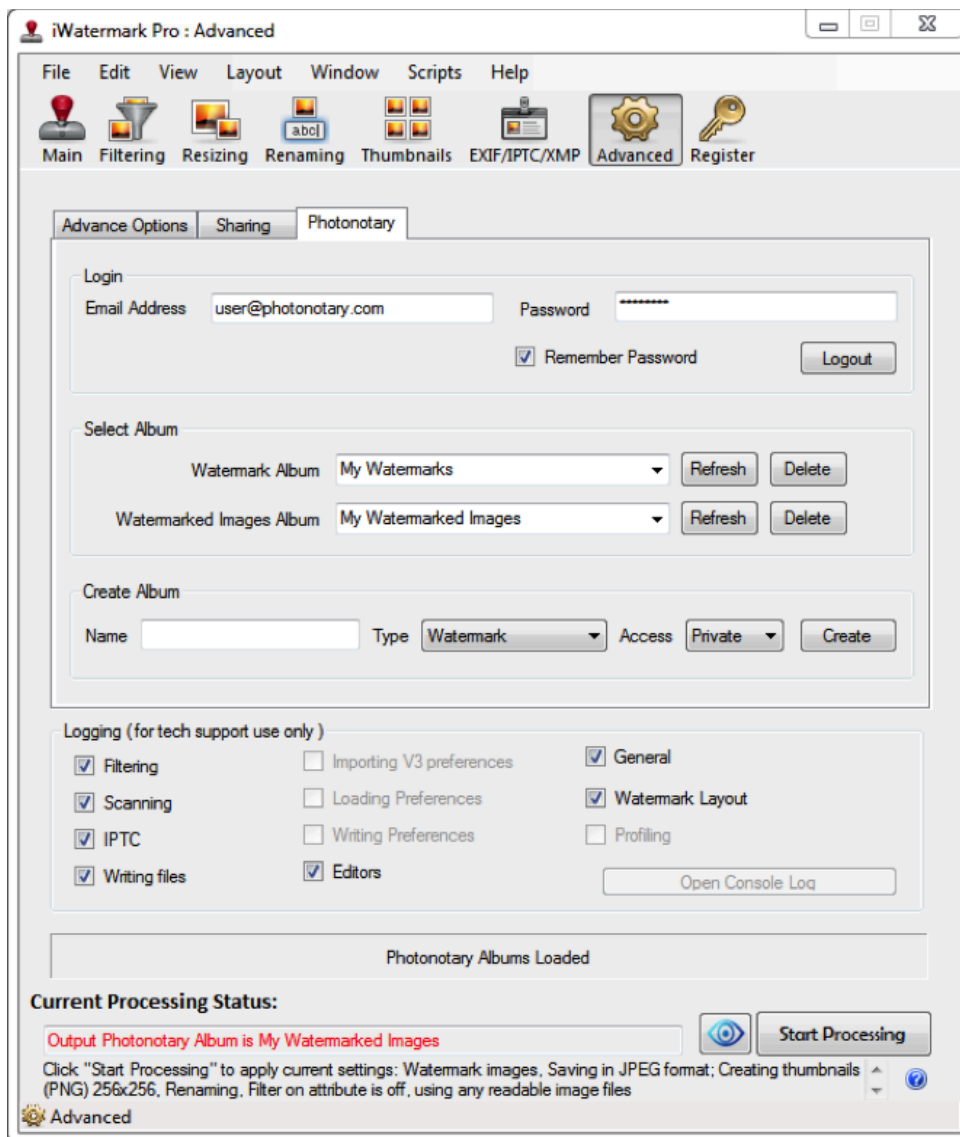
When "PhotoNotary" is selected as output location, the watermarked images are saved in a temporary location and uploaded in the background. If there are files being uploaded then it will show a warning on closing the application and shutting down the application will terminate the upload.

8. Register

Register

This tab is the place to enter your registration info if you bought iWatermark Pro from us and not the Apple App Store. Here is where you place the registration info we sent automatically when you purchased iWatermark Pro. Once you enter the info and hit the apply button you get a dialog that says you are now registered.

Using Apple's Photo's app with iWatermark Pro Mac

The Photo's works with iWatermark Pro as stand alone apps. iWatermark will work within Photos when Apple adds the ability for developers to create plugins.

Using iPhoto with iWatermark (being phased out)

Apple's new Photos app replaces iPhoto and Aperture so iWatermark Pro (1.63 and higher) will no

longer have plugins downloadable in the app. But you can still download the installer for the plugins here if you choose to continue using it:

[iPhoto/Aperture Plugin Installer Download](#)

We recommend using iWatermark stand alone until Apple adds the ability to use plugins in the new Photos app.

Usage

There are 2 different ways to use Aperture or iPhoto with iWatermark:

1. Use iWatermark and Aperture/iPhoto as independent apps. Just select and drag photos from iPhoto or Aperture directly into the input tray of iWatermark Pro. Then watermark as usual.

or

2. Install iWatermark plugins in Aperture/iPhoto and use directly from within Aperture or iPhoto.

From the File menu in iPhoto choose export.

You will now see the dialog below in iPhoto where you can choose one of your watermarks from the dropdown menu (assuming you have already created watermarks in iWatermark Pro) then export those photos with that watermark. As you can see many of the features of iWatermark Pro are made available within iPhoto by the plugin.

Removing Plugins

Go to the [FAQ](#) for info on where the plugins are located and how to delete them.

Plugins are installed in this [location](#).

Using Aperture with iWatermark (being phased out)

Apple's new Photos app replaces iPhoto and Aperture so iWatermark Pro (1.63 and higher) will no longer have plugins downloadable in the app. But you can still download the installer for the plugins here if you choose to continue using it:

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We recommend using iWatermark stand alone until Apple adds the ability to use plugins in the new Photos app.

There are 2 different ways to use Aperture or iPhoto with iWatermark:

1. Use iWatermark and Aperture/iPhoto as independent apps. Just select and drag photos from iPhoto or Aperture directly into the input tray of iWatermark Pro. Then watermark as usual in iWatermark.

or

2. Install iWatermark plugins in Aperture/iPhoto and use directly from within Aperture or iPhoto.

Restart Aperture and/or iPhoto to be able to use the new plugins.

2 iWatermark Plugins Within Aperture

1. Stamper Plugin - watermarks a copy which is kept in Aperture next to original.

2. Export Plugin - watermarks a copy which is exported from Aperture to anywhere.

Stamper Plugin

iWatermark Pro watermarks can be applied to images from within Aperture from the Photos menu using the 'Edit with plugin' item and choosing the iWatermark Stamper.
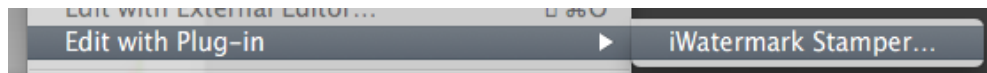
The watermark last selected in the Watermark Pro application is the one used to watermark using the iWatermark Stamper plugin within Aperture.

When you use the iWatermark Stamper plugin, it will apply the selected watermark to a new version of the image and it will save the image in your catalog of Aperture photos right next to the original.

Using the Stamper Plugin

Select Photos menu then the menuitem 'Edit with plugin' then the item 'iWatermark Stamper'

The following window will open.

1. Use Launch iWatermark Pro to create new watermarks, adjust watermarks, and change additional settings (output size).
2. Select the watermark to apply in the popup menu.
3. Select Stamp Watermark, this will create a version of the image as a TIFF file then resize to selected size of iWatermark Pro if resizing is selected.

Options:
a. Preserve existing metadata in image. Recommended. If it is not selected the version file will not have any meta data in it. It will strip EXIF and IPTC/XMP metadata.
b. Add IPTC/XMP meta data to image. This means apply current data in the iWatermark Pro IPTC/XMP data panel. Good for quickly adding common metadata. Aperture also has a rich set of options for editing and applying metadata.

Export Plugin

Use the iWatermark Export plugin to export a watermarked photo from Aperture.

Its simple. From the File menu choose the Export menu item then the iWatermark_ Pro menu item.
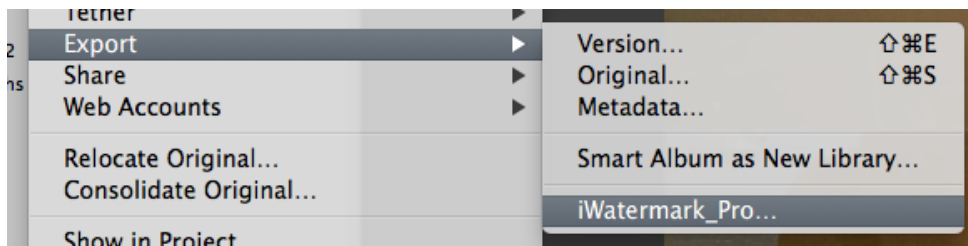
The selected photo or photos in Aperture will then be watermarked with the watermark last selected in iWatermark and exported to the location you want.

Removing Plugins

Go to the FAQ for info on where the plugins are located and how to delete them.

Plugins are installed in this location.

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Plugins are installed in this location.

Applying Watermark from Windows Explorer

Since release 2.0.1 of windows version you can apply a watermark from within the windows explorer. This feature is called shell extension. Right click on an image file (JPEG, PNG, TIFF, BMP, PSD) then select 'Watermark with iWatermark Pro' and in the hierarchical menu one of the watermarks listed (see below screenshot).
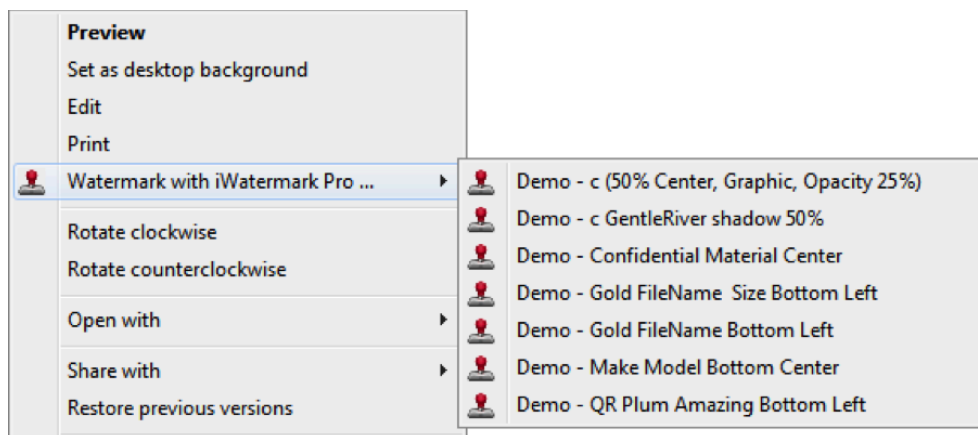
The image is now watermarked. Quick and simple.

Note: the file format will remain the same but you can control the image quality from the application's main panel. Limitations of the shell extension:

1.   One watermark at a time can be applied.

2.   A thumbnail won't be generated.

3.   If the image file is locked by another application it won't work.

4.   A read only file will be watermarked but then it will no longer be read only but writable.

Menus

iWatermark Pro Menu
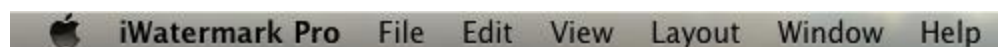
Check for Updates

Allows you check for new versions of iWatermark Pro. We recommend always having the latest version because we are busy fixing bugs and adding new features.

External Plugins and Fonts (phasing this out)

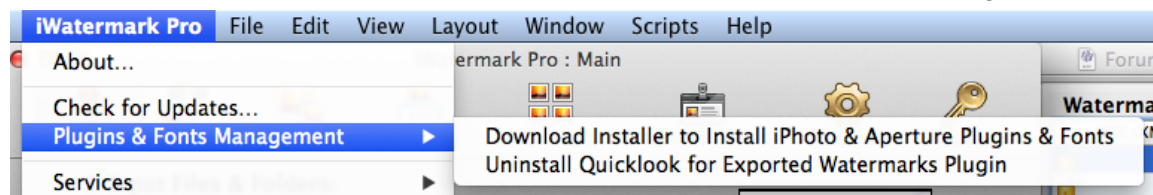Plugins give other applications access to iWatermarks features such as watermarks, resizing, renaming and metadata.

Installing the iPhoto and Aperture Plugins
From the iWatermark Pro's menu choose . 'Download Installer to Install iPhoto and Aperture Plugins and Fonts'. Restart iPhoto and/or Aperture to be able to use the new plugins.

Quick Look Plugin for Exported Watermarks

Once installed this plug in will allow you to use Apples Quick Look to see info about an exported watermark. Exported watermarks are a great way to share watermarks with others.

Fonts

Use the installer to install all the fonts used in the iPhone/iPad and Android versions of iWatermark and also many Google fonts. Having the same fonts on different computers and different OS's means that exported watermarks can be shared and look the same. These additional fonts help with watermark compatibility because we now offer sharing of watermarking between Mac, Windows and soon iOS and Android versions of iWatermark. They are also an excellent collection of fonts to use in watermarks.

The font and plugin installer is here. Plugins are no longer recommend but are in the installer for people who wish to continue using Aperture and iPhoto on older versions of Mac OS.
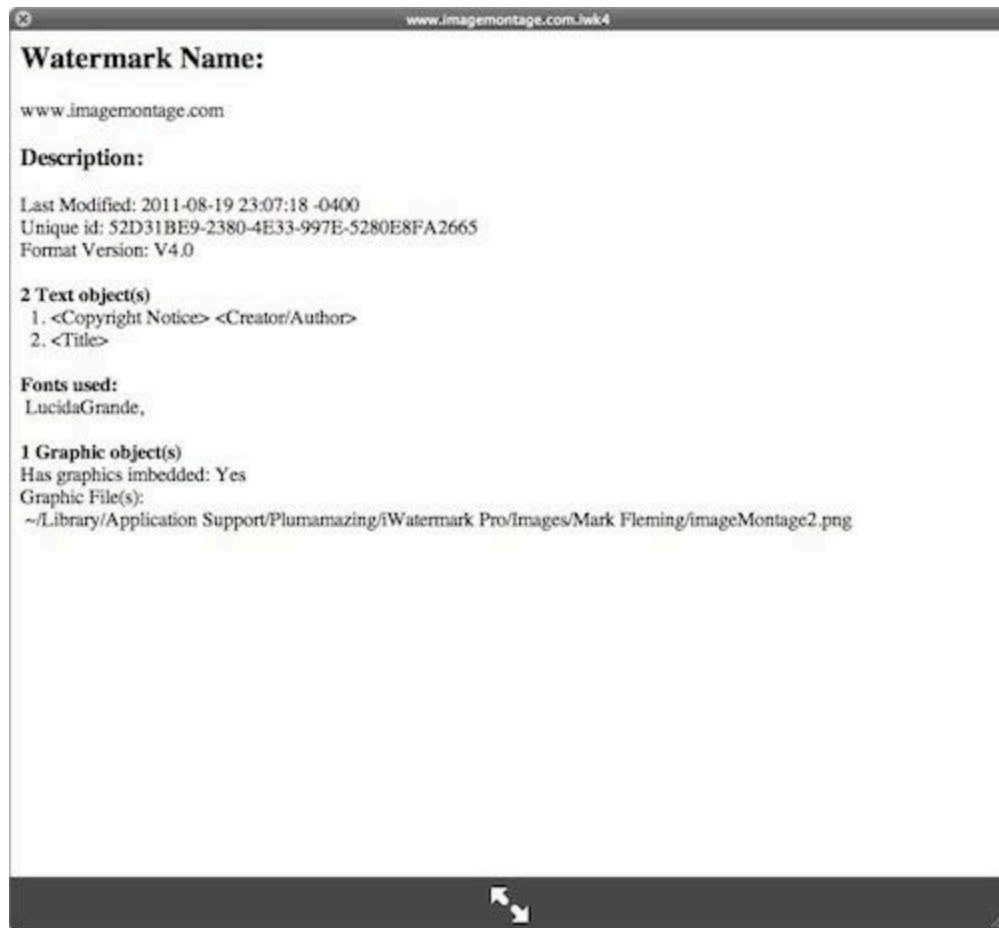
If you have many exported watermarks files in a folder you can click on one and hit the quick look hotkey command space to show the above dialog with info on the watermark.

File Menu
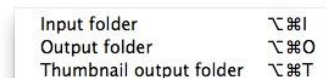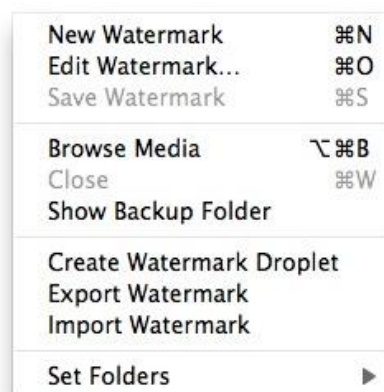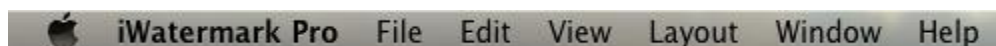
New Watermark - Create a new watermark in the editor. Does the same as hitting the + button.
Edit Watermark - Does the same thing as hitting the Edit button on the Main panel.
Save Watermark - Does the same thing as hitting the Save button in the Watermark Editor.

Browse Media - Downloads the optional and free iMedia Browser (Mac only) which allows you to easily grab photos from various locations. Once its downloaded then it works instantly to allow selection of photos.
Show Backup Folder - displays the location in the finder of the backup folder for original input

files.

Export Watermark - Exports the current watermark file with the icon below.
The exported watermark contains the text and graphics but not the fonts. You can then import this too iWatermark Pro on another computer. Very handy for sharing your watermark with others.

Export icon

Import Watermark - Imports those exported watermark files.

Set Folders - This does the same setting of input/output/thumbnails that you can do in Main panel.
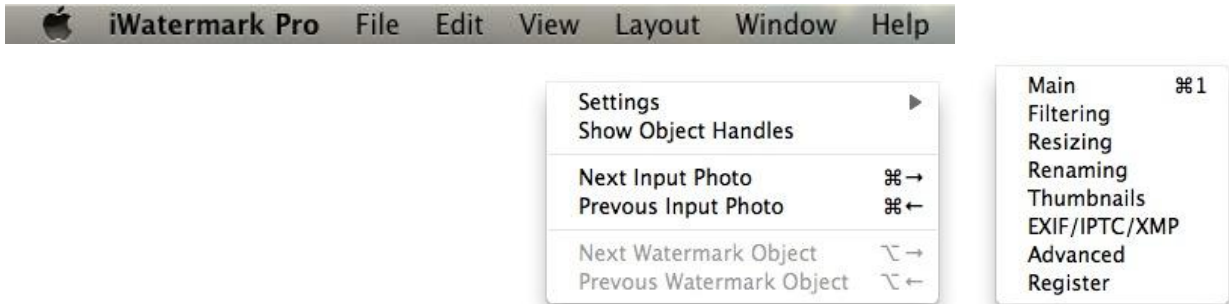
View Menu

Settings -
Show Object Handles -

Next Input Photo -
Previous Input Photo -

Next Watermark Object -
Previous Watermark Object -

Layout Menu
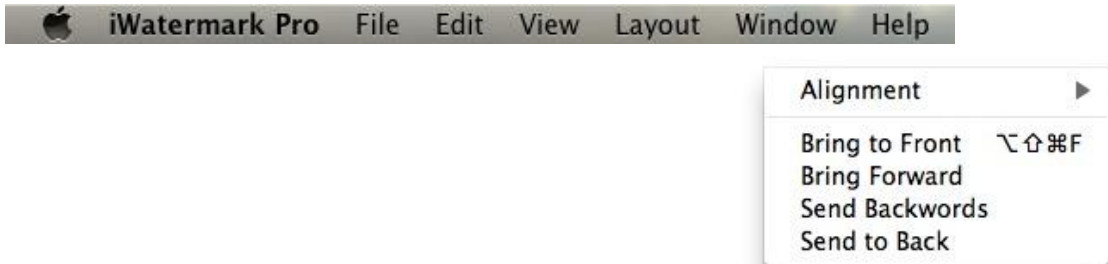
Align Left Edges
Align Right Edges
Align Top Edges
Align Bottom Edges
Horizonal Centers
Vertical Centers

Window Menu

iWatermark Pro   File   Edit   View   Layout   Window   Help

Minimize	⌘M
Zoom	
Show Output Progress...	
Photo Information	^I
Bring All to Front	
✓ iWatermark Pro : Main	
Watermark Editor: Copyright Watermark	
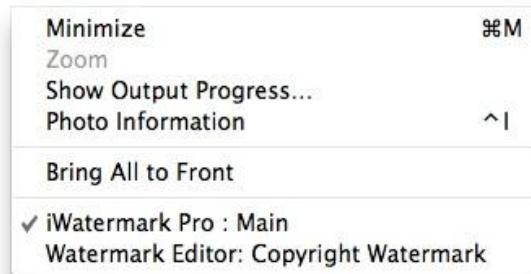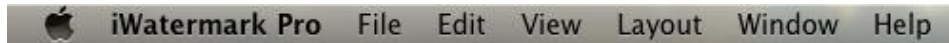
Minimize - Search thru the menu and Apple resources. Does not search the manual.
Zoom - Opens the online manual you are in right now :)
Show Output Progress - If you have suggestions/bugs you can report them here. We look at
Photo Information - Opens the info dialog for

Bring All to Front - All iWatermark Pro windows are brought to the front.

Windows - Displays the open windows of iWatermark Pro.

Help Menu

iWatermark Pro   File   Edit   View   Layout   Window   Help

Search [   ]
iWatermark Pro Help
Send Feedback
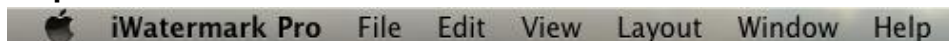
Search - Search thru the menu and Apple resources. Does not search the manual.
iWatermark Pro Help - Opens the online manual you are in right now :)
Send Feedback - If you have suggestions/bugs you can report them here. We look at these but
may not respond.

Frequently Asked Questions

Q: I am having a problem.
A: No matter what the problem is please follow these steps:

FIRST: Go the advanced tab and hit the 'Reset all defaults' button. This usually takes care of the
problem which is that people forget that they made changes to various settings. Then try again.

SECOND: Open the program and under the iWatermark Pro menu in the About menu item select
that to see what version you are running and that it is the latest. Make sure you have iWatermark

Pro in your Application folder and not the old iWatermark. Delete all old versions. If needed download the latest version of iWatermark Pro from our site.

THIRD: Make sure you are registered. See above.

FOURTH: Start simple. Try a simple watermark. Drag one photo into the input tray and an empty folder into the output tray. Select one of our demo watermarks in the drop down menu. Hit process then check the output folder to check the photo is watermarked.

If you still have a problem then email us and send us this info:
1. Let us know if you followed the procedure above.
2. Send us the photo you are using. Also export and send the watermark you are using.
3. Send us the console log after causing the problem in iWatermark. To do this open the console log hit the button on the advanced tab that says 'open console log'. Clear the console log then run iWatermark again to cause the problem then copy the resulting info in the console log and email it to us.

Q: How do I import my old iWatermark watermarks?
A: Go to the advanced tab and hit the import button. Only hit it once or you will get duplicates.

Q: How do I rename a Watermark?
A: In the watermark manager click on a watermark name to change it. You can also select a watermark and open it in the editor. At the bottom right change the name and hit save.

Q: Your example watermarks are very good how do I edit them for myself?
A: Just select them and click on the edit button. It will create a new one with the same title and the work copy at the end. Be aware of the fact that some may have white text which on a white background may not be obvious. Just drag over the text to select it and change it to whatever you want. Often in our demo watermarks we use the tag <Me> which pulls the main contact (usually you) from the address book.

Q: How do I create a watermark with a transparent background like the demo signatures you include?
A: Its very simple and any intermediate graphics pro will know how but anyone can do it. Here are a couple tutorials Tutorial 1 and Tutorial 2.

Q: I am having a problem registering. What should I do?
A: If you have any problem registering follow these steps:
1. Make sure you have iWatermark Pro in your Application folder and not the old iWatermark.
2. Delete all old versions. Download the latest version of iWatermark Pro from our site.
3. Open the program and under the iWatermark Pro menu in the About menu item select that to see what version you are running and that it is the most recent.
4. Quick Registration.
   You received an email with a link that begins with iWatermark://name=..... If you use Apple Mail and Safari click that link in the email you were sent. Or copy that link and put it in the url field of your browser (Safari or Firefox. It does not work in Chrome) and hit the enter or return key.
5. Manual Registration
   You can manually register if the above does not work. From the registration email copy each item exactly making sure not to add extra spaces or carriage returns, then on the main screen hit the Register tab. The icon with the golden key. Paste each item in the corresponding field. After a click on the Apply Registration button you should see this:

iWatermark Pro is Registered

Thank You

[OK]
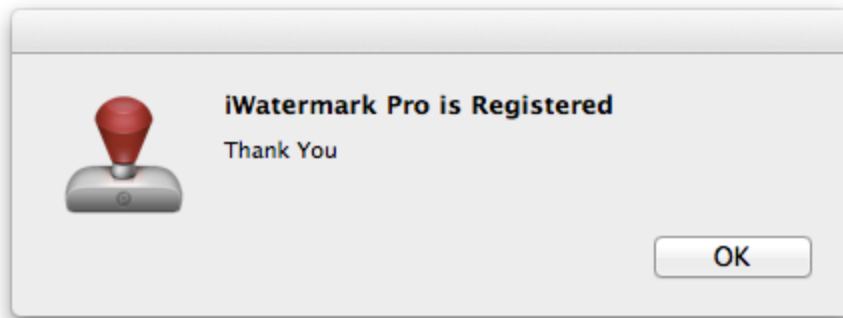
6. If you get a dialog like the above that says you are 'Not registered' then click on each field and hit the delete key till you have deleted everything there then copy and paste your registration data from the registration email we sent.

Q: Isn't Digimarc the serious way for real photographers to do watermarks on photos?
A: Many thousands of serious professional photographers use iWatermark. The reason we developed iWatermark is because we had a need for watermarking our photos (several of us are photographers) and we wanted something that worked easily, cheaply and effectively. We investigated digimarc and many other methods that embed a watermark in the image. We found digimarc to cost hundreds of dollars a year (and they charge based on the number of images) and the digimarc technique is not foolproof or really that practical. If you embed your data in some invisible fashion like Digimarc then people don't see it. There is software that does visible watermarking, like iWatermark, and software that does hidden watermarking, like digimarc. Say you have an iPhone and you lose it in a park, you are much more likely to get it back if it is engraved with your name and phone (iWatermark) then if some info is hidden/encrypted on its flash drive (Digimarc).

Considering these facts we decided from the start that iWatermark should be straightforward, inexpensive, use visible as well as hidden watermarking. The most effective approach we decided was to make software that can batch process hundreds of images and put on a beautiful watermark (logo, signature, copyright, whatever). This notifies people right up front and out in the open of your ownership.

Can they remove it? Yes, but the same is true of Digimarc. When you save an image in jpg it is recompressed (jpg is a compressed format) the pixels all get shuffled around and rearranged thus losing the embedded digimarc info. Unfortunately we are still early in the digital age and copyrighting intellectual property is not perfect. This is a problem for musicians, movie makers, photographers and software developers. I just did a google on the subject and found this interesting link by a photographer that states the case quite well.
http://www.kenrockwell.com/tech/digimark.htm

Digimarc is like thinking you are protecting your land by burying a no trespassing sign under it. No one will see it and they will think its public land and that they can do what they want. Not very effective. The reality is that making it perfectly clear some property is yours is still the best means of protection and the first defense. that is why we created iWatermark. iWatermark was a conscious choice to use visible watermarking not hidden watermarking. We also wanted to provide a method that is easy to use, practical and inexpensive that everyone can use and understand.

Finally even when iWatermark becomes your first line of defense (for digital rights management) there is no reason why you can't also use other methods like Digimarc.

Q: Why should I watermark the photos I put on Facebook, Twitter, Instagram, Tumblr, etc.
A: Excellent question! Because all those services remove your metadata and there is nothing tying that photo to you. People can just drag your picture to their desktop and share to others till there is

no connection to you and no info in the file that says you created or own it. A watermark makes sure that everyone is clear on the fact that the photo is your IP (intellectual property). You never know when a photo you took will go viral.

Q: How do I use the fonts you have in the iOS version of iWatermark?
A: Now, the easy way is just go to the installer of iPhoto and Aperture plugins and install those plugins and fonts at the same time.

Also these are the fonts available in the iOS system versions like iOS 5, iOS 6 and iOS 7:
http://iosfonts.com

Q: I got a watermark from a friend. When i imported it, it did not look exactly like theirs?
A: We worked hard to make sure that you can export and share watermarks to other computers and have it look the same but a difference can be caused by these factors:
   1. Different operating systems do things slightly differently with graphics, color, display, etc.
    2. Different fonts. If you don't have the same exact font as they do then there will be a difference in the look. It might even be the same font but a different version.
        Font Solution:
            1. get your friend to send you the exact font.
            2. find free or buy the same font online.
            3. make sure you downloaded the font and plugin installer, installed the fonts from that because that is many of the extra fonts used on iOS and Android.

Q: When I rotate my water mark text 90 or 270 degrees, it becomes very, very small. It is like the width/height-percentages doesn't follow the rotation angle.
A: This is a result of the method you choose for scaling. When you create a watermark in the watermark editor by default it is set to Horizontal. If you choose Horizontal or Vertical it will do that jumping around, getting smaller and larger, but if you choose unscaled then it will behave normally. It is important to understand the tradeoffs of using Unscaled, Horizontal and Vertical scaling. Those tradeoffs and why iWatermark works they way it does is explained here.
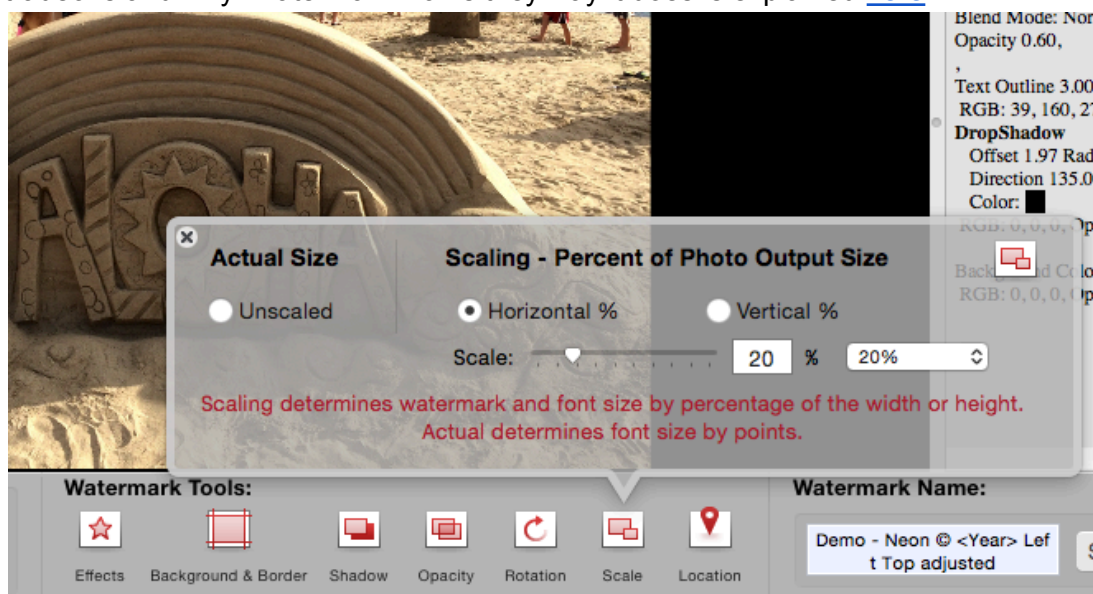
Q: When I use a tag within a watermark I am not seeing any watermark show up?
A: You need to have photos that have that tag embedded in them or nothing will show on the photo. Another way that would work is to pushing tag into that you entered into the EXIF/IPTC/XMP area of iWatermark.

Q: How do I use my Photo Browser with iWatermark?

A: iPhoto, Aperture, Lightroom, Xee, iMedia, ACDSee, iView, Picasa, QPict and other image browsers can all be used with iWatermark Pro.

Drag or select a photo or folder into iWatermark Pro and then watermark as usual.

Q: Does iWatermark Pro work with Aperture, iPhoto, Lightroom and other photo browsers?
A: Yes, it does. For all these apps and others, iMedia browser allows quick access for drag and drop from the photo browser, iPhoto or Aperture's library to iWatermark Pro. Just download iMedia browser and install. Then use iWatermark Pro File menu to access iMedia browser.

Q: iWatermark Pro is so much faster than iWatermark but I have to process thousands of photos. Do you have any tips for optimizing the speed?
A: Close the info window if open. Close the preview pane if open. Input on one drive and output on another. More and faster processors, more memory and faster drives like flash drives or RAID drives all help.

Q: Is there a iWatermark Pro for Windows?
A: There is an iWatermark for Windows now and soon an iWatermark Pro for Windows.

Q: Which RAW file formats does iWatermark Pro read?
A: Apple continues to release updates in the Mac OS to better support the various RAW formats, When the Mac OS is updated iWatermark takes immediate advantage of these upgrades. More info is in this Apple Tech Note : http://support.apple.com/kb/HT4757
Windows users can get Microsoft's Camera Codec Pack and install it.
http://www.microsoft.com/en-us/download/details.aspx?id=26829

Q: Can I use some of the metadata to watermark the file?
A: Yes, we recommend trying it out because it can be very useful. Go to the 'Add a text watermark' drop down menu choose 'Metadata' select from one of the EXIF, IPTC or other choices and it will drop in a text variable that will insert the right data when processing.

Q: If a CMYK image is in the process batch, will it change the color mode to RGB?
A: Yes it will, iWatermark currently only deals with RGB, so it will open a CMYK image, but converts it in the process.

Q: What is XMP? What is IPTC? What is EXIF?
A: See the terminology section.

Q: How do I uninstall the plugins.
A: To uninstall the iWatermark plugins in iPhoto and Aperture

 iPhoto

========

1. Quit the iPhoto application if it is running.

2. In the Finder select the Go Menu -> Go To Folder type in:

~/Library/Application Support/iPhoto/Plugins

A new Finder window will open showing you the plugin folder.

3. Delete "iWaterMarkFileExporter.iPhotoExporter" in the iPhoto plugin folder.

4. Launch iPhoto. To test select photo to export. Then select:

File->export

iWatermark plugin should be gone so you can no longer select the plugin.

Aperture

========

1. Quit the Aperture application if it is running.

2. In the Finder select the Go Menu -> Go To Folder

type in: ~/Library/Application Support/Aperture/Plug-Ins/Editor

3. Delete "iWatermark Stomper.ApertureEdit"

4. In the Finder select the Go Menu -> Go To Folder

type in: ~/Library/Application Support/Aperture/Plug-Ins/Export

5. delete "iWatermarkApertures.ApertureExport"

Q: Where are the plugins, preferences files and folder that contains the watermarks located?
A: Locations of all iWatermark files.

Watermarks location:
Click on the Advanced tab then click the button 'Show library files' which will show the watermark and other graphic files in the finder.

Preferences location:
Click on the Advanced tab then click either button 'Show preference file' which will show the preference file in the finder. If you want to find the library below yourself then remember to option click in the Go Finder menu reveal Libarary. Apple hides the Library folder from general use.
Mac HD:Users:YourNameHere:Library:Containers:com.plumamazing.iwatermarkpro:Data:Library:Preferences:com.plumamazing.iwatermarkpro.plist
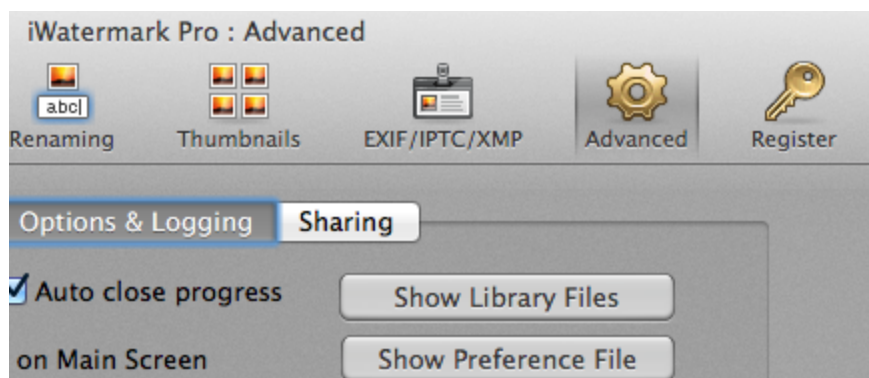
Plugin locations:
Photo Plugin is installed in:

~/Library/Application Support/iPhoto/Plugins/

QuickLook plugin is installed in:
 /Library/QuickLook (ie. for all users -- this requires Admin account).

Aperture plugins are installed in:
 ~/Library/Application Support/Aperture/Plug-Ins/Export/
 ~/Library/Application Support/Aperture/Plug-Ins/Editor/

To download the installer of the plugins from the iWatermark Pro's menu choose, 'Download Installer to Install iPhoto & Aperture Plugins and Fonts'. Or you can download the installer here:
 https://plumamazing.com/bin/iwatermarkpro/iWatermarkPluginInstaller.pkg.zip

The following folders should exist already but they must exist for the installer to place the iPhoto and Aperture plugins:

 ~/Library/Application Support/Aperture/Plug-Ins/Editor
 ~/Library/Application Support/Aperture/Plug-Ins/Export
 ~/Library/Application Support/iPhoto/Plugins

If the installer has a problem check to see if they are there. Hold option key down and select the Go menu to access the library folder. Then check the Application Support folder and if they are not there you can create them manually. Or if you are familiar with the Terminal then copy and paste the following into the Terminal:

mkdir -p ~/Library/Application Support/Aperture/Plug-Ins/Editor
mkdir -p ~/Library/Application Support/Aperture/Plug-Ins/Export
mkdir -p ~/Library/Application Support/iPhoto/Plugins

For the record these are the plugins that go in those folders:
iWatermarkAperture Export.ApertureExport goes in Export folder
iWatermarkAperture Stomper.ApertureEdit goes into Editor folder
iWaterMarkFileExporter.iPhotoExporter goes into iPhoto/Plugins folder

Q: Can I use iWatermark on 2 computers?
A: You can have it on your desktop and laptop but just have iWatermark open on only one at a time.

Q: I use Lightroom. Why should I use iWatermark?
A: iWatermark provides watermarking tools not available in Lightroom. For example a text watermark in Lightroom is one fixed size in pixels so that watermark will vary depending on the resolution of the photos being watermarked. Whereas iWatermark has text watermarks that optionally scale proportional proportionally depending on resolution or portrait/lanscape. Lightroom uses pixels to determine watermark location whereas iWatermark position the watermark proportionally based again on esolution or portrait/lanscape. That means if you watermark a batch of photos of different resolutions and/or landscape or portrait orientations that iWatermark can have a watermark that maintains the same look/identitiy on all these kinds of photos. iWatermark also has options not to scale. These are 2 big differences.

Sharing Watermarks

Export watermarks and email or place them in PhotoNotary, Dropbox, Google Drive or SkyDrive folders for use on other computers. Can be used between Macs now to other computers and mobile devices.

Dropbox - Get a free account with 2 GB of space by clicking here.
Google Drive - Get an account here 5 GB free. Overview of Google Drive here.
OneDrive - Get an account here and 7 GB free.

On the Mac once someone sends (via email or one of the above services) you an exported watermark just double click it to open/install in your version of iWatermark Pro for Mac.

An exported watermark has an icon that looks like this.

Terminology

Digital Watermarking - the process of embedding information onto or into a media file which may be used to verify its authenticity or the identity of its owners.
Watermark - a visible and/or invisible digital watermark that identifies the owner of a particular piece of digital media.
Visible digital watermark- info visible on a photo. Typically, the information is text or a logo, which identifies the owner of the photo. That info is merged into the image info but still visible.
Invisible digital watermark - info embedded within the image data of the photo but is designed to be imperceptible to human vision so it is hidden info. Steganography uses the same technique but for a different purpose.
Metadata - is the descriptive information embedded inside any type of file. All the items below EXIF, XMP, and IPTC are metadata that is added to a photo. Metadata does not change the actual image data but piggybacks on the file. Facebook, Flickr and other online social platforms remove all this metadata (EXIF, XMP and IPTC).
EXIF - Exif - Exchangeable image file format (Exif) A type of metadata that almost all digital cameras store within photos. EXIF stores fixed info like date & time taken, camera settings, thumbnail, descriptions, GPS and copyright. This info is not meant to be changed but it can optionally be removed from photos. The specification uses the existing JPEG, TIFF Rev. 6.0, and RIFF WAV file formats, with the addition of specific metadata tags. It is not supported in JPEG 2000, PNG, or GIF.
http://en.wikipedia.org/wiki/Exif
IPTC - is a file structure and set of metadata attributes that can be applied to text, images and other media types. It was developed by the International Press Telecommunications Council (IPTC) to expedite the international exchange of news among newspapers and news agencies.
http://en.wikipedia.org/wiki/IPTC_(image_meta-data)
XMP - Extensible Metadata Platform (XMP) is a specific type of extensible markup language used to store metadata in digital photos. XMP has subsumed IPTC. XMP was introduced by Adobe in 2001. Adobe, IPTC and IDEAlliance collaborated to introduce in 2004 the IPTC Core Schema for XMP, which transfers metadata values from IPTC headers to the more modern and flexible XMP.
http://www.adobe.com/products/xmp/
Tag - is one piece of metadata. Each item within EXIF, IPTC and XMP is a tag.

Miscellaneous Links and Info

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OS X Lion: Supported digital camera RAW formats
http://support.apple.com/kb/HT4757

Mac OS X v10.6: Supported digital camera RAW formats
http://support.apple.com/kb/HT3825

Aperture 3: Updated RAW Processing
http://support.apple.com/kb/HT3946

Aperture 1, 2, 3: RAW support (seem to be same as OS X Lion list above)
http://www.apple.com/aperture/specs/raw.html

Applescript Info

iWatermark Pro for Mac is scriptable and has an Applescript dictionary. This means you can automate the way iWatermark works. Now that iWatermark has this ability users (you) can make scripts to make iWatermark work with other apps that you use. Below is an simple Applescript that may not be useful in day to day work but does show how to script iWatermark.

Example Applescripts for iWatermark Pro

Applescript Language Guide at Apple

Tutorial for Applescript

Please send us scripts you create even if they are very simple so we can share with others.

Special Info for Windows Version

To do a silent install the command line for 1.1.3 installer is:

iWatermarkPro.win.x86x64.1.1.2.exe [/install | /uninstall] [/quiet] [/log <file name>]

To See help of command line arguments
iWatermarkPro.win.x86x64.1.1.2.exe /?

There are many options in command line arguments help but the following arguments are supported and tested:
/install
/uninstall
/quiet
/log <log file name>

iWatermark Support

Please see below for support options on iWatermark.

[Online Support](#)

[Retrieve Serial Number](#)

The serial number for iWatermark and iWatermark Pro are different. If you are an owner of iWatermark and want to upgrade please contact us and let us know the email and name you ordered under.

We enjoy hearing from you.

The folks at Plum Amazing