



# Premium HDMI Cable Certification Program

[www.hdmi.org](http://www.hdmi.org)

@HDMILLC (branded account)



# Market Overview—Trends



**50 million**

4K TVs forecast to ship in 2016



**60%**

Market share of 4K TVs in  
North America by 2020



**4K**

Mobile devices with 4K recording  
capability, Ultra HD Blu-Ray® Players,  
OTT STBs, and satellite are driving 4K  
adoption

*Sources: ABI Research via 4K.com, July, 2015, IHS @IFA GPC, May, 2015,*



# Premium HDMI Cables that Ensure the Full 4K/UltraHD Experience



## Premium High Speed HDMI® Cables

## Premium High Speed HDMI® Cables with Ethernet

- Help ensure that consumers can leverage the full potential of the HDMI experience with the latest feature-rich 4K/UltraHD content
  - Perform at the highest bandwidths required for today's 4K/UltraHD content delivery
  - Minimizes EMI
- Clarifies those HDMI cables that have been tested for the higher performance

# Premium HDMI Cable Certification Program



- Proactive program for HDMI Adopters who manufacture High Speed HDMI cables
- Voluntary initiative that enables participating Adopters to design and test their High Speed HDMI Cables to ensure ultra-reliability and high performance
- Program Elements
  - Design Note
  - Expanded cable speed tests
  - EMI test
  - Authentication Program for Premium HDMI Cables

# Premium HDMI Cable Certification Program—Testing



- Tests conducted at an HDMI Authorized Testing Centers (ATCs)
- Candidate Cables must be compliant with the current HDMI Specifications
- Additional performance and reliability tests
  - Candidate Cables must operate at the full 18Gbps bandwidth, which is typically needed for evolving 4K/UltraHD content with HDR (High Dynamic Range) and High-Frame Rates (50/60fps)
  - EMI emission test
    - Lower tolerance for EMI
    - EMI can occur at higher bandwidth and may cause interference with wireless signals

# Premium HDMI Cable Certification Program - Labeling



- HDMI cables certified under this program can be branded and promoted as:
  - **Premium High Speed HDMI Cables**
  - **Premium High Speed HDMI Cables with Ethernet**
- The products will carry a special anti-counterfeit authentication label to differentiate them from other HDMI cables
- Once certified, authentication labels will be placed on product packaging



## 1. SECURE QR Code

Encrypted data in the QR code to identify the product with the HDMI app

## 2. SECURE fingerprint

Random elements in the hologram are recognized by the HDMI app, thus each label has its unique "fingerprint" and ensure the authenticity and quality of the product.

# Premium HDMI Cable Certification Program—Availability



- The Premium HDMI Cable Certification Program will be available to HDMI Adopters on October 2, 2015



Adopters who wish to participate in the program will sign an Participation Agreement and submit Candidate Cables for testing

Once Candidate Cables have been certified to Premium HDMI Cable standards, Adopters will be able to order labels for packaging

Premium HDMI Cables may be publicly available as early as Q1, 2016



# Summary—Premium HDMI Cable Certification Program



- Helps ensure consumers can enjoy the latest 4K/UltraHD content
- Participating Adopters design and test High Speed HDMI Cables to ensure that they maintain ultra-reliable performance at the full 18Gbps bandwidth
- HDMI Cables certified under this program can be branded and promoted as:
  - **Premium High Speed HDMI Cables**
  - **Premium High Speed HDMI Cables with Ethernet**
- Available to HDMI Adopters on October 2, 2015

**HDMI**<sup>®</sup>  
HIGH-DEFINITION MULTIMEDIA INTERFACE

**Thank You**

