Attachment A (Revised November 18, 2009)

Adopted Trademark and Logo Usage Guidelines

This document has been prepared to help you understand compliant usage of the HDMI® brands, trademarks, logos, and slogans (the “Adopted Trademarks”). HDMI connectivity delivers the finest quality uncompressed 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 all branding and marketing communications consistently identify and maintain these same qualities.

These guidelines supersede all previous versions. The following sections of the Adopted Trademark and Logo Usage Guidelines have been added to or updated from the October, 2008 version:

Section 1.1.2 When to Use the Registered Trademark (®) Version of the Logo
Section 2.0-2.3 Referencing HDMI Version Numbers
Section 3.3 HDMI Ethernet Channel
Section 3.4 Audio Return Channel
Section 3.5 3D
Section 3.6 4K
Section 3.7 Content Type
Section 3.9 Recommendations for Labeling Feature-Specific Ports
Section 5.0-5.4 HDMI Cable Naming and Labeling
EXHIBIT 2: Countries and Areas Where HDMI® is a Registered Trademark
EXHIBIT 3: Marketing Feature Requirements (HDMI Ethernet Channel, Audio Return Channel, 3D, 4K and Content Type Sections Only)
EXHIBIT 4: HDMI Cable Name Translations

These sections of the “Adopted Trademark and Logo Usage Guidelines” shall go into effect as follows:

1) As of November 18, 2009, you shall use commercially reasonable efforts to comply with the “Adopted Trademark and Logo Usage Guidelines.”

2) Such commercially reasonable efforts do not require the recall of shipped products prior to November 18, 2010 or any related packaging, marketing and instructional materials or other related collateral.

3) All products that are initially shipped after November 18, 2010, and all related packaging, marketing and instructional materials and other related collateral, shall comply with the “Adopted Trademark and Logo Usage Guidelines”

4) In the case of cable products, you are not allowed to make any reference to Version 1.4 of the HDMI Specification in any circumstance. There is no grace period for compliance to this rule. (Please refer to Section 2.1: HDMI Cable Products—No Use of Version Numbers for complete details.)

For all other sections, these Adopted Trademark and Logo Guidelines are effective immediately, and without exception.

Please review these guidelines carefully before you incorporate the Adopted Trademarks into your products or related support materials. If you have any questions concerning your use of the Adopted Trademarks, please contact trademark@hdmi.org
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1.0 The Adopted Trademarks

The Adopted Trademarks consist of the following:

- The “HDMI Logo,” including the following logo and underlying type. The allowable usage of this logo, and its components, is described in this document.

- The terms “HDMI” and “High-Definition Multimedia Interface.”

- The x.v.Color logo and the term “x.v.Color.” Allowable usage of this logo and associated Trademarks is described in Exhibit 1 of this document.

1.1 General Usage Guidelines

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 on products that are Fully Compliant with the Specification, 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 tradeshows).

Other than removing the underlying type (High-Definition Multimedia Interface) and trademark symbol due to size limitations (as described below under “Size”), you may not alter the Adopted Trademarks in any way, including but not limited to: outlining, rotating, skewing, or stretching. You may not reproduce the mark three-dimensionally, or add a drop-shadow or texture fill to any element of the mark. Except as expressly authorized herein, the logo, underlying type, and trademark symbol are always used together, with the mark elements holding the exact size, aspect ratios, and position relationships as shown in this document.

1.1.1 The 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 Fully Compliant HDMI-enabled products, related documentation, and promotional materials.

1.1.2 When to Use the Registered Trademark (®) Version of the HDMI Logo

The Registered Trademark (®) version of the HDMI® logo shall be used in all countries where the trademark has been registered, as listed in Exhibit 2 of this document. In all other countries, HDMI Licensing, LLC recommends using the logo with the Trademark (™) symbol. For products that will be distributed in multiple countries, including countries where the trademark is registered and others where it is not, HDMI Licensing, LLC recommends using the logo with the Trademark (™) symbol.
1.1.3 Clear Space/Safe Zone
The HDMI Logo shall 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.

1.1.4 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, or “knocked out,”
where the logo is the color of the background material (any solid color) and the surrounding rectangle
(reverse logo) can be any of the colors listed above. When used as labeling on an HDMI-compliant
device, the HDMI Logo may be printed or 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.

1.1.5 Size
When applied to a product, the HDMI Logo shall be at least as prominent as other 3rd-party
technology marks or logos appearing on the product. The HDMI Logo shall be 3mm tall or larger,
except in the case of physical buttons and switches on products, as well as on cables, 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 trademark symbol (® or ™) may
be dropped, as smaller sizes can cause the type to be unreadable.

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.

1.2 Placement Guidelines
The following are specific placement guidelines for the HDMI logo:

1.2.1 Hardware
The HDMI Logo should be placed on the front, top, rear, and/or side surfaces of an HDMI-compliant
product (for example, a 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 that do not feature 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, pad printing, or
molded in, but may also be placed on the product using a label or sticker, along with other third-party
logos. The HDMI Logo may also be used on display screens incorporated into the product.

1.2.2 Product Packaging
The HDMI Logo should be placed 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.
1.2.3 Product Packaging—Brown Corrugated Materials
Brown corrugated packaging (typically used in 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, potentially compromising the readability and brand equity of the HDMI Logo.

When printing on brown corrugated material, it is recommended that you:

- Use Pantone® black ink
- Apply a second coat of black ink (often referred to as “double bumping”)
- 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.

1.2.4 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” (17mm) or 200 pixels wide (launch buttons on mobile devices may be scaled appropriately).

1.2.5 Advertising, Direct Mail, In-Store Marketing, Sales Literature and Product Documentation
The HDMI Logo may be used in any advertising, direct mail, promotional materials, or documentation for Fully Compliant products. For all printed materials, we recommend the use of EPS logo 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 HDMI Logo artwork. Full color advertisements may use either one color, reverse, or gray version of the HDMI 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 materials. In situations where color is restricted, use the black, or if appropriate, reversed (“knock out”) versions of the HDMI Logo.

1.2.6 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.” At least one instance of “HDMI” in any text document or Web page shall include a registered trademark (®) notation, or shall use the HDMI logo with the registered trademark when used in countries where the trademark is registered (see Exhibit 2). In all other countries, HDMI Licensing, LLC recommends using the Trademark (™) symbol.

1.2.7 Use Proper Trademark Notice
You shall include the following notice or a similar effective notice on all marketing materials, including (but not limited to) brochures, manuals, advertising, websites, and product fliers:

“HDMI, the HDMI Logo, and High-Definition Multimedia Interface are trademarks or registered trademarks of HDMI Licensing LLC in the United States and other countries.”
1.3 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.

On all such promotional and sales materials, your company, or product, or service name shall appear more prominently than that of the HDMI Logo and should be visually distinguished from the HDMI Logo 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:

Allowed:
“XYZ incorporates HDMI® technology” or “XYZ incorporates High-Definition Multimedia Interface (HDMI®) technology”

Not allowed:
“XYZ HDMI® product” or “XYZ High-Definition Multimedia Interface (HDMI®) Product”

Not allowed:
“Wireless HDMI®”
2.0 Referencing HDMI Version Numbers

Since each version of the HDMI specification provides a set of potential capabilities and not a set of required functionality, you may only use HDMI version numbers under limited circumstances when describing your products, including (but not limited to) product labels/markings, packaging, marketing and instructional materials, user manuals, online (including websites) or other related promotional materials.

2.1 HDMI Cable Products—No Use of Version Numbers

You shall not use HDMI version numbers in the labeling, packaging, or promotion of any cable product. This includes releases of the HDMI specification (for example, HDMI 1.3, etc.), interim version numbers (for example, HDMI 1.3a, etc.) and CTS (Compliance Test Specification) version numbers (for example, 1.2, 1.3c, etc.).

Cable products are not allowed to make any reference to Version 1.4 of the HDMI Specification in any circumstance. There is no grace period for compliance to this rule.

2.2 Products Other than HDMI Cables – Limited Use of Version Numbers

Effective as of January 1, 2012, all non-cable Products shall not make any reference to HDMI version numbers.

You shall not use HDMI version numbers in the labeling, packaging, or promotion to consumers and consumer-related customers (such as retailers and retail distributors) for any non-cable product after January 1, 2012, except for components - see 2.3 below.

This includes releases of the HDMI specification (for example, HDMI 1.4, 1.3, etc.), interim version numbers (for example, HDMI 1.3a, etc.) and CTS (Compliance Test Specification) version numbers (for example, 1.2, 1.3c, etc.). HDMI Licensing, LLC strongly recommends that all Adopters comply with the new requirements as soon as possible.

Until January 1, 2012, you may reference HDMI Specification version numbers only when clearly associating the version number with a feature or function introduced in that version of the HDMI specification. You may not use version numbers 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 some or 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 HDMI Ethernet Channel, Audio Return Channel, Deep Color, or any of the features supported by the HDMI implementation contained within your product.

If you use an HDMI Specification version number to describe your HDMI implementation, you shall clearly and explicitly identify some or all features or functions of that version of the HDMI Specification that is supported by your implementation, solely as such features and functions are named and specified in this document (Please refer to Section 3.0: Referencing HDMI Features and Feature Marketing Requirements and Section 4.0: Referencing HDMI Connector Type).
Some HDMI Ethernet Channel usage examples follow below. For example, you may say about a particular product’s capabilities:

[Note: The examples which include version numbers are valid only until January 1, 2012.]

- HDMI Ethernet Channel
- Supports HDMI Ethernet Channel
- Supports HDMI Ethernet Channel over HDMI
- HDMI (V.1.4 with HDMI Ethernet Channel)
- HDMI (HDMI Ethernet Channel)
- HDMI (V.1.4 with HDMI Ethernet Channel, Audio Return Channel), Deep Color, x.v.Color, <list other supported options here>
- HDMI (HDMI Ethernet Channel, Audio Return Channel, 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 1.4
- HDMI 1.4 compliant
- Supports HDMI 1.4
- Supports HDMI 1.4 features
- Supports HDMI 1.4 features such as Super Ethernet Channel
- Compliant to HDMI CTS 1.4
- HDMI 1.4 with Deep Color, x.v.Color

Manufacturers may not use their own brand names to describe such functionality in connection with the HDMI Adopted Trademarks. Interim version numbers (for example, HDMI 1.3a, etc.) and CTS (Compliance Test Specification) version numbers (for example, 1.2, 1.3c, etc.) shall not be used in the description or marketing of any product.

### 2.3 Exception for Components

For components (as defined in section 1.6 of the Adopter Agreement) that are intended only for incorporation into end products, but are not sold to or communicated to consumers and consumer-related customers, you may use appropriate HDMI version numbers in the labeling, packaging, or promotion of such components.

You may not use version numbers by themselves to define your product capabilities or the functionality of the HDMI interface.
3.0 Referencing HDMI Features & Feature Marketing Requirements

The below-listed features which have been defined by HDMI Licensing, LLC shall be clearly and exactly referenced solely as they are named and specified below:

- HDMI Ethernet Channel
- Audio Return Channel
- 3D
- 4K
- Content Type
- Deep Color
- x.v.Color

Manufacturers may not use their own brand names to describe any such functionality in connection with the HDMI Adopted Trademarks. If they choose to reference the functionality, they shall use the approved feature names as described in this document. Additionally, these features may not be referenced unless the product demonstrates a level of functionality for that feature, as specified below and detailed in Exhibit 3: Feature Marketing Requirements of this document.

3.1 Deep Color

You may not use the phrase “Deep Color” to describe product functionality unless the product meets or exceeds the Feature Marketing Requirements defined in Exhibit 3: Feature Marketing Requirements of this document.

“Deep Color” may be expressed in local characters (for example, "ディープカラー” in Japanese). “Deep Color” may also be spelled as “Deep Colour” in accordance with local usage.

If two or more devices (for example, a receiver and a 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.

3.2 x.v.Color™

You may not use the term “x.v.Color” or the x.v.Color logo mark unless the product meets or exceeds the Feature Marketing Requirements as defined in “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 of this document from time to time.

Qualifying products that satisfy Feature Marketing Requirements may use the term “x.v.Color” and the x.v.Color logo, provided that such usage is in compliance with the Name and Logo Guidelines for x.v.Color v.2.1 (Please see Exhibit 1: Usage Guidelines for x.v.Color Name and Logo of this document).

You may not use the term “xvYCC” (or variants thereof) as a brand or description for HDMI xvYCC-associated functionality. The only allowed exception is in technical documentation, where you may refer to the xvYCC standard and technology, provided it is not used as a brand or feature description for HDMI-associated functionality.
3.3 HDMI Ethernet Channel

You may not use the phrase “HDMI Ethernet Channel” or the acronym “HEC” to describe product functionality unless the product meets or exceeds the Feature Marketing Requirements defined in Exhibit 3: Feature Marketing Requirements of this document.

[Note: Though some engineering documents have used the acronym “HEAC” to refer to the HDMI Ethernet Channel and Audio Return Channel functionality, the term “HEAC” shall not be used in any marketing context.]

HDMI Licensing, LLC strongly recommends using the full feature name, “HDMI Ethernet Channel” to describe and market product functionality. However, the acronym “HEC” may be used where space is limited and where it would be impractical to spell out the full feature name; such as when labeling products, ports, buttons and cable overmoldings. When referencing this capability in all other contexts, you should use the full feature name “HDMI Ethernet Channel” in at least one instance.

3.4 Audio Return Channel

You may not use the phrase “Audio Return Channel” or the acronym “ARC” to describe product functionality unless the product meets or exceeds the Feature Marketing Requirements defined in Exhibit 3: Feature Marketing Requirements of this document.

[Note: Though some engineering documents have used the acronym “HEAC” to refer to the HDMI Ethernet Channel and Audio Return Channel functionality, the term “HEAC” shall not be used in any marketing context.]

HDMI Licensing, LLC strongly recommends using the full feature name, “Audio Return Channel” to describe and market product functionality. However, the acronym “ARC” may be used where space is limited and where it would be impractical to spell out the full feature name; such as when labeling products, ports, and buttons. When referencing this capability in all other contexts, you should use the full feature name “Audio Return Channel” in at least one instance.

3.5 3D

You may not use the term “3D” to describe product functionality in conjunction with HDMI unless the product meets or exceeds the Feature Marketing Requirements defined in Exhibit 3: Feature Marketing Requirements of this document.

3.6 4K

You may not use the term “4K” to describe product functionality in conjunction with HDMI unless the product meets or exceeds the Feature Marketing Requirements defined in Exhibit 3: Feature Marketing Requirements of this document.

[Note: Though some engineering documents have used the term “4K x 2K”, this term should not be used in any marketing context.]
3.7 Content Type

You may not use the phrase “Content Type” to describe product functionality unless the product meets or exceeds the Feature Marketing Requirements defined in Exhibit 3: Feature Marketing Requirements of this document.

3.8 Audio Formats

You are encouraged to list the significant audio functions and format(s) supported by their products over the HDMI interface using the following terminology. HDMI Licensing, LLC recommends the following to be listed if they are supported:

- SA-CD
- DVD-Audio
- DTS-HD Master Audio™
- Dolby TrueHD
- LPCM (2/5/7*-channel – indicate whether multichannel and how many channels are supported)
- Dolby Digital
- Dolby Digital Plus
- MPEG1-layerI
- MPEG1-layerII
- MP3
- MPEG2
- AAC LC
- DST (as used in SA-CD)
- DSD (as used in SA-CD)
- DTS
- ATRAC
- WMA pro
- MLP (as used in DVD-Audio)

[Note: Dolby is a trademark of Dolby Laboratories.]

3.9 Recommendations for Labeling Feature-Specific Ports

HDMI Licensing, LLC recommends that you clearly indicate to your users which products and ports support which applications, using one or more of the following methods:

- Labeling the affected port(s)
- Clearly indicating in product documentation and other consumer-focused marketing materials which functions are supported in a product, and how to access them
It is recommended that you label input and output ports that support the HDMI Ethernet Channel and/or the Audio Return Channel. HDMI Licensing, LLC recommends that such ports be labeled as follows:

- Ports that support the Audio Return Channel should be labeled “ARC”
- Ports that support the HDMI Ethernet Channel should be labeled “HEC”
- Ports that support both the Audio Return Channel and the HDMI Ethernet Channel should be labeled “ARC + HEC”

Please refer to the examples below:

![HDMI connector types](image)

### 4.0 Referencing HDMI Connector Types

Type A connectors shall be referenced as the “HDMI® Connector.”

Type C connectors shall be referenced as the “HDMI® Mini Connector.”

Type D connectors shall be referenced as the “HDMI® Micro Connector.”

Type E connectors shall be referenced as the “HDMI® Automotive Connection System.”

The following are approved for communicating connector type:

- HDMI® input (Mini) / HDMI® output (Mini) or “HDMI® Mini Connector” – refers to a Type C connector.
- HDMI® input (Micro) / HDMI® output (Micro) or “HDMI® Micro Connector” – refers to a Type D connector.
- HDMI® input (Automotive Connection System) / HDMI® output (Automotive Connection System) or “HDMI Automotive Connection System” – refers to a Type E connector.

Please note that the terms “Mini” and “Micro” may be described in local characters (i.e., “ミニ” for “Mini” and “マイクロ” for “Micro” in Japanese).
5.0 HDMI Cable Naming and Labeling

HDMI cable naming and labeling policies specified in Sections 5.1 – 5.4 are valid for all cable types. They are effective immediately as of November 18, 2009 for the following cable types:

- Standard HDMI Cable with Ethernet
- High Speed HDMI Cable with Ethernet
- Standard Automotive HDMI Cable

**For existing cable types:**

- Standard HDMI Cable
- High Speed HDMI Cable

For existing cable types noted above, you shall have a **one-year grace period** to bring your products into compliance. Starting on November 18, 2009, you shall use commercially reasonable efforts to comply. **As of November 18, 2010, compliance will be mandatory.** HDMI Licensing, LLC strongly recommends compliance with the new requirements as soon as possible.

5.1 HDMI Cable Names

All cables shall be labeled, both on the cable itself and on the front of the cable packaging, with the appropriate cable name:

- Standard HDMI® Cable
- Standard HDMI® Cable with Ethernet
- Standard Automotive HDMI® Cable
- High Speed HDMI® Cable
- High Speed HDMI® Cable with Ethernet

Each of these cable types is an implementation defined in the HDMI specification. Please refer to Section 4.1 of the HDMI Specification Version 1.4, "Connectors and Cables," for more information.

The names for these cable types shall be used exactly as specified when labeling HDMI cables and HDMI cable packaging, and shall not be modified or appended in any way. For example, “HDMI High Speed Premium” or “HDMI Ultra High Speed” is not permitted.

You shall not use HDMI version numbers when labeling, packaging, or promoting cables (Please refer to **Section 2.1 HDMI Cable Products—No Use of Version Numbers**, above).

For detailed requirements on the physical labeling of cables, please refer to **Section 5.2 Physical Labeling of Cables** below. For detailed requirements on cable packaging and promotional materials, please refer to the **Section 5.3 Cable Packaging** below.

5.2 Physical Labeling of HDMI Cables

You shall label the physical cable based on the requirements listed on the next page. Please refer to the illustrations in **Section 5.2.1: Printing on HDMI Cables** for examples.
5.2.1 Printing on HDMI Cables
The HDMI cable type shall be printed on the cable at a reasonable interval, in a clearly legible typeface, using a color that yields a high contrast and readability against the color of the cable. HDMI Licensing, LLC recommends using a sans serif typeface and all capital letters for cable labeling. Printing on the cable shall be in English only, and shall not be translated.

5.2.2 Allowances for Thin Gauge HDMI Cables or HDMI Cables with Non-printable Surfaces
If the gauge of the cable is too small to allow for legible printing (cables thinner than 6mm), or if the cable housing has a non-printable surface (such as a mesh cable), you shall use an alternative method to indicate the cable type, either by using a wraparound label or by imprinting the cable overmolding.

5.2.3 Wrap-around Labels
You may attach a durable, wrap-around, self-adhesive label indicating the cable type on at least one end of the cable. HDMI Licensing, LLC recommends labeling both ends of the cable.

5.2.4 Imprint on HDMI Cable Overmolding
You may imprint the cable type on the overmolding on at least one end of the HDMI cable. HDMI Licensing, LLC recommends labeling both ends of the cable.

If you opt to label the HDMI cable connector/overmolding, abbreviated versions of the cable types are acceptable due to the limited space available, as shown here:

<table>
<thead>
<tr>
<th>Standard HDMI®</th>
<th>High Speed HDMI®</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard / HEC</td>
<td>High Speed / HEC</td>
</tr>
<tr>
<td>Standard / AUTO</td>
<td></td>
</tr>
</tbody>
</table>
5.3 HDMI Cable Packaging

All packaging for HDMI cables shall clearly indicate the cable type by using the corresponding Cable Type Logo, as shown below. The Cable Type Logo shall be printed on the front of the cable packaging in a manner that is clearly visible to the consumer. These Cable Type Logos shall be used as is, and shall not be modified in any way. The gray, black key or white key lines serve as a frame for the Cable Type Logo and shall not be removed.

These Cable Type Logos shall be used universally in all regions, and shall not be translated into local languages. Adopters, resellers and distributors may use either a rectangular or circular logo, based on their marketing needs. To download the original source files for these Cable Type Logos, please visit www.hdmi.org/logosphotos/index.aspx.

Standard HDMI Cables—rectangular and circular

Full Color & Black and White cable labels
(against a simulated corrugated cardboard surface)

Full Color & Black and White cable labels
Reversed Treatment
Full Color & Black and White cable labels
(against a simulated corrugated cardboard surface)

Transparent Logo
Transparent cable labels
(against a simulated corrugated cardboard surface)
Standard HDMI Cables with Ethernet—rectangular and circular

[Note: Usage for Standard HDMI Cables with Ethernet is effective immediately as of November 18, 2009.]

**Full Color & Black and White cable labels**
(against a simulated corrugated cardboard surface)

**Full Color & Black and White cable labels**
*Reversed Treatment*
Full Color & Black and White cable labels
(against a simulated corrugated cardboard surface)

**Transparent Logo**
Transparent cable labels
(against a simulated corrugated cardboard surface)
Standard Automotive HDMI Cables—rectangular and circular

[Note: Usage for Standard Automotive HDMI Cables is effective **immediately** as of November 18, 2009.]

**Full Color & Black and White cable labels**
(against a simulated corrugated cardboard surface)

**Full Color & Black and White cable labels Reversed Treatment**
Full Color & Black and White cable labels
(against a simulated corrugated cardboard surface)

**Transparent Logo**
Transparent cable labels
(against a simulated corrugated cardboard surface)
High Speed HDMI Cables—rectangular and circular

Full Color & Black and White cable labels (against a simulated corrugated cardboard surface)

Full Color & Black and White cable labels Reversed Treatment
Full Color & Black and White cable labels (against a simulated corrugated cardboard surface)

Transparent Logo
Transparent cable labels (against a simulated corrugated cardboard surface)
High Speed HDMI Cables with Ethernet—rectangular and circular

[Note: Usage for High Speed HDMI Cables with Ethernet is effective immediately as of November 18, 2009.]

Full Color & Black and White cable labels
(against a simulated corrugated cardboard surface)

Full Color & Black and White cable labels
Reversed Treatment
Full Color & Black and White cable labels
(against a simulated corrugated cardboard surface)

Transparent Logo
Transparent cable labels
(against a simulated corrugated cardboard surface)
5.3.1 Minimum Sizes for HDMI Cable Type Logos
Minimum size for the circular Cable Type Logos shall be 19mm (0.75") in diameter. Minimum size for the rectangular Cable Type Logos shall be 19mm wide by 12mm high (0.75" wide by 0.50" high).

The spacing and other usage requirements applicable to the Adopted Trademarks and HDMI Logo shall apply to all such usages.

5.3.2 Bundled HDMI Cables
The only allowed exception to the requirement of using an HDMI Cable Type Logo is when an HDMI cable is being provided as a bundled accessory in the sale of another HDMI product, in which case the interior cable packaging does not need to be marked. However, if the exterior packaging of such a bundle offering indicates that an HDMI cable is included, the exterior packaging must specify the cable type that is included, either in text or by using one of the approved Cable Type Logos.

[Note: In all cases, the HDMI cable itself must be labeled as described in Section 5.2 Physical Labeling of HDMI Cables.]

5.4 Localization of HDMI Cable Names

HDMI Licensing, LLC provides cable name translations for use in text only in the languages listed below. You shall not use translated text in the HDMI Cable Type Logos or change the HDMI Cable Type Logos in any way.

If you wish to use translated cable names in text shall only use translations that have been provided by or approved by HDMI Licensing, LLC. Approved translations are currently available for the following languages (Please refer to Exhibit 4: Cable Name Translations):

- French
- German
- Greek
- Japanese
- Korean
- Portuguese
- Russian
- Simplified Chinese
- Spanish

No other translations are allowed, either in one of the languages listed above or in any language not listed.
6.0 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.
EXHIBIT 1: Usage Guidelines for x.v.Color Name and Logo

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

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Published by
Standard & Partnership Dept.
Sony Corporation
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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)

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Added usage of logo for “x.v.Color”
demonstration software.(5-5)

Ver1.0 March 2007  Initial release.

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6. Other Important Information
   6-1 Usage of “x.v.Color” and “x.v.Colour”
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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.
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 always be 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.

\[ a \geq 1H \]

Don't

Do not display the “x.v.Color” logo too close to advertising copy.
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:
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.
EXHIBIT 2: Countries and Areas Where HDMI® is a Registered Trademark

HDMI®, the HDMI logo, and “High-Definition Multimedia Interface” are registered trademarks in the following countries and geographical areas:

Argentina
Armenia
Australia
Azerbaijan
Brazil
Cambodia
Canada
Chile
China
EU (CTM adherents only); see http://europa.eu/abc/european_countries/index_en.htm
Hong Kong
Israel
India
Japan
Korea, Republic of
Mexico
Malaysia
New Zealand
Norway
Singapore
South Africa
Philippines
Russian Federation
Thailand
Turkey
Taiwan
United States

These trademarks have also been registered with the WIPO (World Intellectual Property Organization), which may affect trademark status in additional countries not listed here. See http://www.wipo.int/portal/index.html.en for more information.
EXHIBIT 3: Feature Marketing Requirements

Deep Color
Source: Transmits a Deep Color signal (defined as a data stream having a color bit depth of greater than 8 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 shall 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 shall support Deep Color for all supported CEA 861 timing resolutions in the device, except where the timing exceeds the capabilities of the sink device (for example, if it exceeds the clock Max_TMDS_Clock indication speed in the sink device EDID). However, all Deep Color sink devices shall 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 shall 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 (for example, if it exceeds the clock Max_TMDS_Clock indication speed in the downstream device EDID).

x.v.Color
Please refer to Exhibit 1 Usage Guidelines for x.v.Color Name and Logo.

HDMI Ethernet Channel
Source: At least one port must support HDMI Ethernet Channel. If one or more external network connections exist (RJ-45, wireless, PowerLine, etc.), then at least one of the network connections must be Ethernet switched to all HDMI Ethernet Channel ports.

Sink (display device): At least one port must support HDMI Ethernet Channel. If one or more external network connections exist (RJ-45, wireless, PowerLine, etc.), then at least one of the network connections must be Ethernet switched to all HDMI Ethernet Channel ports.

Repeater: At least one input port and at least one output port must support HDMI Ethernet Channel. If one or more external network connections exist (RJ-45, wireless, PowerLine, etc.), then at least one of the network connections must be Ethernet switched to all HDMI Ethernet Channel ports.
Audio Return Channel

**Source:** At least one HDMI output port must support the Audio Return Channel. It must also be able to render bitstream from the Audio Return Channel if the Source supports rendering bitstream from S/PDIF input. The Source must support the Audio Return Channel at least towards a directly connected Audio Return Channel device that has allocated Logical Address 0.

**Sink (display device):** At least one HDMI input port must support the Audio Return Channel. It must also be able to support bitstream output to the Audio Return Channel if the Sink supports bitstream output to S/PDIF output. The Sink must support the Audio Return Channel at least towards a directly connected Audio Return Channel device that has allocated Logical Address 5.

**Repeater:** If the Repeater supports rendering from the Audio Return Channel, at least one HDMI output port must support the Audio Return Channel. It must also be able to render bitstream from the Audio Return Channel if the Repeater supports rendering bitstream from S/PDIF input. The Repeater must support the Audio Return Channel at least towards a directly connected Audio Return Channel device that has allocated Logical Address 0.

If the Repeater does not support rendering from the Audio Return Channel, at least one HDMI output port and at least one HDMI input port must support the Audio Return Channel, and the Repeater needs to forward Basic Audio from the HDMI output to the HDMI input. It must also be able to pass-through bitstream from the HDMI output to the HDMI input if the HDMI output port supports bitstream from the Audio Return Channel.

3D

**Source:** Capable of transmitting a 3D video signal on an HDMI output in at least one of 3D video formats defined as mandatory in the HDMI Specification. A 3D video signal is defined as a data stream having a 3D picture conveyed by a 3D video format, where such 3D picture is meaningfully derived, without the use of dummy data.

**Sink (display device):** Capable of accepting a 3D video signal via an HDMI input in all 3D video formats defined as mandatory in the HDMI Specification, processing such signal upon delivery to the display, and having a display that renders the 3D picture effectively.

**Repeater:** Can pass a 3D video signal (according to all of the 3D video formats defined as mandatory in the HDMI Specification), with the associated signaling in InfoFrames and EDID, between a 3D Source and a 3D Sink.

4K

**Source:** Capable of transmitting a 4K video signal on an HDMI output according to the 3840 x 2160 at 23.98/24Hz format as defined in the HDMI specification which contains relevant data (e.g., no dummy pixel repeating or simple upscaling but real resolution).

**Sink (display device):** Capable of accepting a 4K video signal via an HDMI input according to the 3840 x 2160 at 23.98/24 Hz format as defined in the HDMI specification, processing such signal such that the resulting displayed picture has at least the specified amount of pixels and resolution.

**Repeater:** Can pass a 4K video signal (according to the 3840 x 2160 at 23.98/24Hz format as defined in the HDMI specification), with the associated signaling in InfoFrames and EDID, between a 4K Source and a 4K Sink.
Content Type

Source: Must support at least one of the content types as defined in the HDMI Specification. Must use the signaling and processing for the Content Type being sent.

Sink: Must support all Content Types as defined in the HDMI Specification, and set the CNC-bits in the EDID accordingly. Sink devices must perform the picture processing based on the Content Type indicated by the Source. In the case of Content Type “Game” mode, Sink must have both a low video latency and a low audio latency suitable for the application.

Repeater: Can pass all required information related to Content Type and Capabilities in InfoFrames and EDID between Source and Sink. For a repeater with video processing possibilities, these shall be disabled when Content Type of “Graphics”, “Photo” or “Cinema” is indicated by the Source. In the case of Content Type “Game” mode, a Repeater must have both a low video latency and a low audio latency suitable for the application.
EXHIBIT 4: HDMI Cable Name Translations

**French:**
- Noms des cables
- Câble HDMI® standard
- Câble HDMI® standard avec Ethernet
- Câble HDMI® standard pour automobile
- Câble HDMI® haute vitesse
- Câble HDMI® haute vitesse avec Ethernet

**German:**
- Kabelnamen
- Standard-HDMI®-Kabel
- Standard-HDMI®-Kabel mit Ethernet
- Standard-HDMI®-Kabel für Fahrzeuge
- High-Speed-HDMI®-Kabel
- High-Speed-HDMI®-Kabel mit Ethernet

**Greek:**
- Ονόματα καλωδίων:
- Καλώδιο τυπικό HDMI®
- Καλώδιο τυπικό HDMI® με Ethernet
- Καλώδιο τυπικό HDMI® αυτοκινήτου
- Καλώδιο HDMI® υψηλής ταχύτητας
- Καλώδιο HDMI® υψηλής ταχύτητας με Ethernet

**Japanese:**
- ケーブル名
- 標準 HDMI® ケーブル or スタンダード HDMI® ケーブル
- イーサネット対応標準 HDMI® ケーブル
- or イーサネット対応スタンダード HDMI® ケーブル
- 標準 HDMI® ケーブル
- 高速 HDMI® ケーブル
- イーサネット対応高速 HDMI® ケーブル

**Korean:**
- 케이블 이름:
- 표준 HDMI® 케이블
- 이더넷 지원 표준 HDMI® 케이블
- HDMI® 표준 자동차 케이블
- 고속 HDMI® 케이블
- 이더넷 지원 고속 HDMI® 케이블

**Portuguese:**
- Nomes dos cabos:
- Cabo HDMI® padrão
- Cabo HDMI® padrão com Ethernet
- Cabo HDMI® padrão automotivo
- Cabo HDMI® de alta velocidade
- Cabo HDMI® de alta velocidade com Ethernet
Russian: Наименования кабелей:
• Стандартный кабель HDMI®
• Стандартный кабель HDMI® с Ethernet
• Стандартный автомобильный кабель HDMI®
• Высокоскоростной кабель HDMI®
• Высокоскоростной кабель HDMI® с Ethernet

Simplified Chinese: 线缆名
• 标准 HDMI® 线
• 标准以太网 HDMI® 线
• 标准车用 HDMI® 线
• 高速 HDMI® 线
• 高速以太网 HDMI® 线

Spanish: Nombres de los cables
• Cable HDMI® estándar
• Cable HDMI® estándar con Ethernet
• Cable HDMI® estándar para automóviles
• Cable HDMI® de alta velocidad
• Cable HDMI® de alta velocidad con Ethernet