

## CLAIMS

### What is claimed is:

1. A fuel dispenser for authenticating content for display, comprising:

a display;

a secure device coupled to the display configured to receive authentic watermarking information and control content rendered on the display; and

a media device configured to obtain watermarked content for rendering on the display,

wherein the watermarked content includes embedded watermarking information enabling authentication of the watermarked content but which does not comprise the watermarked content, wherein the secure device comprises a processor and a memory including computer program code, the memory and the computer program code configured to, with the processor, cause the secure device to: receive the watermarked content from the media device; render the watermarked content on the display; determine the watermarking information embedded in the watermarked content; allow the watermarked content; to be rendered on the display in response to authenticating the watermarking information with the authentic watermarking information; and block the watermarked content rendering to the display in response to a failure to authenticate the watermarking information with the authentic watermarking information, wherein the authentication of the watermarking information is determined as the content is rendered or executed, wherein the memory and the computer program code are further configured to: obtain watermarking description information for the content that indicates locations within the watermarked content including the watermarking information, and determine the watermarking information at least in part by extracting data from the locations within the watermarked content as the watermarked content is rendered on the display.

2. The fuel dispenser of claim 1, wherein the memory and the computer program code are further configured to extract the data from the locations within the watermarked content further based on a type of the content.

3. The fuel dispenser of claim 1, wherein the watermarked content is a video, and the locations correlate to a plurality of pixels in one or more frames in the video.

4. The fuel dispenser of claim 1, wherein the memory and the computer program code are further configured to receive the watermarking description information over a secure link.
5. The fuel dispenser of claim 4, wherein the memory and the computer program code are further configured to decrypt the watermarking description information as received over the secure link.
6. The fuel dispenser of claim 1, wherein the memory and the computer program code are further configured to authenticate the watermarking information based at least in part on comparing the watermarking information to expected values for the authentic watermarking information.
7. The fuel dispenser of claim 1, wherein the memory and the computer program code are further configured to authenticate the watermarking information based at least in part on authenticating a signature generated by the watermarking information.
8. The fuel dispenser of claim 1, wherein the memory and the computer program code are further configured to block the watermarked content from being rendered on the display where the secure device fails to successfully authenticate the watermarked content within a period of time.
9. The fuel dispenser of claim 1, further comprising: a feature connector configured to: switch a communication path between the secure device and the display, wherein the memory and the computer program code are further configured to control whether the watermarked content is rendered on the display by activating or deactivating the feature connector.
10. A system for generating watermarked content, comprising at least one processor and a memory including computer program code, the memory and the computer programming code configured to, with the processor, cause the system to: obtain content for watermarking; generate watermarking information for the content and embed the watermarking information within the content to generate watermarked content; generate

watermarking description information indicating locations within the watermarked content of the watermarking information and communicate authentic watermarking information to

a secure device; and communicate the watermarked content to a media device, wherein the watermarked content is a video, and the locations correlate to a plurality of pixels in one or more frames in the video that represent the watermarking information, said plurality of pixels each making up less than an entire frame, and wherein the watermarking information is configured to be authenticated as the content is rendered or executed to a display, such that the content is allowed to be rendered in response to authenticating the watermarking information with the authentic watermarking information and blocked from rendering in response to a failure to authenticate the watermarking information with the authentic watermarking information; wherein the memory and the computer program code are further configured to obtain watermarking description information for the content that indicates locations within the watermarked content including the watermarking information, and determine the watermarking information at least in part by extracting data from the locations within the watermarked content as the watermarked content is rendered on the display.

11. The system of claim 10, wherein the memory and the computer program code are further configured to communicate the watermarking description information to the secure device.

12. The system of claim 11, wherein the memory and the computer program code are further configured to communicate the watermarking description information to the secure device over a secure link.

13. The system of claim 11, wherein the memory and the computer program code are further configured to encrypt the watermarking description information for communicating to the secure device.