



An Update from HDMI Licensing, LLC

Jeff Park
HDMI Licensing, LLC

Discussion Topics



- Market Overview
- HDMI Licensing Adopter Update
 - Opening of a New Authorized Test Center
 - Compliance Test Specification 1.4
 - Revised Trademark and Logo Guidelines
 - Adopter Road Shows

a success story....

2003 2004 2005 2006 2007 2008 → 2009



HDMI founding companies



- HDMI was founded by leading consumer electronics and PC companies:

SONY

Panasonic

PHILIPS

HITACHI

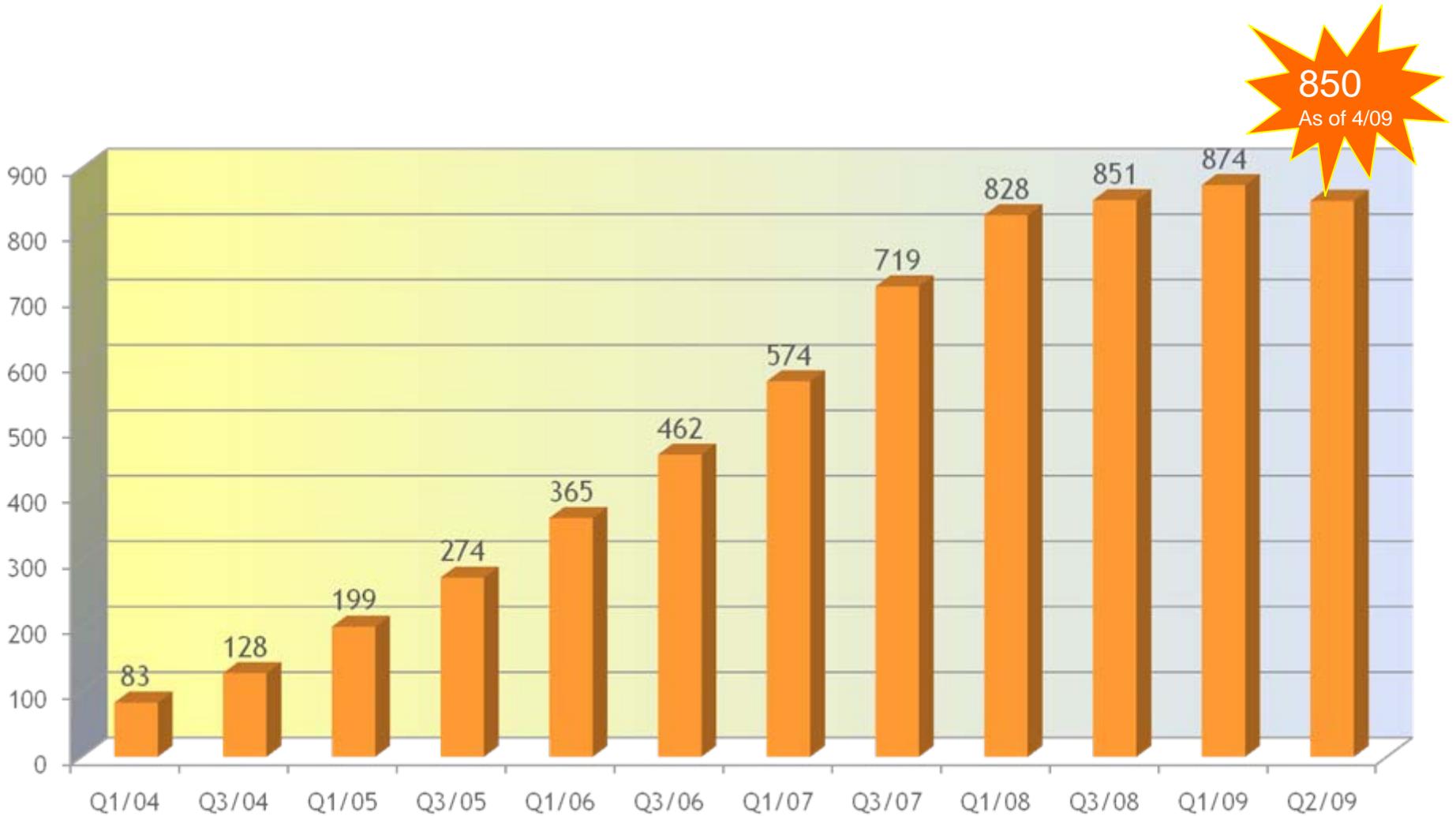


THOMSON

TOSHIBA

- HDMI premiered at CES 2003

850 Licensed Adopters

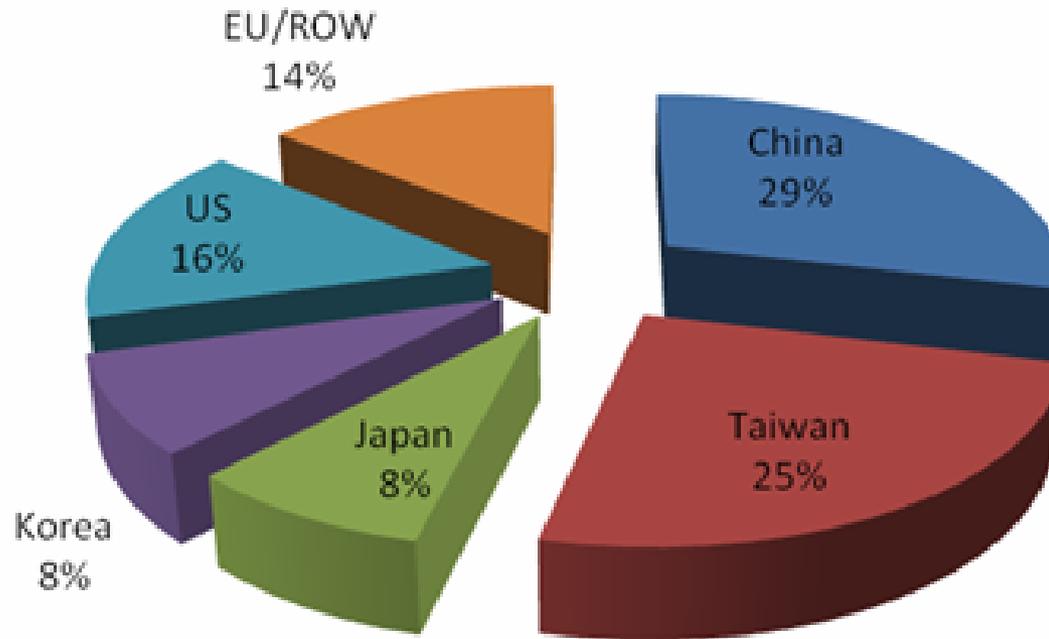


Source: 04/2009, HDMI, LLC

Adopters by Geographic Distribution



HDMI Adopters Distribution

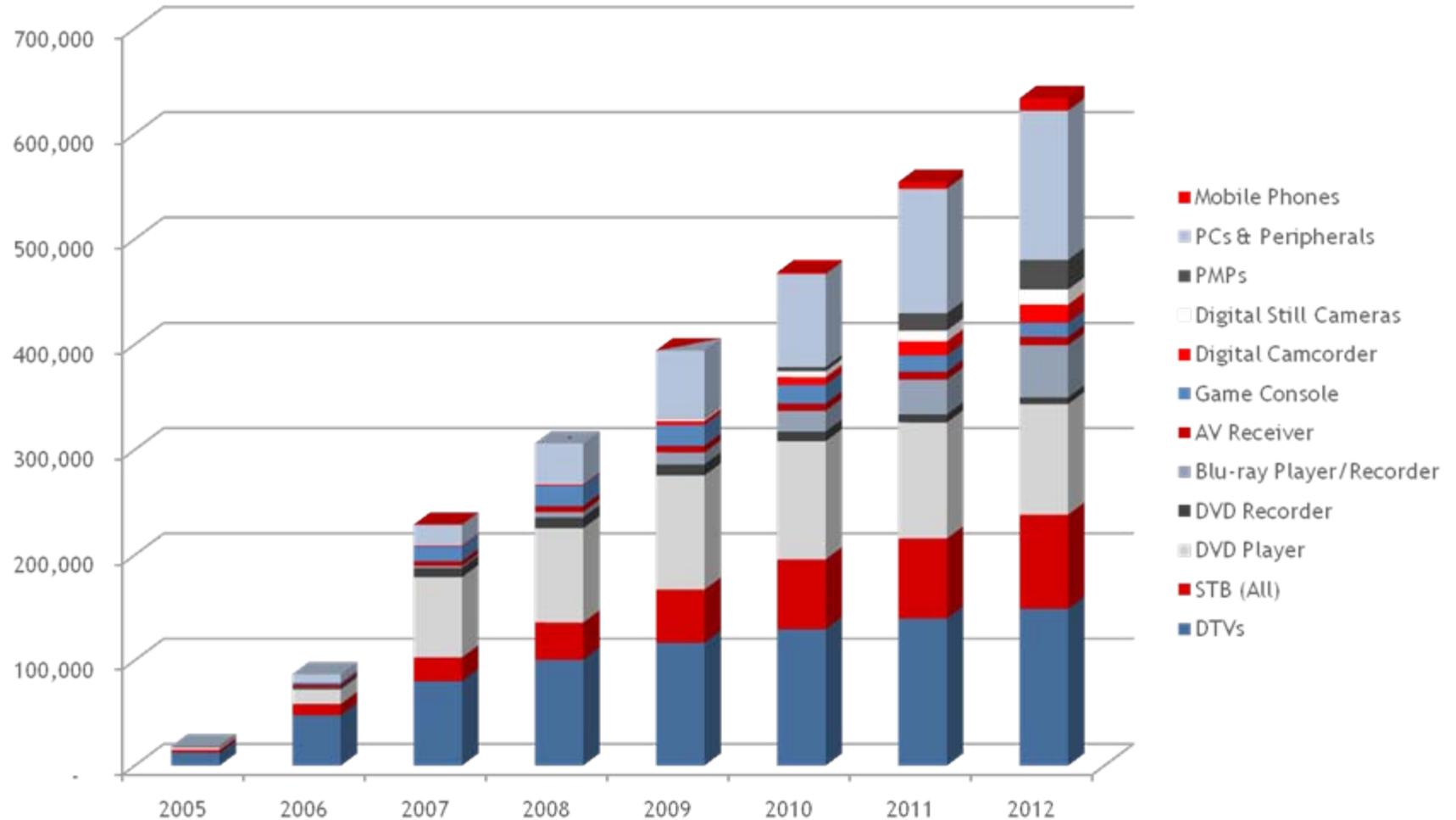


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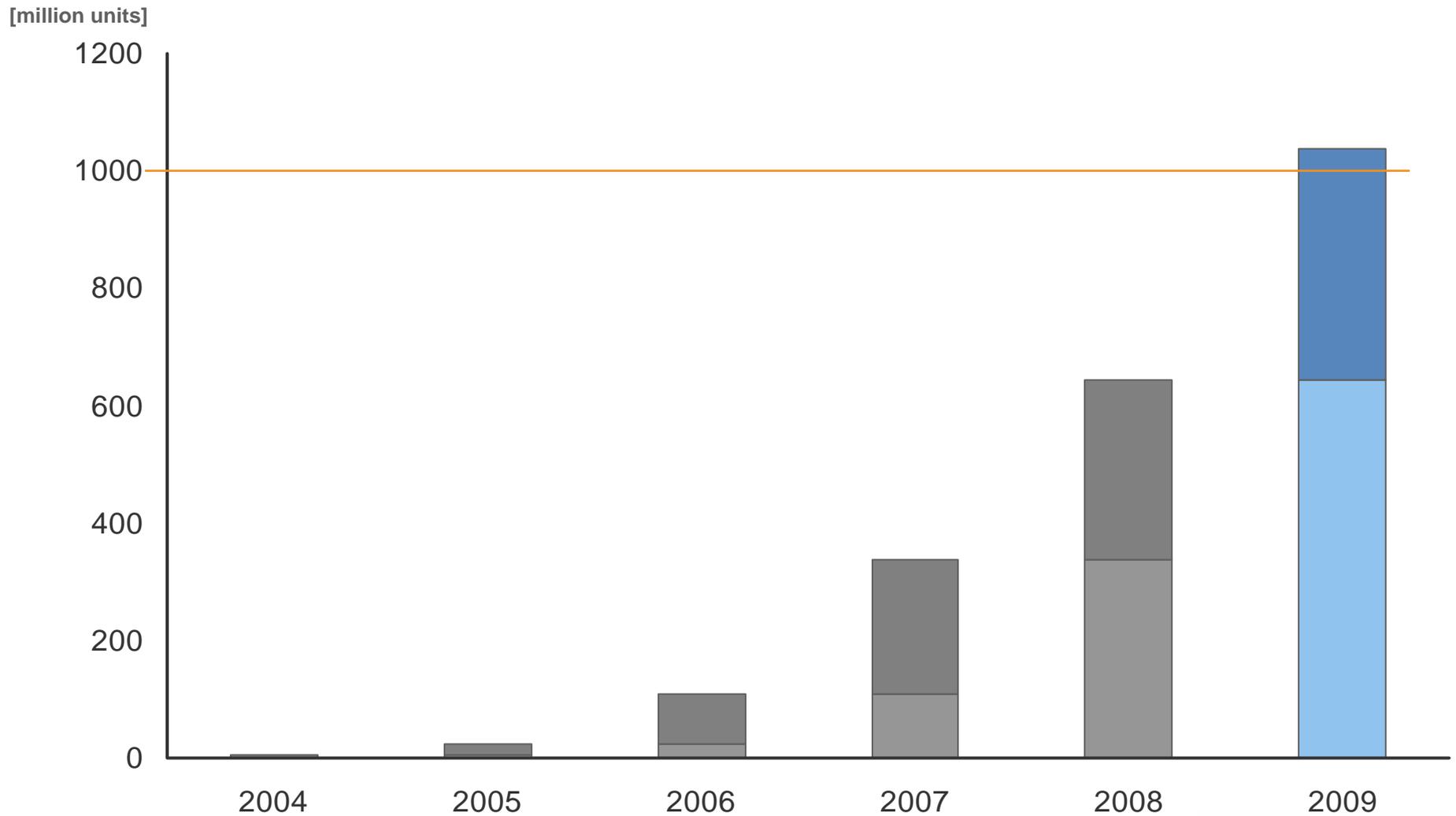
Projected HDMI Devices Shipped



In thousands



One Billion Unit Installed Base...



Source: 12/2008, In-Stat

100%

HDMI Adoption

2009 Digital Televisions
2010 Blu-ray Players
2012 DVD Players

Broadband Convergence: 2009

The Next Evolution in CE

24% of all **consumer electronic** devices will require Ethernet

100% of **game consoles** and **digital media adapters** will have network capabilities

80% of **Blu-ray** devices will have network capabilities

72% of **PVR/DVRs** will have network capabilities



HDMI Ethernet Channel
Audio Return Channel
3D Support
4k/2k Support
More Color Spaces
New Connectors

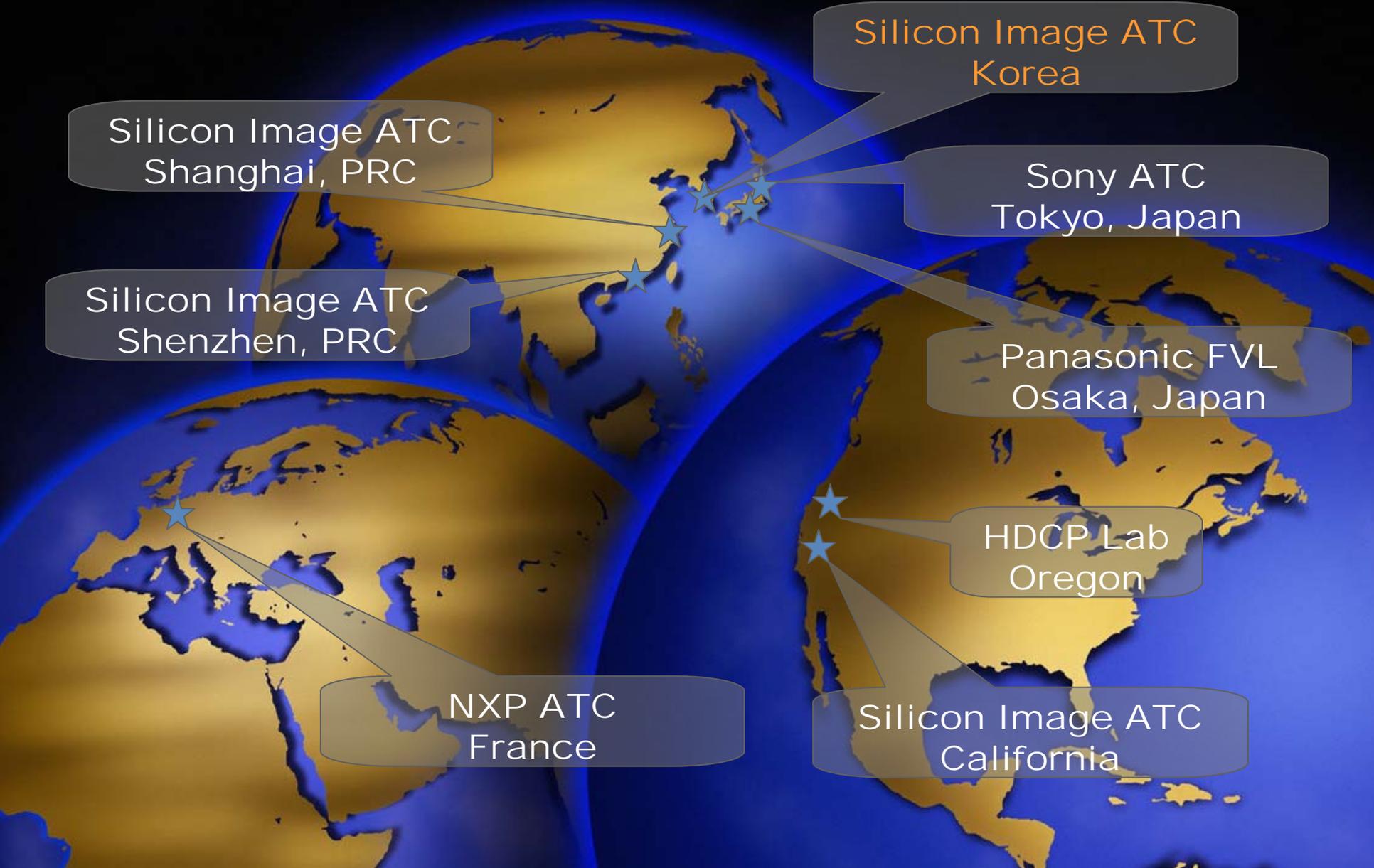
Announcing
HDMI 1.4



HDMI Licensing Adopter Update

- Opening of a New Authorized Test Center
- Compliance Test Specification 1.4
- Revised Trademark and Logo Guidelines
- Adopter Road Shows

HDMI/HDCP ATCs Worldwide



Silicon Image ATC
Shanghai, PRC

Silicon Image ATC
Shenzhen, PRC

NXP ATC
France

Silicon Image ATC
Korea

Sony ATC
Tokyo, Japan

Panasonic FVL
Osaka, Japan

HDCP Lab
Oregon

Silicon Image ATC
California

Compliance Test Specification 1.4



- HDMI Founders are currently finalizing the CTS 1.4
- CTS 1.4 will cover testing and compliance for HDMI 1.4 features
- CTS expected to be released to Adopters in the beginning of 4th Quarter, 2009
- **PLEASE NOTE: The HDMI CTS and the HDMI Specification are confidential documents and available ONLY to Adopters.**

New Trademark and Logo Guidelines



- HDMI Founders are currently finalizing the Logo and Trademark Guidelines
- Logo and Trademark Guidelines provide requirements for the correct and legal use of HDMI logo, HDMI name as well as HDMI feature names
- New Trademark and Logo Guidelines scheduled to be released by the end of September.

New Trademark and Logo Guidelines – NEW!



- Revised Trademark and Logo Guidelines will have some critical new rules about cables communications.
 - It is not allowable to use “1.4” when marketing cables
 - No use of 1.4 in literature, packaging or any cable marketing materials
 - Within one year, no versions can be used when marketing cables
 - Use of 1.3 or lower version numbers cannot be used after one year.
 - Cable manufacturers and marketers will need to use official HDMI cable logos to designate cable functionality

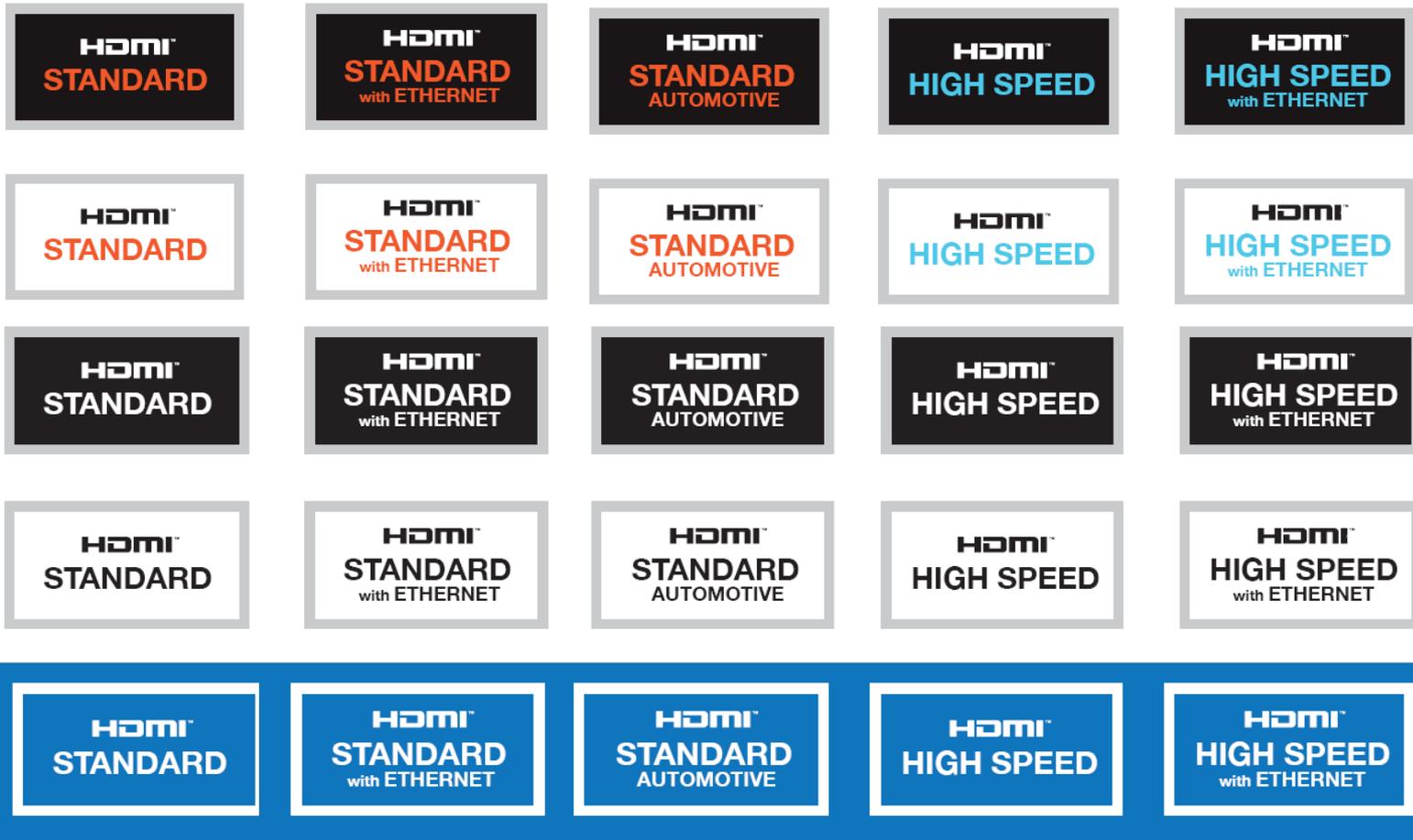
New Trademark and Logo Guidelines – NEW!



- Cable manufacturers and marketers will need to print cable names on cables
 - Standard HDMI Cable
 - High Speed HDMI Cable
 - Standard HDMI Cable with Ethernet
 - High Speed HDMI Cable with Ethernet
 - Standard Automotive HDMI Cable



Cable Labeling System—Rectangular



Minimum size guidance:

.75" (w); 19mm (w)

Cable Labeling System—Round



Minimum size guidance: .75" (w); 19mm (w)

HDMI Adopter Road Shows



- HDMI Licensing is announcing Adopter road shows to provide continue to provide information to Adopters:
 - Shenzhen
 - Shanghai
 - Beijing
 - Taipei
 - Seoul
 - Tokyo
- Currently scheduling for October/November

HDMI Specification 1.4



- The HDMI 1.4 specification is available only to HDMI Adopters and Founders.
- HDMI Adopters can download the specification today through the HDMI Adopter Extranet at <http://www.hdmi.org>

Questions and Answers



Thank you!

Questions and Answers

One Cable, One Standard
Simplicity | Reliability | Performance

