

## A Novel High Capacity Data Hiding Algorithm Using Salt and Pepper Noise

The existing method uses LSD summation relationship from two neighboring pixels is adopted for adjusting pixel values for data hiding. Instead, in order to improve the image quality we proposed a method of data hiding using salt and pepper noise. In this paper, a novel algorithm is proposed by merging two concepts of data hiding and salt-pepper noise removing. Here we are embedding the data bits into image. Data extraction can be done in the reverse direction and noise is removed by using . The main aim of designing algorithms for data hiding applications are to increase the hiding capacity and maintain the original image quality. We can calculate the parameters like PSNR, SSIM and the experimental results show that the proposed data hiding algorithm can have better performance than other schemes. Also, the better image quality can be assured.

**Domain:** Image Processing / Security Application

**Technology:** MATLAB