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## Methods of hiding information based on steganographic profiles

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The article describes the concept of steganography from the point of view of the issues of the physical and digital world. It discusses the basics of hiding information in data medium, indicates the potential in terms of their capacity and susceptibility to the phenomenon of data concealment. It also indicates aspects of the suitability of modified data for information retrieval and extraction. It uses the most popular algorithms to hide information and methods to determine the effectiveness of data hiding.

Author:KRUPA, Artur (Institute of Information Technology)Presenter:KRUPA, Artur (Institute of Information Technology)Session Classification:Poster Session

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