

# A new histogram modification based reversible data hiding algorithm considering the human visual system

Jung S.-W., Ha L.T., Ko S.-J.

Department of Electrical Engineering, Korea University, Seoul, South Korea; Department of Information Technology, University of Engineering and Technology, Vietnam National University, Hanoi, Viet Nam

**Abstract:** In this letter, we propose an improved histogram modification based reversible data hiding technique. In the proposed algorithm, unlike the conventional reversible techniques, a data embedding level is adaptively adjusted for each pixel with a consideration of the human visual system (HVS) characteristics. To this end, an edge and the just noticeable difference (JND) values are estimated for every pixel, and the estimated values are used to determine the embedding level. This pixel level adjustment can effectively reduce the distortion caused by data embedding. The experimental results and performance comparison with other reversible data hiding algorithms are presented to demonstrate the validity of the proposed algorithm.  
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**Author Keywords:** Data hiding; human visual system; just noticeable difference; lossless watermarking

**Index Keywords:** Data embedding; Data hiding; Histogram modification; Human Visual System; Human visual systems; Just-noticeable difference; Lossless watermarking; Performance comparison; Pixel level; Reversible data hiding; Graphic methods; Image processing; Pixels; Steganography; Algorithms

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Correspondence Address: Jung, S.-W.; Department of Electrical Engineering, Korea University, Seoul, South Korea; email: jungsw@dali.korea.ac.kr

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Authors with affiliations:

1. Jung, S.-W., Department of Electrical Engineering, Korea University, Seoul, South Korea
2. Ha, L.T., Department of Information Technology, University of Engineering and Technology, Vietnam National University, Hanoi, Viet Nam

3. Ko, S.-J., Department of Electrical Engineering, Korea University, Seoul, South Korea

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