

“HD ready 1080p” LICENSE AGREEMENT

This “HD ready 1080p” LICENSE AGREEMENT is entered into between EICTA (“Licensor”), a trade association having its office at 20 Rue Joseph II, 1000 Brussels, Belgium, and

_____ (“Licensee”)
a corporation having its office at

_____ and
is effective as of the Effective Date.

WHEREAS, Licensor has developed the “HD ready 1080p” Minimum Requirements, and “HD ready” Logo and “1080p” qualifier Logo;

WHEREAS, Licensor is the owner of the “HD ready” Logo and the “1080p” qualifier Logo;

WHEREAS, Licensee has entered into the “HD ready” Logo License Agreement with Licensor;

WHEREAS, Licensee desires to use the “1080p” qualifier Logo in combination with the “HD ready” Logo;

WHEREAS, Licensee has obtained the “HD ready 1080p” Minimum Requirements and the Usage Guidelines for the combined use of the “HD ready” Logo and the “1080p” qualifier Logo;

WHEREAS, Licensor and Licensee wish to enter into this Agreement, which sets forth the terms and conditions under which Licensor grants to Licensee certain rights with respect to the “1080p” qualifier Logo.

NOW, THEREFORE, in consideration of the mutual covenants and agreements set forth herein, the parties agree as follows:

1. Definitions

For purposes hereof, the following terms shall have the respective meanings provided.

1.1 “Agreement” shall mean this “HD ready 1080p” License Agreement, including all Annexes attached hereto, and any and all amendments to this “HD ready 1080p” License Agreement and/or such Annexes.

1.2 *““HD ready 1080p” Minimum Requirements”* shall mean the requirements mentioned in Annex A including any revisions as may be made thereto from time to time by Licensor.

1.3 *““HD ready 1080p” Testing and Verification Procedure”* shall mean the procedure for testing and verification by Licensee of its products for compliance with the “HD ready 1080p” Minimum Requirements according to the guidelines and record formats as specified in Annex B.

1.4 *““Usage Guidelines for the combined use of the “HD ready” Logo and the “1080p” qualifier Logo”* shall mean the Usage Guidelines for the combined use of the “HD ready” Logo and the “1080p” qualifier Logo mentioned in Annex E including any revisions as may be made thereto from time to time, and communicated with reasonable written notice to Licensee, by Licensor.

1.5 *““HD ready 1080p” Display Device”* shall mean a product that complies with the “HD ready 1080p” Minimum Requirements.

1.6 *“Effective Date”* shall mean the date on which this Agreement has been signed by both Licensee and Licensor and payment of the initial logo administration fee has been received by Licensor.

1.7 *“Logo Owner”* shall mean the Licensor or any successor owner of the trademark rights, copyrights and other rights in and to the “1080p” qualifier Logo pursuant to an assignment and/or transfer of such rights by the Licensor.

1.8 *““Combined HD ready” Logo and “1080p” qualifier Logo”* shall mean the combined “HD ready” Logo and “1080p” qualifier Logo as set forth in ANNEX D. “Logo” shall mean any of the combined “HD ready” Logo and “1080p” qualifier Logo versions.

1.9 *“Brand”* shall mean the trade name or names under which Licensee is putting its products into the market and for which Licensee desires to enter into this Agreement.

1.10 *“Sign”* shall mean any trademark, service mark, trade name, logo or other indicia of ownership.

1.11 *“Affiliate”* shall mean any entity which controls, is controlled by or is under common control with a party hereof, and "control" shall mean the ability, directly or indirectly, to direct the affairs of another by means of ownership of more than 50% of the shares or other similar interest entitled to vote for election of the Board of Directors or similar managing authority.

2. “HD ready 1080p” License

2.1 Subject to (i) Licensee having entered into the “HD ready” Logo License Agreement and to (ii) the terms and conditions and with the limitations and exceptions set forth in this Agreement, Licensor, as of the Effective Date, grants to Licensee a non-exclusive, non-transferable right, on a worldwide basis,

without the right to sublicense, during the term hereof, to use the combined “HD ready” Logo and “1080p” qualifier Logo for the Brands as specified in ANNEX F solely (i) on “HD ready 1080p” Display Devices, (ii) on packing materials that accompany “HD ready 1080p” Display Devices, (iii) in advertising and other sales and marketing literature relating to “HD ready 1080p” Display Devices, including catalogues or brochures, and user manuals for “HD ready 1080p” Display Devices, or (iv) in electronic images (such as websites) associated with “HD ready 1080p” Display Devices.

2.2 The combined “HD ready” Logo and “1080p” qualifier Logo shall be used only in the form and manner specified in the Usage Guidelines for the combined use of the “HD ready” Logo and the “1080p” qualifier Logo. Licensee is strictly prohibited from using the combined “HD ready” Logo and “1080p” qualifier Logo in any form other than that which is specifically set forth in the Usage Guidelines for the combined use of the “HD ready” Logo and the “1080p” qualifier Logo.

2.3 Licensee shall make all reasonable efforts to ensure that its distributors' and retailers' usage of the combined “HD ready” Logo and “1080p” qualifier Logo in advertising, promotional materials, catalogues or brochures offering Licensee's “HD ready 1080p” Display Devices for sale shall comply with the Usage Guidelines for the combined use of the “HD ready” Logo and the “1080p” qualifier Logo and this Article.

2.4 Notwithstanding anything in this Agreement to the contrary, if Licensee develops, manufactures, sells, uses or otherwise disposes of non-compliant products the license of the combined “HD ready” Logo and “1080p” qualifier Logo granted in this Agreement shall not apply with respect to such non-compliant products.

2.5 Licensee shall not register any Sign which resembles or is confusingly similar to the combined “HD ready” Logo and “1080p” qualifier Logo, or which may dilute the combined “HD ready” Logo and “1080p” qualifier Logo nor use any such Sign which could reasonably be deemed to be confusingly similar, deceptive or misleading with respect to the combined “HD ready” Logo and “1080p” qualifier Logo, or which could reasonably be deemed apt to dilute the combined “HD ready” Logo and “1080p” qualifier Logo. If Licensee uses any Sign which, in Licensor's reasonable opinion, is confusingly similar, deceptive or misleading with respect to the combined “HD ready” Logo and “1080p” qualifier Logo, or which may dilute the combined “HD ready” Logo and “1080p” qualifier Logo, Licensee shall, as soon as reasonably practical but in any event within thirty (30) days upon receiving a written request from Licensor, permanently cease such use.

2.6 Licensor shall bear the expense of obtaining and maintaining any trademark or other intellectual property registrations applicable to the “1080p” qualifier Logo.

3. Self-certification

3.1 Licensee agrees that all of its products bearing or marketed using the combined “HD ready” Logo and “1080p” qualifier Logo shall conform to the applicable “HD ready 1080p” Minimum Requirements and that all uses of the combined “HD ready” Logo and “1080p” qualifier Logo shall fully comply with the Usage Guidelines for the combined use of the “HD ready” Logo and the “1080p” qualifier Logo.

3.2 Licensee agrees that it will not sell, market, promote or distribute a product bearing the combined “HD ready” Logo and “1080p” qualifier Logo that is not in full compliance with the applicable “HD ready 1080p” Minimum Requirements.

3.3 Licensee agrees that it shall, prior to the initial sale of a product, test the product at its own quality assurance facility according to the “HD ready 1080p” Testing and Verification Procedure. If, in Licensee’s reasonable judgment, the result of the testing and verification is that such product fails to comply with the applicable “HD ready 1080p” Minimum Requirements, Licensee shall not sell, market, promote or distribute such non-compliant product with the combined “HD ready” Logo and “1080p” qualifier Logo.

Licensee shall keep records of the tests conducted in the format as defined in the “HD ready 1080p” Testing and Verification Procedure. Upon request in writing and on reasonable notice of Licensor, Licensee shall provide these test records to Licensor.

3.4 Licensee shall submit to Licensor twice a year on July 31 and January 31 at the latest a declaration listing the products that comply with the “HD ready 1080p” Minimum Requirements and that were placed on the market in the preceding six (6) months period starting January 1 and July 1 respectively. The declaration shall be according to the format defined in ANNEX C.

3.5 If at any time during the term hereof, Licensor determines, in its sole reasonable judgment that Licensee may be selling, marketing, promoting or distributing a product with the combined “HD ready” Logo and “1080p” qualifier Logo that is not in full compliance with the applicable “HD ready 1080p” Minimum Requirements, then at the request of Licensor, Licensee shall forthwith stop marketing, promoting or distributing the non-compliant product with the combined “HD ready” Logo and “1080p” qualifier Logo and withdraw the combined “HD ready” Logo and “1080p” qualifier Logo from the non-compliant products.

3.6 If Licensee does not comply with the request of the Licensor, Licensor shall have the right to terminate the rights relating to the combined “HD ready” Logo and “1080p” qualifier Logo granted to Licensee under this Agreement with respect to the product upon thirty (30) days’ prior written notice to Licensee if the breach shall not have been remedied within this thirty (30) day period as set forth in Article 9.2 below.

3.7 The right of termination set forth in Article 3.6 above shall not be exclusive of any other remedies or means of redress to which the Licensor may be lawfully entitled, and all such remedies shall be cumulative. Upon termination of the Licensee's rights pursuant to Article 3.6, all rights of Licensee granted hereunder relating to the combined "HD ready" Logo and "1080p" qualifier Logo with respect to the product that failed to meet the "HD ready 1080p" Minimum Requirements shall cease and the termination procedures set forth in Article 9.2 below shall apply to such termination but without otherwise affecting this Agreement in relation to compliant products.

4. Revisions

4.1 For revisions, supplements or updates to the "HD ready 1080p" Minimum Requirements and / or the "HD ready 1080p" Testing and Verification Procedure that do not imply material modifications to product designs or manufacturing processes, Licensee shall comply within ninety (90) days after written notice from Licensor for all products placed on the market after the notice period. For all other Revisions Licensee shall comply within eighteen (18) months.

5. Logo license and administration fees

5.1 In consideration of the licenses granted hereunder, subject to the terms and conditions and with the limitations set forth herein, Licensee agrees to pay to Licensor a logo lump sum license fee of EUR three thousand (3000) and an annual logo administration fee of EUR one thousand (1000) for each subsequent year. The logo administration fee covers up to three (3) Brands as listed in Annex F.

Whenever a Licensee would like to obtain a license for more than three (3) Brands, Licensee shall enter into one or more additional Agreements.

This Agreement shall not become effective until Licensor has received the applicable logo lump sum license fee from Licensee.

5.2 The annual logo administration fee shall be payable on each anniversary date of this Agreement.

5.3 Upon providing ninety (90) days written notice to the Licensee, and not more than once yearly, the Licensor may increase the annual logo administration fee. Any such increase shall not exceed ten (10) percent of the at that time applicable logo administration fee.

6. Information

6.1 Licensee shall comply with Licensor's reasonable requests for cooperation in connection with Licensor's efforts regarding the enforcement or protection of Licensor's rights and interests in the "1080p" qualifier Logo.

6.2 Licensee authorises Licensor to make the Brand(s) listed in Annex F public.

7. Ownership of the “1080p” qualifier Logo

7.1 Licensee acknowledges that this Agreement does not transfer or convey to Licensee ownership of, or any rights in, any of the “1080p” qualifier Logo, except as expressly set forth herein. Use of the “1080p” qualifier Logo (if Licensee has been granted the license to use the “1080p” qualifier Logo) by Licensee shall inure solely to the benefit of the Licensor, as owner of all rights in and to the “1080p” qualifier Logo. Upon termination of this Agreement, no monetary amounts shall be assigned as attributable to any goodwill associated with such Licensee’s use of the combined “HD ready” Logo and “1080p” qualifier Logo.

7.2 Licensor hereby reserves all rights not herein expressly granted by this Agreement. Such reserved rights are the sole and exclusive property of the Licensor.

8. Warranty and Disclaimer

8.1 LICENSOR MAKES NO REPRESENTATION OR WARRANTY AS TO THE VALUE OR UTILITY OF COMBINED “HD ready” LOGO AND “1080p” QUALIFIER LOGO AND THE INFORMATION TO BE SUPPLIED TO LICENSEE PURSUANT TO THIS AGREEMENT, SUCH AS BUT NOT LIMITED TO THE “HD ready 1080p” MINIMUM REQUIREMENTS, THE USAGE GUIDELINES FOR THE COMBINED USE OF THE “HD ready” LOGO AND THE “1080p” QUALIFIER LOGO, IF ANY, OR THE ABILITY OF LICENSEE OR ITS AFFILIATES TO MAKE USE THEREOF TO SECURE INTERCHANGEABILITY WITH OTHER “HD ready 1080p” DISPLAY DEVICES. LICENSOR, MAKES NO WARRANTY WHATSOEVER THAT THE USE OF INFORMATION SUPPLIED BY LICENSOR DOES NOT INFRINGE OR WILL NOT CAUSE INFRINGEMENT OF ANY INTELLECTUAL PROPERTY RIGHT OWNED OR CONTROLLED BY ANY PERSON. LICENSEE UNDERSTANDS AND AGREES THAT THE LICENSOR MAKES NO WARRANTY WHATSOEVER THAT ANY MANUFACTURE, USE, SALE, LEASE OR OTHER DISPOSAL OF “HD ready 1080p” DISPLAY DEVICES WILL BE FREE FROM INFRINGEMENT OF ANY THIRD-PARTY INTELLECTUAL PROPERTY RIGHTS. LICENSOR MAKES NO REPRESENTATION OR WARRANTY, EXPRESSED OR IMPLIED, STATUTORY OR OTHERWISE, AND EXPRESSLY DISCLAIM IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE AND ANY EQUIVALENTS UNDER THE LAWS OF ANY JURISDICTION THAT MIGHT ARISE FROM ANY ACTIVITIES OR INFORMATION DISCLOSURES RELATING TO THIS AGREEMENT.

8.2 Nothing in this Agreement shall be construed as imposing on Licensor an obligation to take any action to protect its intellectual property rights or other interests in the “1080p” Logo.

8.3 Licensee acknowledges and agrees that Licensor shall not be liable for the actions of any government official, agency or other authority with respect to

the enforcement of any law or regulation applied or relating to “HD ready 1080p” Display Devices.

8.4 Neither party shall be liable to the other in respect of any event of default for loss of profits, goodwill, business opportunity, data or revenue or any type of special, indirect or consequential loss (including loss or damage suffered as a result of an action brought by a third party) even if such loss was reasonably foreseeable or the relevant party had been advised of the possibility of the other party incurring the same.

9. Term and Termination

9.1 This Agreement shall become effective as of the Effective Date and shall continue in force for an indefinite term, unless terminated earlier.

9.2 Either party may terminate this Agreement at any time on thirty (30) days' written notice to the other party in the event that the latter shall materially breach or fail to perform any material obligation under this Agreement and such default is not remedied within thirty (30) days after notice is given specifying the nature of the default. Such right of termination shall not be exclusive of any other remedies or means of redress to which the non-defaulting party may be lawfully entitled, and all such remedies shall be cumulative. Licensee may terminate this agreement at any time on sixty (60) days' prior written notice to Licensor.

9.3 Licensee hereby agrees that the use of the combined “HD ready” Logo and “1080p” qualifier Logo in any way not in compliance with the “HD ready 1080p” Minimum Requirements and the Usage Guidelines for the combined use of the “HD ready” Logo and the “1080p” qualifier Logo, and the non-timely payment of the annual logo administration fee shall constitute a material breach of this Agreement.

9.4 This Agreement shall automatically expire when Licensee ceases to be a licensee to the “HD ready” Logo License Agreement.

10. Notices

10.1 Wherever provision is made in this Agreement for the giving of any notice or communication, such notice or communication shall be in writing and shall be deemed to have been duly given if mailed by airmail, postage prepaid, addressed to the party entitled to receive the same or delivered to such party, or sent by facsimile transmission, by e-mail, or sent by courier, in each case to the attention of the individual acting on behalf of such party specified below (the “Contact Person”):

if to Licensor, to:

EICTA
Attention Tony Graziano, Director Technical & Regulatory Affairs
20 Rue Joseph II

1000 Brussels
Belgium
Tel: +32 2 609 53 14
Fax: +32 2 609 53 39
tony.graziano@eicta.org

and if to the Licensee, to:

Attention: _____

Tel No.: + _____

Fax No.: + _____

E-mail: _____

V.A.T. Number: _____

Notice shall be deemed to have been given on the day that it is so delivered personally or sent by facsimile transmission and confirmation of successful transmission is received or, if sent by courier, shall be deemed to have been given two business days after delivery by the courier company, or if mailed, ten business days following the date on which such notice was so mailed.

11. Miscellaneous

11.1 Licensee agrees that it is not authorized to bring any actions for unauthorized use or infringement of the combined "HD ready" Logo and "1080p" qualifier Logo. Licensee will notify Licensor immediately should it learn of any such unauthorized use or infringement by any entity. Licensor shall have the option, at its own expense, to assume the defence of any suit or action brought against Licensee that challenges or concerns the validity of any right granted by Licensor hereunder. Licensor shall be entitled to all proceeds resulting from any such suit or action.

11.2 Licensor represents and warrants that it has the right to enter into this Agreement and to grant a license to Licensee pursuant to the terms.

11.3 This Agreement and the rights granted hereunder shall be personal to Licensee and shall not be assigned, transferred, sold, pledged, divided or made subject to any lien, charge, security interest or encumbrance of any kind or manner. Licensee shall not have the right to sublicense any rights granted hereunder.

11.4 Licensor shall have the right to assign this Agreement, at any time during the term thereof, to any other entity that succeeds Licensor in its function as the licensor of the combined “HD ready” Logo and “1080p” qualifier Logo, upon prior written notice to Licensee.

11.5 This Agreement shall be governed and construed, and any matters relating to this Agreement shall be decided, according to the laws of Belgium.

11.6 Licensee agrees and acknowledges that all disputes between the parties hereto arising out of or in connection with the interpretation or execution of this Agreement, shall be finally settled by the courts of Brussels; and each party to this Agreement hereby irrevocably consents to the exclusive jurisdiction of such courts.

11.7 Licensee agrees to all of the terms and conditions of this Agreement on its own behalf and on behalf of its Affiliates. This Agreement shall inure to the benefit of the parties hereto and to each of Licensee’s Affiliates, provided that (i) each such Affiliate shall comply with the terms of this Agreement as those terms apply to the Licensee, (ii) nothing herein shall relieve Licensee of any of its obligations under the terms of this Agreement, (iii) Licensee agrees to cause its Affiliates to comply with the terms and conditions of this Agreement in the same manner and to the same extent as they apply to Licensee (except that only the Licensee shall be liable for payment of the logo administration fee to Licensor); and (iv) Licensee shall be responsible for the acts or omissions of its Affiliates as if such acts or omissions had been the acts or omissions of Licensee. Without limiting the generality of the foregoing, any breach of this Agreement by an Affiliate shall be deemed by Licensor as a breach by Licensee.

11.8 This Agreement sets forth the entire agreement and understanding between the parties as to the subject matter hereof and merges all prior discussions between them and neither of the parties shall be bound by any conditions, definitions, warranties, waivers, releases or representations (either expressed or implied) with respect to the subject matter of this Agreement, other than expressly set forth herein (including the Annexes hereto), or as duly set forth on or subsequent to the date hereof in writing signed by a duly authorized representative of the party to be bound thereby.

11.9 This Agreement shall not be varied, modified, amended or nullified by any means except in writing signed by a duly authorized representative of each party.

11.10 This Agreement may be executed in counterparts (including facsimile transmission) each of which shall be deemed an original but all of which together shall constitute one and the same instrument.

IN WITNESS WHEREOF, the parties have executed this Agreement by their duly authorized representatives as of the Effective Date.

EICTA

< Company name of LICENSEE >

NN

NN

Date

Date

Attachments:

ANNEX A: "HD ready 1080p" Minimum Requirements

ANNEX B: "HD ready 1080p" Testing and Verification Procedure

ANNEX C: "HD ready 1080p" Compliance Declaration

ANNEX D: Combined "HD ready" Logo and "1080p" qualifier Logo

ANNEX E: Usage Guidelines for the combined use of the "HD ready"
Logo and the "1080p" qualifier Logo

ANNEX F: Brands covered by this Agreement

ANNEX A
EICTA “HD ready 1080p” *
Minimum Requirements for Display Devices

1. Scope

The EICTA “HD ready” logo is recommended as a quality sign for the differentiation of display equipment, capable to process and display HD signals, awarded on the basis of minimum functionality requirements. In addition to providing guidance for the dealers and consumers, the logo should restrict misuse in advertisements e.g. HD capability for standard TV (SDTV) sets with progressive scanning.

The EICTA “HD ready” logo is awarded to display equipment capable of presenting HD sources with a much higher resolution than standard PAL (576i) and meeting all the requirements detailed in the EICTA “HD ready” Logo License Agreement.

To allow Licensees to differentiate between their display devices based on additional qualifiers defined on top of those outlined in the Minimum Requirements of the EICTA “HD ready” logo and specifically related to handling and representing “1080p” video signals, EICTA has created an additional combined “HD ready” Logo and “1080p” qualifier Logo with Minimum Requirements as specified hereafter.

EICTA does hereby however not wish to suggest that these requirements as such would constitute a sufficient criterion for deducting performance qualifications when evaluating display devices in terms of video resolution.

2. Combined “HD ready” Logo and “1080p” qualifier Logo

Positive

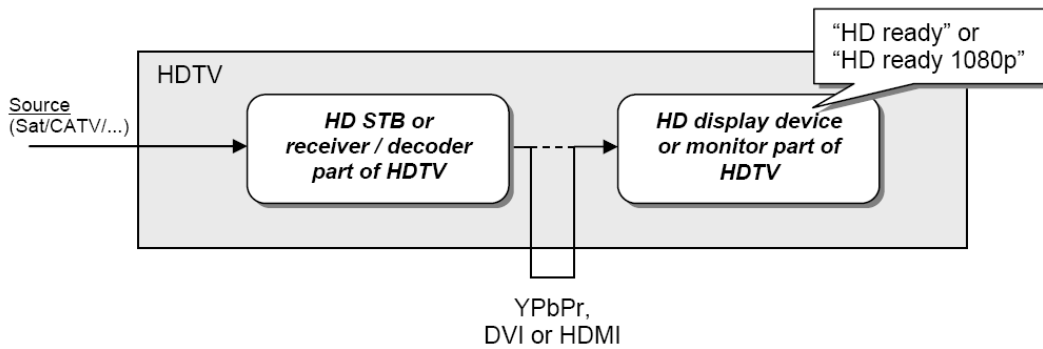


Negative



3. HD reception and presentation

The following figure illustrates the HD reception and presentation chain consisting of a HD set top box (HD STB) and a HD display device, or of an integrated HDTV television (HDTV) combining both parts within one device. The “HD ready” Logo and the combined “HD ready” Logo and “1080p” qualifier Logo only address the HD display device part.



4. Minimum Requirements for the combined “HD ready” Logo and “1080p” qualifier Logo

The EICTA "HD ready 1080p" Minimum Requirements for display devices are neutral towards the technology used (plasma, LCD, DLP, DLA, LCoS, CRT, ...) as well as the implementation thereof (flat panel, rear projection, front projection, direct view, ...).

A display device has to cover the following requirements to be awarded the combined “HD ready” Logo and “1080p” qualifier Logo:

1. Display, display engine

- The minimum native resolution of the display or display engine is 1080 physical lines. The display or display engine uses a minimum of 1920 pixels in horizontal direction.
- The display device can reproduce all of the mandatory supported video formats with the correct non-deformed picture aspect ratio.
- The display device has a mode in which it will display on its screen without overscan / with underscan the full picture of the mandatory supported HD video formats that have a sampling definition of 1920x1080 (1080i, 1080p) and that are received in digital format.
- The display device can reproduce any of the required 1080p video formats with the same or a higher frame rate – while using at least 1080 physical lines combined with a minimum of 1920 pixels in horizontal direction.

2. Video Interfaces

- The display device accepts HD input via:
 - Analogue YPbPr¹, and
 - DVI or HDMI
- The analogue HD capable input (YPbPr) accepts the following HD video formats:
 - 1280x720 @ 50 and 60Hz progressive (“720p”), and

¹“HD ready 1080p” display devices support analogue YPbPr as a HD input format to allow full compatibility with today's HD video sources in the market. Support of the YPbPr signal should be through common industry standard connectors directly on the “HD ready 1080p” display device or through an adaptor easily accessible to the consumer.

- 1920x1080 @ 50 and 60Hz interlaced (“1080i”)
- The digital HD capable input (DVI or HDMI) accepts the following HD video formats:
 - 1280x720 @ 50 and 60Hz progressive (“720p”), and
 - 1920x1080 @ 50 and 60Hz interlaced (“1080i”), and
 - 1920x1080 @ 24 and 50 and 60 Hz progressive (“1080p”)
- The digital HD capable input (DVI or HDMI) supports content protection (HDCP)

Technical reference:

The technical references as detailed hereafter or in a later backward compatible revision apply:

DVI	DDWG, “DVI Visual Interface”, rev. 1.0, April 2, 1999 as further qualified in EIA/CEA-861 rev. B, “A DTV Profile for Uncompressed High Speed Digital Interfaces” May 2002, furthermore allowing both DVI-D and DVI-I connectors, requiring compliance to both 50 and 60Hz profiles, and requiring support for both 720p and 1080i video formats.
HDMI	HDMI Licensing, LLC, “High-Definition Multimedia Interface”, rev. 1.0, December 9, 2002
HDCP	Intel, “High-Bandwidth Digital Content Protection System”, rev. 1.1, June 9, 2003 (Note: on DVI HDCP rev. 1.0 or rev. 1.1 will apply)
YPbPr	CEA-770.3 rev. C, November 2001, with the notice that the connectors required may be available only through an adaptor

* Panasonic supports the technical specification but objects to the release of the logo in 2007. Hitachi does not agree to having a display video format with the same or a higher frame rate than 1080p, and the inclusion of 1920x1080 @ 24 as one of the supported video formats.

ANNEX B
“HD ready 1080p” Testing and Verification Procedure

To be added

ANNEX C
“HD ready 1080p” Compliance Declaration

Licensee / submitter information

Name:	
Title:	
Company Name:	
Address 1:	
Address 2:	
Postal Code:	
City:	
Country:	
Telephone:	
Fax:	
Email:	

Period covered by this declaration

Period:	
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Licensee / submitter declares that the display devices listed in this declaration have been tested according to the "HD ready 1080p" Testing and Verification Procedure and have been found to be in compliance with the "HD ready 1080p" Minimum Requirements.

Display Device information

Brand	Model	Description

ANNEX D
Combined “HD ready” Logo and “1080p” qualifier Logo

Combined “HD ready” Logo and “1080p” qualifier Logo - positive “black” version sample



Combined “HD ready” Logo and “1080p” qualifier Logo - negative “white” version sample



ANNEX E

Usage Guidelines for the combined use of the “HD ready” Logo and the “1080p” qualifier Logo

These Usage Guidelines for the combined use of the “HD ready” Logo and the “1080p” qualifier Logo describe the correct use of the combined “HD ready” Logo and “1080p” qualifier Logo.

Because the combined “HD ready” Logo and “1080p” qualifier Logo represents a recognized quality it is a valuable asset. Therefore it is important that the branding identity maintain the same quality. These guidelines should be carefully applied before incorporating the combined “HD ready” Logo and “1080p” qualifier Logo into your product or related support materials.

Use of the combined “HD ready” Logo and “1080p” qualifier Logo

The combined “HD ready” Logo and “1080p” qualifier Logo may be used only by Licensees who have entered into the “HD ready 1080p” License Agreement with EICTA (as well as their distributors and resellers pursuant to the “HD ready 1080p” License Agreement). The combined “HD ready” Logo and “1080p” qualifier Logo may only be used as set forth in these guidelines and in the Agreement. The combined “HD ready” Logo and “1080p” qualifier Logo may only be used in connection with the promotion of the “HD ready 1080p” Display Devices, and on products that are compliant with the “HD ready 1080p” Minimum Requirements as defined in the “HD ready 1080p” License Agreement.

Licensees may not use any other trademark, service mark, trade name, logo or other indicia of ownership which could reasonably be deemed to be confusingly similar, deceptive or misleading with respect to the combined “HD ready” Logo and “1080p” qualifier Logo, or which could reasonably be deemed apt to dilute the combined “HD ready” Logo and “1080p” qualifier Logo.

Positioning

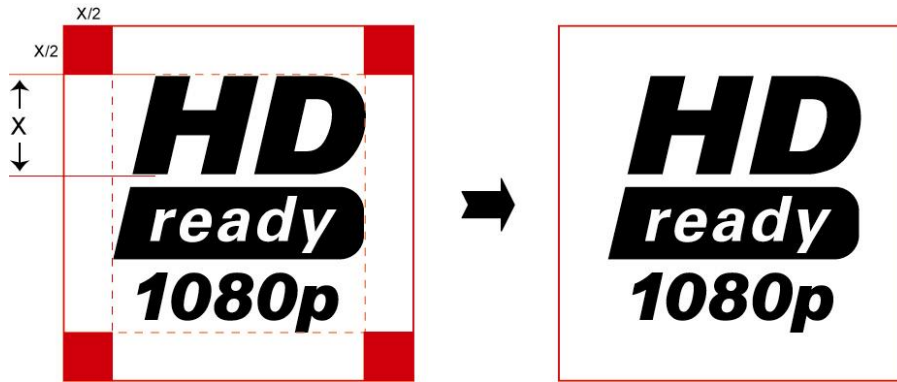
The combined “HD ready” Logo and “1080p” qualifier Logo should be positioned in a horizontal format. Do not rotate the logo in a vertical, diagonal, or upside-down format.

Alteration

The combined “HD ready” Logo and “1080p” qualifier Logo may not be altered (alteration includes outlining, rotating, skewing, stretching, scaling in a disproportional manner or reproducing the mark three-dimensionally).

Clear Space / Safe Zone

The combined “HD ready” Logo and “1080p” qualifier Logo must always be positioned alone and apart from any other text or graphics. The minimum stand-alone space around the mark is half of the height of the letter “H” in that usage of the combined “HD ready” Logo and “1080p” qualifier Logo.



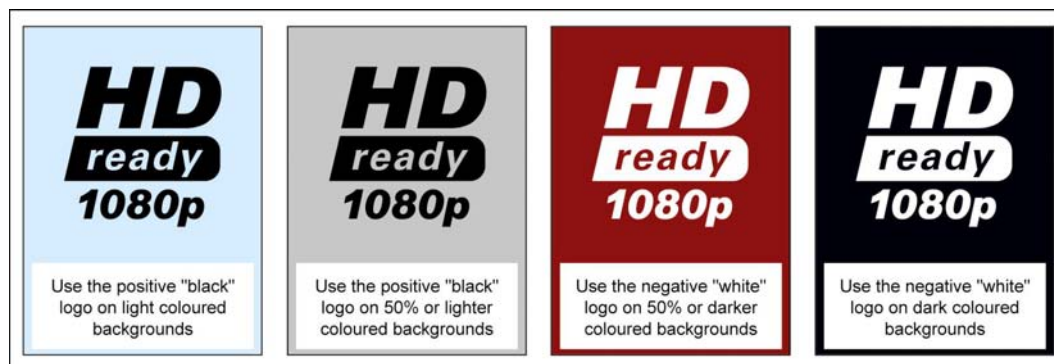
Colours

Acceptable colours for the combined “HD ready” Logo and “1080p” qualifier Logo are Black and White.



Backgrounds

The combined “HD ready” Logo and “1080p” qualifier Logo should always appear on a clean, solid background of high-value contrast (example: value equivalent to 50 percent black or darker if using a negative "white" logo).



Size

The combined “HD ready” Logo and “1080p” qualifier Logo should not be less prominent than other 3rd-party technology marks or logos appearing on the product. The size of the combined “HD ready” Logo and “1080p” qualifier Logo should be 1.4 cm tall or larger.

Placement Guidelines

The following are specific placement guidelines:

a. Hardware

The combined “HD ready” Logo and “1080p” qualifier Logo should never be obstructed by another label or sticker. The combined “HD ready” Logo and “1080p” qualifier Logo can be placed on the product using a label or sticker.

b. Packaging

The combined “HD ready” Logo and “1080p” qualifier Logo may be placed on the front, rear, side or top-viewing panel of the package. It should never be obstructed by another label or sticker. The combined “HD ready” Logo and “1080p” qualifier Logo may be printed directly onto packaging or placed on the package using a label or sticker.

c. Web Pages

The combined “HD ready” Logo and “1080p” qualifier Logo may be used on Web pages.

d. Advertisement, Direct Mail, Collateral and Documentation

The combined “HD ready” Logo and “1080p” qualifier Logo may be used in advertising, direct mail, collateral or documentation.

Where Not to Use the combined “HD ready” Logo and “1080p” qualifier Logo

The combined “HD ready” Logo and “1080p” qualifier Logo may not appear on or in connection with any product that is not fully compliant with the “HD ready 1080p” Minimum Requirements, as set forth in the “HD ready 1080p” License Agreement.

Referencing the combined “HD ready” Logo and “1080p” qualifier Logo in Text

In text reference may be made to the fact that a “HD ready 1080p” Display Device complies with the “HD ready 1080p” Minimum Requirements.

Trademark Notices

The following trademark notice should be included in all marketing materials, such as press releases, brochures, manuals, advertising, product fliers:

The “HD ready” Logo and “1080p” qualifier Logo are trademarks of EICTA.

Other Terms and Conditions

Your license to use the combined “HD ready” Logo and “1080p” qualifier Logo will terminate no later than the termination or expiration date of the “HD ready 1080p” License Agreement with which you obtained the right to use the combined “HD ready” Logo and “1080p” qualifier Logo.

Warning

The combined "HD ready" Logo and "1080p" qualifier Logo shall not be used in connection with products of companies that have not entered into an "HD ready 1080p" License Agreement with EICTA, or with products of brands not covered by an "HD ready 1080p" License Agreement with EICTA.

EICTA reserves the right to initiate legal proceedings to preserve its rights.

Non-commercial Usage

Authorization for and information on the non-commercial usage of the combined "HD ready" Logo and "1080p" qualifier Logo can be obtained from EICTA.

ANNEX F
Brands covered by this Agreement

- 1.
- 2.
- 3.