

Attachment A

Revised: October 28, 2008

Adopted Trademark and Logo Usage Guidelines

These trademark and logo usage guidelines have been prepared to help you understand how to correctly use HDMI's brands, trademarks, logos and slogans (the "Adopted Trademarks"). HDMI delivers the finest quality digital video and audio transmitted over a single cable and signifies interoperability among HDMI-labeled systems. Because the Adopted Trademarks represent this recognized quality and reliability in a digital interface, and are valuable assets, it is important that the branding identity maintain the same qualities. Please review these guidelines carefully before you incorporate the Adopted Trademarks into your product or related support materials. *If you have any questions concerning your use of the Adopted Trademarks, please contact trademark@hdmi.org.*

The Adopted Trademarks

The Adopted Trademarks consist of the following:

- 1) The "HDMI Logo": includes the following logo and underlying type. The allowable usage of this logo, and its components, is described in these Guidelines.



- 2) The terms "HDMI," and "High-Definition Multimedia Interface."
- 3) The x.v.Color logo and term "x.v.Color"

Use of the Adopted Trademarks

The Adopted Trademarks may be used only by authorized licensees who are Promoters or have entered into an Adopter Agreement with the HDMI Licensing Agent (as well as authorized distributors and resellers of such licensees pursuant to the Adopter Agreement). Unless authorized in writing, you may only use the Adopted Trademarks as set forth in these guidelines and in the Adopter Agreement. You may only use the Adopted Trademarks in connection with the promotion of the HDMI Specification and the High-Definition Multimedia Interface Specification, and on products that are Fully Compliant, as defined in the Adopter Agreement. However, prior to certifying a product as Fully Compliant you may use the Adopted Trademarks on a limited number of non-production product samples solely for promotional purposes (such as at tradeshow).

Other than dropping the underlying type (High-Definition Multimedia Interface) and TM symbol, due to size limitations described under "Size", you may not alter the Adopted

Trademarks (alteration includes outlining, rotating, skewing, stretching or reproducing the mark three-dimensionally). Except as expressly authorized herein, the logo, underlying type and ™ symbol are always used together, with the mark elements holding the exact size and position relationships as shown in this example. Do not add a drop-shadow or texture fill to any element of the Adopted Trademarks.

HDMI Logo Usage Revisions—Updated October, 2008

The following section regarding “HDMI Logo Usage Revisions” shall go into effect as follows:

- 1) As of **October 28, 2008**, you will use commercially reasonable efforts to comply with the HDMI Logo Usage Revisions.
- 2) Such commercially reasonable efforts do not require any change or recall of newly designed products that are initially shipped prior to **October 28, 2009**, or any related packaging, marketing and instructional materials or other related collateral.
- 3) All newly designed products that are initially shipped after **October 28, 2009**, and all related packaging, marketing and instructional materials and other related collateral, shall comply with the HDMI Logo Usage Revisions.

HDMI Logo

Adopters are not required to use the HDMI Logo. However, in order to encourage the use of the HDMI Logo, you will receive a discounted royalty rate under the Adopter Agreement if you reasonably incorporate the HDMI Logo on your HDMI products and related documentation and promotional materials.

Clear Space/Safe Zone

The HDMI Logo must always be positioned alone and apart from any other text or graphics. The minimum stand-alone space around the mark is one half of the height of the letter “I” in that usage of the HDMI Logo, and on products this may be reduced to one quarter of the height of the letter “I” in that usage of the HDMI Logo.

Colors

Acceptable colors for the HDMI Logo are white, black and percentages of black (that will appear as gray) that are in high contrast to the background. The logo may also be reversed, where the logo is the color of the background material and the surrounding rectangle can be any of the colors listed above. When used as labeling on an HDMI-compliant device, the HDMI Logo may be printed/silk-screened in metallic silver (the specified silver is Pantone metallic color 8420) or in the specific color in which all other third party or standards-based marks are printed on the device.

Size

When applied to a product, the HDMI Logo must not be less prominent than other 3rd-party technology marks or logos appearing on the product. The HDMI Logo must be 3mm tall or larger, except in the case of physical buttons and switches on products, as well as cables and connectors and hand-held portable devices, where the logo may be scaled as small as 1.5mm tall.

When smaller than 10mm tall, or when applied to a brown corrugated packaging and less than 30mm tall, the underlying type (“High-Definition Multimedia Interface”) and TM symbol may be dropped, as smaller sizes can cause the type to “fall apart”.

When using the full mark, the type should never be scaled independently of the HDMI Logo, both the logo and underlying type should always be scaled together.

Placement Guidelines

The following are specific placement guidelines:

Hardware

The HDMI Logo should be placed on the front, top, rear or side surfaces of an HDMI-compliant product (i.e. television, set-top box, DVD player, projector, computer, or monitor) or on the top of a cable connector. Do not place the mark on the bottom, of the product or on any peripheral components without an HDMI connector.

In addition, the HDMI Logo may be placed on HDMI-compliant connectors and cables. The HDMI Logo should never be obstructed by another label or sticker. The HDMI Logo preferably should be printed directly onto the product using conventional methods such as silk-screening or pad printing or molded in but, may be placed on the product using a label or sticker, along with other third-party logos. In addition, the HDMI Logo may also be used on display screens incorporated into the product.

Product Packaging

Place the HDMI Logo on the front, rear, side or top-viewing panel of your package. It should never be obstructed by another label or sticker. The HDMI Logo can be printed directly onto packaging or placed securely on the package using a label or sticker.

In all cases, the HDMI logo should be displayed equally and fairly and be placed with other third-party logos.

Product Packaging—Brown Corrugated Materials

Brown corrugated packaging (typically on shipping boxes) poses a special challenge to maintaining the integrity of the HDMI logo. This particular material causes color shift in printing, and absorbs and spreads ink more than other print materials, thus, potentially compromising the readability and brand equity of the HDMI logo.

It is recommended that when printing on brown corrugated material, one of the following options be used:

- 1) Use Pantone® black ink
- 2) Apply a second coat of black ink (often referred to as “double bumping”)
- 3) Consider using a reversed HDMI logo in a rectangular box (often referred to as “knock out”)

In cases of printing in one color (other than Pantone® black), it is recommended that the reversed (“knock out”) HDMI logo be used.

In all cases, the HDMI logo should be displayed equally and fairly and be placed with other third-party logos.

Web Pages

The HDMI Logo may be used on Web pages next to Fully Compliant products, as set forth in the Adopter Agreement. On launch buttons, the minimum mark size is .66” or 200 pixels wide (launch buttons on mobile devices may be scaled appropriately).

Advertisement, Direct Mail, Collateral, In Store POP and Documentation

The HDMI Logo may be used in any advertising, direct mail, collateral, or documentation for Fully Compliant products. For all printed materials, we recommend the use of EPS log files. EPS files can be reproduced at any size without compromising quality.

For one color newspaper advertisements, use the black or reversed (“knock out”) of the logo artwork. Full color advertisements may use either one color, reverse or gray version of the logo, choosing the logo that works best with the design of the ad.

Where you are not restricted by color, the gray logo can be used for print material situations. In situations where color is restricted, use the black, or if appropriate, reversed (“knock out”) versions of the logo.

Where Not to Use the Adopted Trademarks

No Use in Your Company Name. The Adopted Trademarks, or any potentially confusing variation, may never be incorporated as part of the name of your company.

No Use in Your Domain Name. The Adopted Trademarks, or any potentially confusing variation, may never be incorporated as part of your domain name (or any other domain that you own or control).

No Use in the Name of Your Products or Services. The Adopted Trademarks, or any potentially confusing variation, may never be incorporated as part of the name of a product or service of your company.

No Use with Any Product that is not Fully Compliant. The Adopted Trademarks may not appear on or in connection with any product that is not Fully Compliant, as set forth in the HDMI Adopter Agreement.

No “Negative” Use. The Adopted Trademarks may not appear on any materials that disparage any HDMI Founder, Founder product, or Adopted Trademark, that may damage the goodwill associated with the Adopted Trademarks, or uses the Adopted Trademarks in a way that suggests a common, descriptive, or generic meaning, makes puns out of them or portrays them in a negative light, that infringe upon any HDMI Founder’s intellectual property or other rights, or that violate any state or federal law or regulation, or law or regulation of any country or jurisdiction internationally.

Referencing HDMI in Text

In text you may refer to the fact that your product incorporates HDMI technology by using phrases such as “incorporates HDMI™ technology” or “incorporates High-Definition Multimedia Interface technology.” On all such materials, your company, or product, or service name must appear more prominently than that of the HDMI mark and should be visually distinguished from the HDMI mark by putting it in a different font or color or on a different line. This is important to avoid any implication that your product is manufactured, supported, or endorsed by the HDMI Licensing Agent or any of the HDMI Founders.

Some usage examples follow:

Do say: “XYZ incorporates HDMI™ technology” or “XYZ incorporates High-Definition Multimedia Interface (HDMI™) technology”

Do *not* say: “XYZ HDMI™ product” or “XYZ High-Definition Multimedia Interface (HDMI™) Product”

Do not say: “Wireless HDMI™”

Use Proper Trademark Notice

Include the following notice on all marketing materials, such as brochures, manuals, advertising, product fliers...:

“HDMI, the HDMI Logo and High-Definition Multimedia Interface are trademarks or registered trademarks of HDMI Licensing LLC.”

HDMI Feature Requirements

The following two sections regarding “Referencing HDMI Versions and Functionality” and “HDMI Features and Minimum Required Functionality” (collectively “HDMI Feature Requirements”) shall go into effect as follows:

- 1) As of October 17, 2007, you will use commercially reasonable efforts to comply with the HDMI Feature Requirements.
- 2) Such commercially reasonable efforts do not require any change or recall of newly designed products that are initially shipped prior to October 17, 2008, or any related packaging, marketing and instructional materials or other related collateral.
- 3) All newly designed products that are initially shipped after October 17, 2008, and all related packaging, marketing and instructional materials and other related collateral, shall comply with the HDMI Feature Requirements.

A device may only claim to support the following specific HDMI-enabled functionality if it meets the following requirements (as well as any requirements set forth in the HDMI Specification and Compliance Test Specification).

Referencing HDMI Versions and Functionality

HDMI versions (1.0, 1.1, 1.2, 1.2a, 1.3, etc.) are used to identify revisions to the HDMI specification only. Since each version of HDMI provides a set of capabilities and not a set of required functionality, you may not use versions by themselves to define your product capabilities or the functionality of the HDMI interface.

For example, you may not say that your product is 1.X compliant, or that your product has 1.X features or capabilities, without specifically listing all of the 1.X functionality that the product supports. Without indicating an HDMI version number, you may say that a product supports a particular feature, such as Deep Color, DVD Audio, or any of the features supported by the HDMI implementation contained within your product.

Some Deep Color usage examples follow:

You may say about a particular product’s capabilities:

- Deep Color
- Supports Deep Color
- Supports Deep Color over HDMI™
- HDMI™ (V.1.3 with Deep Color)
- HDMI™ (Deep Color)
- HDMI™ (V.1.3 with Deep Color, x.v.Color™ , <list other supported options here>)
- HDMI™ (Deep Color, x.v.Color™, <list other supported options here>)

You *MAY NOT* use the version number in product descriptions without specifically listing the version functionality that the product supports. For example, the following are *not* allowed:

- HDMI™ 1.3
- HDMI™ 1.3 compliant
- Supports HDMI™ 1.3
- Supports HDMI™ 1.3 features
- Supports HDMI™ 1.3 features, such as Deep Color, etc.
- Supports HDMI 1.3 features such as Super Color.

If you use a version number to describe your HDMI implementation, you shall clearly and explicitly identify all features of that HDMI version supported by your implementation, solely as such features are named and specified below (x.v.Color, Deep Color, Dolby True HD, <list other supported options here>). Manufacturers may not use their own brand names to describe such functionality in connection with the HDMI Adopted Trademarks.

HDMI Features and Minimum Required Functionality

1. Deep Color Functionality

- Source: transmits a Deep Color signal (defined as a data stream having a color bit depth of greater than eight bits per color component in the 4:4:4 RGB or 4:4:4 YCbCr or 4:2:2 YCbCr color format, where at least 10 bits are meaningfully derived, without the use of dummy bits). All Deep Color source devices must support a clock speed of at least 111MHz for 4:4:4 color format, or 74.25MHz for 4:2:2 color format (equivalent to a minimum of 1080i/60Hz at 12 bit color depth or 720p/60Hz 12 bit color depth).
- Sink (display device): capable of accepting a Deep Color signal, processing such signal such that the resulting stream is greater than 8 bit color depth (in the 4:4:4 RGB or 4:4:4 YCbCr or 4:2:2 YCbCr formats) upon delivery to the display, and having a display that renders color bit depth of greater than 8 bits per color. All sink devices that claim to implement Deep Color must support Deep Color for all supported CEA 861 timing resolutions in the device, except where the timing exceeds the capabilities of the sink device (e.g. exceeds the clock Max_TMDS_Clock indication speed in the sink device EDID). However, all Deep Color sink devices must support a Max TMDS clock of at least 111MHz for 4:4:4 color format or 74.25MHz for 4:2:2 color format (equivalent to a minimum of 1080i/60Hz at 12 bit color depth or 720p/60Hz 12 bit color depth).
- Repeater: can pass a Deep Color signal from a Deep Color source to a Deep Color sink. All repeater devices that claim to implement Deep Color must support Deep Color for all supported CEA 861 timing resolutions in the device, except where the timing exceeds the capabilities of the immediately downstream device (e.g. exceeds the clock Max_TMDS_Clock indication speed in the downstream device EDID).
- "Deep Color" may be described in local characters (e.g. "ディープカラー" in Japanese). "Deep Color" may also be spelled as "Deep Colour" in accordance with local usage.

- If one or more devices (e.g. receiver, display) are sold together as a system, and such system meets the requirements for bearing the Deep Color designation, then such devices may bear the Deep Color designation when sold together as part of such system.

2. Extended Color Gamut (x.v.Color™)

- Device complies with the Name and Logo Guideline for “x.v.Color” v.2.1 (attached as Exhibit 1 below) and the HDMI “x.v.Color” Logo Technical Usage Guidelines for “x.v.Color” v.2.1H (available on the [HDMI Adopter Extranet](#)). HDMI Licensing, LLC may provide notice of updated versions from time to time.
- You may not use the term “xvYCC” (or variants thereof) as a brand or description for HDMI xvYCC-enabled functionality, provided that you may use such term in technical documentation to refer to the xvYCC standard and technology.

3. Audio

- Products are encouraged to list the significant audio functions and format(s) supported.
- For example, we recommend the following to be listed if they are supported:

SACD (SA-CD)
 DVD-Audio
 DTS-HD Master Audio
 Dolby TrueHD

- It is optional to mention the supported audio format(s), for example:

PCM (2/5/7*-channel – indicate whether multichannel and how many channels are supported)
 AC-3
 E-AC-3
 MPEG1-layerI
 MPEG1-layerII
 MP3
 MPEG2
 AAC LC
 HE-AAC
 HE-AAC v2
 DST (as used in SACD)
 DSD (as used in SACD)
 DTS
 DTS-HD
 ATRAC
 WMA pro

MLP (as used in DVD-Audio)

4. Connectors

Type A connectors should be described as the “HDMI™ Connector”.

Type C connectors should be described as the “HDMI™ Mini Connector”. The following are approved for communicating connector type:

- HDMI™ input / HDMI™ output – refers to a Type A connector
- HDMI™ input (Mini) / HDMI™ output (Mini) or “HDMI™ Mini Connector” – refers to a Type C connector
- Please note that “Mini” may be described in local characters (e.g. “ミニ” Japanese)

When further detail is required, the following are approved:

- HDMI™ Connector
- HDMI™ Mini Connector

5. Cables

Cables are categorized based on the performance capabilities and compliance testing of the cable. There are two categories of cable:

- Category 1: tested to carry a 74.25MHz (standard HD) signal
- Category 2: tested to carry up to a 340MHz signal

We recommend that Category 1 cables be marked as:

“Standard HDMI™ Cable”

We recommend that the following description be used to describe the qualities of a standard cable:

Standard HDMI™ cables are tested to carry a standard HD 720p or 1080i signal. You will need a High Speed HDMI™ Cable if:

- your home theater/television is capable of increased resolution (1080p at 60 Hz refresh rate or higher)
- your home theater/television supports resolutions greater than 1080p
- your home theater/television supports Deep Color for resolutions of 720p, 1080i and higher.

Category 2 cables should be marked as:

“High Speed HDMI™ Cable”

The following description should be used to describe the qualities of a High Speed cable:

High Speed HDMI™ Cables are tested to carry an HD signal up to 1080p and higher. Use a High Speed Cable also for 720p/1080i signals that are capable of increased refresh rates (above 60Hz) or Deep Color. High Speed HDMI™ Cables will also support applications that only require a Standard HDMI™ Cable.

All cables should reasonably indicate on both the cable itself (on the cable and/or the cable over mold) and on the front of cable packaging, whether it is a High Speed HDMI™ Cable. High Speed cables and front packaging should include the “HDMI” mark followed by the designation “High Speed” in equivalent size and font. The spacing and other usage requirements applicable to the Adopted Trademarks and HDMI Logo shall apply to all such usages.

6. Lip Sync

Later versions of this document will include rules for devices supporting automatic Lip Sync compensation.

Other Terms and Conditions

Your license to use any of the Adopted Trademarks will terminate no later than the termination or expiration date of the Adopter Agreement with which you obtained the right to use the Adopted Trademarks. Notwithstanding any other termination provision, however, HDMI Licensing, LLC reserves the right at any time in its sole discretion to terminate or modify the permission granted herein to use any of the Adopted Trademarks. For example, HDMI Licensing, LLC may require that you immediately stop use of an Adopted Trademark if you do not use the mark in accordance with these Guidelines or if your use may violate intellectual property or trademark laws of any particular country or jurisdiction.

Nothing herein is intended to grant you any right in any of the Adopted Trademarks other than the right to use the marks in accordance with the requirements set forth herein. HDMI Licensing, LLC reserves the right to take action against any use that does not conform to these requirements, that infringes on any intellectual property or other right, or that violates other applicable laws. However, nothing in these guidelines obligates HDMI Licensing, LLC or the HDMI Founders to object to such adverse use.

HDMI LICENSING, LLC AND ALL HDMI FOUNDERS DISCLAIM ANY AND ALL WARRANTIES WHETHER EXPRESS OR IMPLIED BY LAW REGARDING THE USE OF THE ADOPTED TRADEMARKS INCLUDING WITHOUT LIMITATION WARRANTIES AGAINST INFRINGEMENT.

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APPENDIX x.v. Color Usage Guideline follows this page.

EXHIBIT 1

Name & Logo Guideline



This guideline is for “x.v.Color,”  **x.v.Color** as well as
“x.v.Colour.”  **x.v.Colour**

Ver.2.1 September 2007
Published by
Standard & Partnership Dept.
Sony Corporation

Document Revision History

Ver2.2	August 2008	Revised Description of Logo Size Revised use of logo on Product Packaging
		Several minor editorial. (throughout)
Ver2.1	September 2007	Revised Trademark notice required.(4) Several minor editorial. (throughout)
Ver2.0	May 2007	Added explanation of “x.v.Color”.(5-4) Added usage of logo for “x.v.Color” demonstration software.(5-5)
Ver1.0	March 2007	Initial release.

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1. About Guideline

1-1 Objective of “x.v.Color” Guideline

This document stipulates the correct usage of the “x.v.Color” logo to help build a consistent visual identity of the logo.

1-2 Revision and invalidation of Guideline

Sony Corporation may revise and/or invalidate this guideline, and will inform adopters of the “x.v.Color” and “x.v.Color” logo when doing so.

1-3 Contact

Standard & Partnership Dept.
Sony Corporation

2. “x.v.Color” Brand Name & Logo

2-1 Permitted uses of the “x.v.Color” logo

The “x.v.Color” logo may be used on products conforming to the <“x.v.Color” Technical Guideline> provided separately, on packaging and wrapping materials, instruction manuals, marketing materials (catalogs, posters and other printed media, as well as video media such as TV commercials, websites, etc.), in promotional materials (POP displays, display stands, etc.), and at events.

2-2 Territory of usage of the “x.v.Color” logo

The “x.v.Color” logo may be used worldwide as a trademark, except in those countries where usage of the “x.v.Color” logo is prohibited by law.

3. Display of the “x.v.Color” logo

3-1 Correct form and reproduction

When reproducing the “x.v.Color” logo, be sure to use the electronic logo data provided with the guidelines. Do not disturb the logo as this would give viewers the wrong impression.



Don't

Do not stretch the logo.



Do not condense the logo.



Do not italicize the logo.



Do not reduce the letter spacing.



Do not increase the letter spacing.



Do not twist the logotype.



Do not use a screen or lines over the logotype.



Do not outline the logo.



Do not use 3-D or shadow text.



Do not set the letters in an arc.



Do not set the letters at an angle.



Do not set the individual letters vertically.



3-2 Size specification and minimum size

- Determining the size of the “x.v.Color” logo

When determining what size of the “x.v.Color” logo to use, refer to the character height (H) as shown below.



- Minimum size of the “x.v.Color” logo:

In consideration of the logo’s reproducibility, all “x.v.Color” logos must have a minimum character height (H) of 3mm. Similarly, on-screen displays of the logo as seen on the Web must have a minimum character height (H) of 10 pixels. However, if the logo cannot be reproduced accurately using the minimum sizes specified here, when displaying the logo on products, for example, use the smallest acceptable logo size that can be accurately reproduced.



3-3 Logo color

The “x.v.Color” logo should always be displayed in the designated colors as shown below.



Positive display
(Black Color)



Negative display
(White Color)



In case of non full-colored printing, the logotype without the visual icon should be used.



3-4 Background colors

The background colors are not specified, but ensure that the “x.v.Color” logo should be always displayed clearly and conspicuously. In addition, do not display the “x.v.Color” logo more than once on the same face for instance as a background pattern.

Don't



Do not display the “x.v.Color” logo against a background that reduces its clarity.



Do not use designs or patterns which weaken the impact of the “x.v.Color” logo.



Do not use the “x.v.Color” logo as a background pattern.



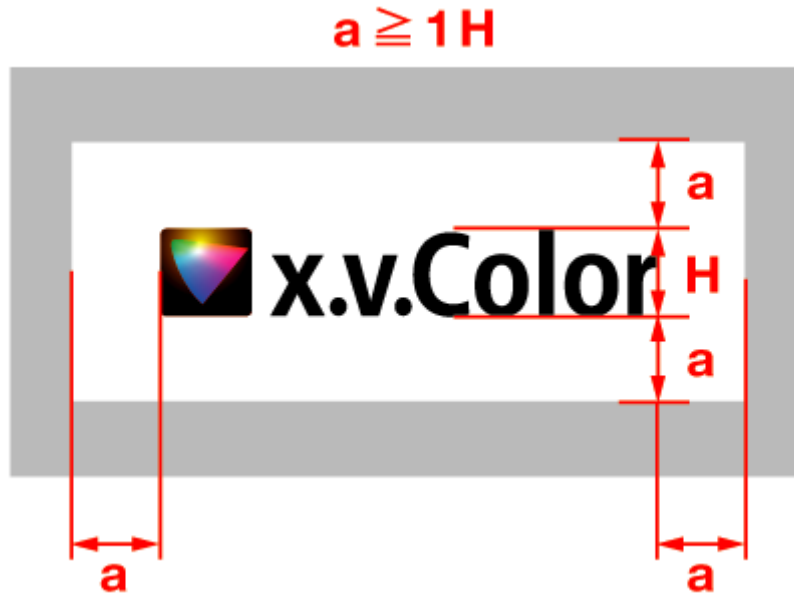
Do not use color combinations that reduce clarity or lack appropriate brightness, vividness, or contrast.



Do not use color combinations that reduce clarity or lack appropriate brightness, vividness, or contrast.

3-5 Isolation zone

Leave ample surrounding space (the isolation zone) around the “x.v.Color” logo to avoid a loss of visual impact.



Don't

Do not display the “x.v.Color” logo too close to advertising copy.

~~High Quality Color
High Color
High Design~~  **x.v.Color**

3-6 To be used independently, not combined with other elements

“x.v.Color” logo should always be positioned so that it is clear, conspicuous, and independent. Keep it away from other layout elements such as text and graphics.

Don't

Do not combine other graphic elements with “x.v.Color” logo. Do not use it in unusual ways that could cause people to perceive it as a different mark.



Do not combine “x.v.Color” logo with generic term, a product name, a model name etc.



4. Trademark Notice

“x.v.Color” and “x.v.Color” logo are trademarks of Sony Corporation.

When using “x.v.Color” regular typeface or the “x.v.Color” logo on printed materials or websites, the trademark notice of “x.v.Color” (and the “x.v.Color” logo) shall be clearly indicated in at least one place.

Examples:

- “x.v.Color” and  **x.v.Color** are trademarks of Sony Corporation.

The expression below is also available.

- “x.v.Color”  **x.v.Color** and are trademarks.

5. Usage of “x.v.Color” Brand name & Logo

5-1 Placement of “x.v.Color” logo

The placement of the “x.v.Color” logo will not be specified as it depends on the shape of the object, but it must be displayed properly in accordance with “3. Display of the x.v.Color logo” and “4. Trademark notice” in this guideline.

5-2 “x.v.Color” logo in motion picture

In case of using the “x.v.Color” logo in motion picture, it should be displayed in proper shape without rotation or deformation.

5-3 Caution to use “x.v.Color” brand name and logo

5-3-1. When using “x.v.Color” in a regular typeface, it shall be enclosed in double quotation or displayed in bold or with “TM” to prevent its being generic term, wherever it may be displayed.

Examples:

- “x.v.Color”
- x.v.Color™
- **x.v.Color**

5-3-2. “x.v.Color” and “x.v.Color” logo should not be used in combination with other logo, trademark, company name and product name as well as modifiers.

Prohibited examples:

- “x.v.Color” camcorder
- Sony “x.v.Color”
- Super “x.v.Color”



5-4 Explanation of “x.v.Color”

Do not use expressions to mislead the features and benefits of “x.v.Color”.

Example of explanation:

“x.v.Color” is a promotion name given to the products that have the capability to realize a wide color space based on the xvYCC specifications and is a trademark of Sony Corporation.

5-5 Usage of “x.v.Color” logo for demonstration software

On software that is created and used to demonstrate “x.v.Color”, the “x.v.Color” logo may be used without fully conforming to Sections 3-4 and 3-5 in “Chapter 3 - Display of the “x.v.Color” logo” in this guideline in case the logotype is used without the visual icon described in 3-3 just in order to avoid the “burn-in” phenomenon. Even under such exceptions, please maintain as much visibility of the logo as possible.

6. Other Important Information

6-1 Usage of “x.v.Color” and “x.v.Colour”

2 types of names and logos - “x.v.Color” and “x.v.Colour” - are designated in this guideline. Either logo, or both can be used, according to the country or area of use.

6-2 Correspondence with local language

“x.v.Color” must be used universally in all regions, and must not be translated into local languages.