



HIGH-DEFINITION MULTIMEDIA INTERFACE

Attachment A (Revised May 3, 2022) Adopted Trademark and Logo Usage Guidelines (“ATLUGs”)

This document is to ensure compliant use of the HDMI®/™ trademarks and HDMI Logos (the “Adopted Trademarks”). Because the Adopted Trademarks represent the recognized quality and reliability of the HDMI Specification, they are valuable assets. Thus, it is essential to use the Adopted Trademarks in a consistent visual fashion to convey these qualities.

These guidelines supersede all previous versions. The following sections of the ATLUGs have been added to or updated from the May 2018 version: (Note that incidental changes are not listed in the following key)

Section 1.0	The Adopted Trademarks
Section 1.1	General Usage Guidelines
Section 1.1.1	CHANGED: The HDMI Logo UPDATED: The HDMI Logos
Section 1.1.3	Clear Space/Safe Zone
Section 1.1.6	Size
Section 1.1.7	Allowed Exception for HDMI Logo Modification
Section 1.2.1	Hardware
Section 1.2.2	Product Packaging
Section 1.2.4	Online Use
Section 1.2.5	NEW: Mobile, Television and/or PC Software Applications
Section 1.2.6	Advertising, Direct Mail, In-Store Marketing, Promotional Materials, and other Related Documentation
Section 1.3.1	Use of Proper Trademark Notice
Section 1.4	Prohibited Use of the Adopted Trademarks
Section 3	Recommendations for Labeling HDMI Ports
Section 5.3	HDMI Cable Packaging
Section 5.3.4	HDMI Cable Name Logos
Exhibit 2	Countries and Cities Where HDMI® is a Registered Trademark



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As of May 3, 2022 you shall use commercially reasonable efforts to comply with the ATLUGs. All product models that are newly shipped *18 months after the release of this Guideline*, and all related packaging, marketing and instructional materials and other related collateral, shall comply with the ATLUGs.

Please review these guidelines carefully before you incorporate the Adopted Trademarks into your products or related support materials.

Additionally, please refer to <https://hdmi.org/docs/trademarks> for more detailed information as well as visual examples.



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1.0 The Adopted Trademarks

The Adopted Trademarks consist of the following:

- The “HDMI Logos” consists of the “HDMI Stylized Logo” **AND** the “HDMI Port Design Logo.”
- The HDMI Stylized Logo is a single visual unit that collectively includes the stylized “HDMI” design, the stylized underlying text (“High-Definition Multimedia Interface”), and the appropriate trademark notation (® or ™). The allowable use of the HDMI Stylized Logo is described in this document.



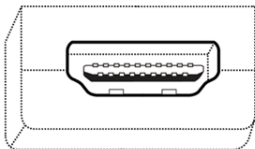
- The HDMI Port Design Logo is a single visual unit as depicted below including the appropriate trademark notation (® or ™) and is an allowable use as described in this document:



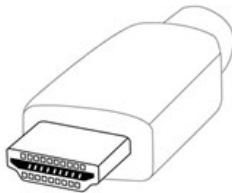
- The wordmarks “HDMI” and “HDMI High-Definition Multimedia Interface”.
- The x.v. Color logo and the wordmark “x.v. Color.” Allowable usage of this logo and associated Adopted Trademarks is described in **Exhibit 1** of this document.

Trade Dress

- The distinctive product shape and design of the HDMI Receptacle and HDMI Plug, including but not limited to their overall appearance and design, as depicted in part by the following:



The HDMI Receptacle



The HDMI Plug

The HDMI Trade Dress is the assemblage of elements constituting the distinctive product shape and design of both the HDMI Receptacle and the HDMI Plug, serving to distinguish them in a manner that indicates they originate from and, are authorized by the Agent. Any use of the HDMI Plug, or Receptacle on your Licensed Product is use of the HDMI Trade Dress. Adopters may use the HDMI Trade Dress through the promotion and sale of products containing the respective HDMI Receptacle and/or HDMI Plug, and which are otherwise fully compliant with the HDMI Specification and these ATLUGs. Use of the HDMI Trade Dress for, or in relation to, non-compliant products is strictly prohibited.

The HDMI Port Design Logo, the HDMI Receptacle and Plug Designs are trademarks of HDMI Licensing Administrator, Inc.

1.1 General Usage Guidelines

The Adopted Trademarks may be used only by authorized licensees who 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 tradeshow).

Other than omitting the underlying stylized text “High-Definition Multimedia Interface” from the HDMI Stylized Logo in limited circumstances (as described below under Section 1.1.7), you may not alter the Adopted Trademarks in any way, including but not limited to: outlining, skewing, or stretching. You may not reproduce the mark in any form, three-dimensionally, or add a drop-shadow or texture fill to any element of the mark. Except as expressly authorized herein, the HDMI Logos shall always be used with the exact size, aspect ratios, and position relationships as shown in this document. The Adopted Trademarks may be rotated in either direction, right or left with the trademark notation rotated respectively.

In all cases, the HDMI Logos should be prominently displayed but not more than your company or product or service name. When the HDMI Logos are placed next to or in close proximity with other third-party marks or logos, the display size of the HDMI Logos should be at least the same as that of third-party marks or logos.

1.1.1 The HDMI Logos

Utilizing the HDMI Logos are effective ways to indicate it is a Fully Compliant HDMI product.

In order to encourage the use of the HDMI Stylized Logo, you shall receive a discounted royalty rate under the Adopter Agreement if you reasonably incorporate the HDMI Stylized Logo on your HDMI Licensed Products, related documentation, and promotional materials.

NOTE: For clarification, the use of the HDMI wordmarks and HDMI Port Design Logo does not qualify for the royalty discount.

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

The Registered Trademark (®) version of the HDMI® Logos shall be used in all countries where the trademark has been registered, as listed in Exhibit 2 of this document. In all other countries, the version of the HDMI Logos with the Trademark (™) symbol shall be used. For products that will be distributed in multiple countries,



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including countries where the trademark is registered and others where it is not, the HDMI Logos with the Trademark (™) symbol should be used.

1.1.3 Clear Space/Safe Zone

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

1.1.4 Colors

Acceptable colors for the HDMI Logos are white, black and percentages of black (that will appear as gray) that are in high contrast to the background.

The HDMI Logos may also be reversed when placed on a solid-colored surface. In this circumstance, the HDMI Logos should be white, gray, silver, or used transparently, whichever implementation yields the highest contrast against the solid-colored surface.



Reversed against solid background



Transparent HDMI Logo where the color of the carton is the HDMI Logo

When used as labeling on an HDMI compliant device, the HDMI Logos may be printed or silk-screened in metallic silver or in the specific color in which all other third party or standards-based marks are printed on the device.

When the HDMI Logos are etched or molded into the device, the color of the HDMI Logos may be that of the device itself.

1.1.5 Use on Backgrounds

Backgrounds or background colors are not specified, but placement of the HDMI Logos must always be clear, conspicuous and compliant with all other use guidelines, including, but not limited to: minimum space, clear space and color. In addition, the HDMI Logos themselves may not be used as a background pattern. Below are some allowed examples of use of the HDMI Logo against a gradated background.



HDMI Logo against a gradated background



HDMI Logo placed against a background
(with enough clear-space around background elements)

1.1.6 Size

The HDMI Logos shall be 3mm tall or larger, except in the case of physical buttons and switches on products, as well as on ports, cables, connectors, and handheld portable devices, where the HDMI Logos may be scaled as small as 1.5mm tall. The HDMI Logos shall never be smaller than 1.5mm tall.

For online applications, the HDMI Logos shall be 8 pixels tall or larger.

1.1.7 Allowed Exception for Modification of the HDMI Logos

There are two circumstances when the stylized underlying text (“High-Definition Multimedia Interface”) may be omitted from the HDMI Stylized Logo as follows:

- 1) When the HDMI Stylized Logo is smaller than 10mm tall or
- 2) When the HDMI Stylized Logo is printed on uncoated corrugated packaging **and** less than 30mm tall.

Also, trademark notation (® or ™) may be omitted from the HDMI Stylized Logo only if both of the following conditions are met:

- 1) The HDMI Stylized Logo is smaller than 5mm tall and
- 2) There is no extra clear space around the HDMI Stylized Logo defined in Section 1.1.3.

In no instance should the trademark notation (® or ™) be omitted from the HDMI Port Design Logo.

On condition that Section 1.3.1 shall be met and that at least one HDMI Stylized Logo more than 5mm tall should be present for all related materials.

1.2 HDMI Logo Placement Guidelines

In all applications, the display of the HDMI Logos shall be **sized** to be at least as prominent as other 3rd-party technology marks or logos appearing on the product, promotional packaging, and any related promotional materials.

The following are specific placement guidelines for the HDMI Logos:



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1.2.1 Hardware

The HDMI Logos 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/laptop, or monitor.) The HDMI Logos shall never be placed alone on the bottom of any product. The HDMI Logos may be placed on any surface of any handheld or mobile product along with other regulatory or other third-party logos.

In addition, the HDMI Logos may be placed on HDMI compliant Cables. The HDMI Logos should never be obstructed by another label, or sticker. The HDMI Logos 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 Logos may also be used on display screens incorporated into the product.

1.2.2 Product Packaging

The HDMI Logos 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 Logos can be printed directly onto packaging or placed securely on the package using a label or sticker if the HDMI Logos cannot be printed directly onto packaging.

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

1.2.3 Product Packaging—Uncoated Corrugated Materials

Uncoated corrugated packaging (typically used in shipping boxes) poses a special challenge to maintaining the integrity of the HDMI Logos. 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 Logos.

When printing on **uncoated** 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 Logos

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

1.2.4 Online Use

As set forth in the Adopter Agreement, the HDMI Logos may be used in online applications such as websites, social media, start-up displays, demo screens. In all cases, the HDMI Logos should be prominently displayed but not more than your company or product or service name.

Use of the HDMI Logos on third-party marketplace websites shall also comply with Section 1.3 of these guidelines.

1.2.5 Mobile, Television and/or PC Software Applications

When used with any mobile, television and/or computer software application, as with other products, the HDMI Adopted Trademarks may not be used as a part of your computer software or application name as further detailed in Section 1.4 (Prohibited use of the HDMI Trademarks.)



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Use of the HDMI Logos in any mobile, television and/or computer software application shall also comply with Section 1.3 of these guidelines.

1.2.6 Advertising, Direct Mail, In-Store Marketing, Sales Literature, Promotional Materials, and other Related Documentation

The HDMI Logos 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 version of the HDMI Logos. Full color advertisements may use either one color, reversed, or gray version of the HDMI Logos, choose the HDMI Logo that works best with the design of the advertisement.

1.3 Guidelines for Identifying the Adopted Trademarks

1.3.1 Use Proper Trademark Notice

You shall include the following notice or a similar effective notice on at least one promotional material and related documentation, including (but not limited to) packaging, brochures, manuals, advertising, websites, and product fliers:

“The Adopted Trademarks HDMI, HDMI High-Definition Multimedia Interface, HDMI trade dress and the HDMI Logos are trademarks or registered trademarks of HDMI Licensing Administrator, Inc. in the United States and other countries.”

OR

“The terms HDMI, HDMI High-Definition Multimedia Interface, HDMI trade dress and the HDMI Logos are trademarks or registered trademarks of HDMI Licensing Administrator, Inc.”

This sentence may be translated into local languages upon approval by HDMI Licensing Administrator, Inc.

Reference the document: Trademark Disclaimer Translations available on the HDMI.org website.

When any of the Adopted Trademarks are used in product listings or advertisements on third-party marketplace websites (e.g., Amazon, eBay, NewEgg, Rakuten, Alibaba), the above notice should be included in the product description in the product page or advertisement.

1.3.2 Referencing HDMI Technology in Text

In text, you may refer to the fact that your product incorporates HDMI technology by using the HDMI wordmarks in phrases such as “incorporates HDMI® technology” or “incorporates HDMI® connectivity”.

The ® symbol shall be used in all countries where the trademark has been registered, as listed in Exhibit 2 of the ATLUGs. In all other countries, the ™ symbol shall be used. If your product will be distributed in multiple countries, including some where the trademark is registered and others where it is not, the ™ symbol shall be used. 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.)



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The HDMI wordmarks should never be used by itself but always should refer to or describe something else. For example, it is incorrect usage to state “This product has HDMI”, but it is correct usage to state “This product has HDMI® technology”, or “This is an HDMI®-enabled product”.

1.4 Prohibited Use of the Adopted Trademarks

No Use in Your Company Name.

The Adopted Trademarks, or any potentially confusing variation, shall 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, shall 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 Computer/Software/Mobile Application

The Adopted Trademarks, or any potentially confusing variation, shall never be incorporated as part of your computer software applications, mobile or online computer application.

No Use in the Name or Model Number of Your Products or Services.

The Adopted Trademarks, or any potentially confusing variation, shall never be incorporated as part of the product name, model number, part number, SKU number, item number, or CPU number of a product or service of your company.

No Use with Any Product that is not Fully Compliant.

The Adopted Trademarks shall not appear on or in connection with any product that is not Fully Compliant, as set forth in the HDMI Adopter Agreement.

No Use with Any Protocols, Technologies or Specifications that is not defined in the HDMI Specification

The Adopted Trademarks shall never be used in such a way that vendor specific protocol, technology or specification that is not defined in the HDMI Specification is misrecognized as what is defined in the HDMI Specification.

No “Negative” Use.

The Adopted Trademarks shall 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 Logos and should be visually distinguished from the HDMI Logos 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:



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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 Use of HDMI Version Numbers

Since each version of the HDMI specification provides a set of potential capabilities and not a set of required functionalities, you shall only use HDMI version numbers under limited circumstances such as described in sections 2.1 and 2.2 when describing your products and components, 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 1.4, 1.3, etc.), interim version numbers (for example, HDMI 1.4a, 1.3a, etc.) and CTS (Compliance Test Specification) version numbers (for example, 1.4a, 1.3c, etc.).

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

You shall reference HDMI Specification version numbers only when clearly associating the version number with a feature or function as defined in that version of the HDMI Specification. You shall not use version numbers by themselves to define your product or component capabilities or the functionality of the HDMI interface.

For example, you shall not say that your product or component is 1.X or 2.X compliant, or that your product or component has 1.X or 2.X features or capabilities, without specifically listing some or all the 1.X or 2.X functionality that the product or component supports. Without indicating an HDMI version number, you may say that a product or component supports a particular feature as defined in the HDMI Specification.

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 are supported by your implementation.

Following are **compliant examples** of the use of HDMI version numbers with features:

- Supports HDMI Ethernet Channel as specified in HDMI 1.4
- Supports Audio Return Channel, Deep Color, x.v.Color, 4K@30, <list other supported options here> (HDMI 1.4b)



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- Supports 4K@60Hz as specified in HDMI 2.1

You **SHALL NOT** use the version number in product or component descriptions without specifically listing the version functionality that the product or component supports. CTS (Compliance Test Specification) version numbers (for example, 1.4a, 1.3c, etc.) **SHALL NOT** be used in the description or marketing of any product or component.

For example, the following are **not allowed**:

- HDMI 1.4
- HDMI 2.1
- HDMI 1.4 compliant
- HDMI 2.1 compliant
- Supports HDMI 1.4
- Supports HDMI 2.1
- Supports HDMI 1.4 features
- Supports HDMI 2.1 features
- Compliant to HDMI CTS 1.4

Manufacturers shall not use their own brand names to describe such functionality in connection with the HDMI Adopted Trademarks.

3.0 Recommendations for Labeling HDMI Ports

It is strongly recommended that you label ports with the HDMI Logos only and not the wordmark. If you need to label the port with the HDMI wordmarks, it is required you use the ® or ™ trademark notations. When using the HDMI Logos, you shall be in compliance with all the appropriate requirements of these ATLUGs. Refer to General Usage Guidelines Section 1.1 to determine compliant use of the Registered Trademarks including sizing, clear space, placement, and when it is allowed to remove the underlying text.

For the wordmark, the trademark notation (® or ™) may be omitted from the Adopted Trademarks only if **both** of the following conditions are met when labeling of the HDMI Port:

- 1) The Adopted Trademarks are smaller than 5mm tall and
- 2) There is no extra clear space around the Adopted Trademarks as defined in Section 1.1.3. In case of the wordmark, clear space for port labeling is one quarter of the height of “I”.

3.1 Recommendations for Labeling Feature-Specific Ports

It is recommended that you label input and output ports that support the HDMI Ethernet Channel and/or the Audio Return Channel. HDMI Licensing Administrator, Inc. 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”



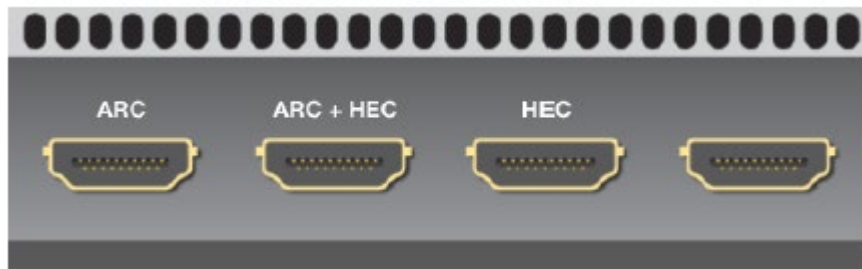
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- Ports that support both the Audio Return Channel and the HDMI Ethernet Channel should be labeled “ARC + HEC”

In case a particular feature is available only on some ports of a product, HDMI Licensing Administrator, Inc. 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 feature-specific 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

Please refer to the examples below:



NOTE: Reference to, or label of, the HDMI port on a Product, is not deemed to be reasonable use of trademark and logo to qualify for a reduction in the royalty rate.

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[®]/™ MiniConnector.”

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 (e.g., “ミニ” for “Mini”



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and “マイクロ” for “Micro” in Japanese). (Please refer to **Exhibit 3: HDMI Cable & Connector Name Translations**.)

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 Names.

For Premium HDMI Cable guidelines including the option to print the cable name on the cable jacket refer to the Premium HDMI Cable Certification Program Participation Agreement.

For information specific to USB Type-C to HDMI cables see EXHIBIT 4: HDMI Alternate Mode for USB Type-C Marketing Guidelines.

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
- High Speed Automotive HDMI^{®/™}
- Premium High Speed HDMI^{®/™} Cable
- Premium High Speed HDMI^{®/™} Cable with Ethernet
- Ultra High Speed HDMI^{®/™} Cable

Each of these Cable Names is an implementation defined in the HDMI Specification. Please refer to Section 4.1 of the HDMI Specification Version 1.4b, “Connectors and Cables,” Premium HDMI Cable Specification, and Section 5 of the HDMI Specification Version 2.1 “Connectors and Cables” for more information.

The names for these Cable Names 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 Extreme” or “HDMI Super High Speed” is not permitted.

You shall not use HDMI version numbers when labeling, packaging, or promoting cables (Please refer to Section 2.0 Use of HDMI 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.



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5.2.1 Printing on HDMI Cables

The HDMI Cable Name 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 Administrator, Inc. 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.

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

Cables associated with the Automotive Connection System (referred to as Type E in the HDMI Specification Version 1.4b), which are designed only to be used internally in an automobile are not required to be labeled.

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 Name by securely attaching a label, (e.g., by using a wrap-around label), or by imprinting on the connector overmolding.

5.2.3 Wrap-around Labels

You may attach a durable, wrap-around, self-adhesive label indicating the Cable Name on at least one end of the cable. HDMI Licensing Administrator, Inc. recommends labeling both ends of the cable.

5.2.4 Imprint on HDMI Connector Overmolding

You may imprint the Cable Name on the connector overmolding on at least one end of the HDMI cable. HDMI Licensing Administrator, Inc. recommends labeling both ends of the cable.

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

Standard HDMI®/™
Standard Auto HDMI®/™
Premium High Speed HDMI®/™

High Speed HDMI®/™
High Speed Auto HDMI®/™
Ultra High Speed HDMI®/™

5.3 HDMI Cable Packaging

All packaging for HDMI cables shall clearly indicate the Cable Name by using the corresponding Cable Name Logo, as shown below. The Cable Name Logo shall be printed on the front of the cable packaging in a manner that is clearly visible to the consumer. These Cable Name Logos shall be used as is and shall not be modified in any way. The gray, black or white key lines serve as a frame for the Cable Name Logo and shall not be removed. Exception: Cable Name can be enlarged proportionally but must never appear smaller than the minimum specified size.

These Cable Name 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 Name Logos, please log onto the HDMI Adopter Extranet: <https://adopter.hdmi.org/login.aspx>

For more information about the usage of the Ultra High Speed HDMI Cable Logo, please refer to the UHS Program Requirements document available on the HDMI Adopter Extranet.

5.3.1 Minimum Sizes for HDMI Cable Name Logos

Minimum size for the circular Cable Name Logos shall be 19mm (0.75") in diameter. Minimum size for the rectangular Cable Name Logos shall be 19mm wide by 10mm high (0.75" wide by 0.39" high).

[Note: In all cases, the grey, black or white key lines serve as a frame for the Cable Name Logos and shall not be removed.]

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 Name Logo is when an HDMI cable is being provided as a bundled accessory in the sale of another compliant 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 name that is included, either in text or by using one of the approved Cable Name Logos.

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

5.3.3 Recommended Cable Name Logo Clearance Area

The clearance area is defined as the minimum distance allowed between the HDMI Cable Name Logo and any other element (graphic, type or edge of page). This helps ensure legibility, enhances recognition, and prevents obstruction of the Logo.

5.3.4 HDMI Cable Name Logos

The Logos shown below are designated for use on HDMI cable products and are designed to help the consumer quickly distinguish among all seven Cable Names. Although the color versions are preferred,

the single-color or reversed versions can be used to accommodate budgetary or production restrictions.

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Logos are available for use in both rectangular and circular shaped.

The examples shown here are for each of the seven Cable Name Logos in full-color rectangle. These and the other shape and color versions are available for download on the HDMI Adopter Extranet.







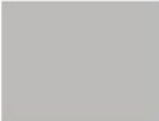






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5.3.5 HDMI Cable Name Logo Color Palette

The colors below have been designated for use on HDMI Cable Name Logos to help the consumer quickly distinguish between Standard, High Speed and Ultra High Speed HDMI Cables. The use of color helps to differentiate the various HDMI cables and is designed for the greatest flexibility for all Adopter promotional materials.

Although the three-color versions are preferred, one color and reversed versions have been designed to accommodate possible budgetary or materials restrictions.

STANDARD CABLES	 Pantone 144 C0 M47 Y100 K0 R248 G151 B29 Hex EF 82 00	 Pantone Cool Gray 4 C0 M0 Y0 K24 R201 G202 B204 Hex C9 CA CC	 Pantone Black C0 M0 Y0 K100 R0 G0 B0 Hex FF FF FF
HIGH SPEED CABLES	 Pantone 2985 C59 M0 Y6 K0 R80 G200 B232 Hex 50 C8 E8s	 Pantone Cool Gray 4 C0 M0 Y0 K24 R201 G202 B204 Hex C9 CA CC	 Pantone Black C0 M0 Y0 K100 R0 G0 B0 Hex FF FF FF
ULTRA HIGH SPEED CABLES	 Pantone 376 C55 M3 Y100 K0 R129 G189 B65 Hex 81 BD 41	 Pantone Cool Gray 4 C0 M0 Y0 K24 R201 G202 B204 Hex C9 CA CC	 Pantone Black C0 M0 Y0 K100 R0 G0 B0 Hex FF FF FF

5.3.6 Rectangular Cable Name Logo

HDMI Licensing Administrator, Inc. recommends that the clearance area around the HDMI Cable Name Logo on all four sides always be more than the height of the letter “l” in the HDMI wordmarks.



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5.3.7 Circular Cable Name Logo

HDMI Licensing Administrator, Inc. recommends that the uniform radial clearance area around the HDMI Cable Name Logo always be more than the height of the letter “l” in the HDMI wordmark

5.3.8 Cable Name Logo Alteration

You may not alter the HDMI Cable Name Logo (alteration includes outlining, rotating, skewing, stretching, changing the colors or reproducing the mark three-dimensionally), or add a drop-shadow or texture fill to any element of the Logo. The Logos must always be used with an ® or a ™ as indicated by the Guidelines.

Exception: Cable Name Logos can be enlarged proportionally but must never appear smaller than the minimum specified size.

5.4 Localization of HDMI Cable & Connector Names—Use in Text Only

HDMI Licensing Administrator, Inc. provides Cable Name & Connector Name translations for use in text only in the languages listed below. You shall not use translated text in the HDMI Cable Name Logos or change the HDMI Cable Name Logos in any way.

If you include translated HDMI Cable Names and/or Connector Names in text, use only those translations that have been provided and approved by HDMI Licensing Administrator, Inc. Approved translations are currently available for the following languages (Please refer to **Exhibit 3: Cable & Connector Name Translations**):

For Cable Names:

Arabic	French	Norwegian	Slovenian
Bulgarian	German	Polish	Spanish
Croatian	Greek	Portuguese	Swedish
Czech	Hungarian	Romanian	Turkish
Danish	Italian	Russian	Ukrainian
Dutch	Japanese	Simplified Chinese	
Finnish	Korean	Slovakian	

For Connector Names:

Dutch	German	Russian
French	Italian	Spanish

No other translations are allowed.



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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 Administrator, Inc. 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 Administrator, Inc. 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. It may also require you to modify your use of any Adopted Trademark to conform to the guidelines set forth above, to ensure the quality of the products offered or promoted under the Adopted Trademarks or the usage of the Adopted Trademarks.

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 Administrator, Inc. 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 Administrator, Inc., or the HDMI Founders to object to such adverse use.

HDMI LICENSING ADMINISTRATOR, INC. 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: Name & Logo Guideline



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

Ver.2.1 September 2007
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Sony Corporation



HIGH-DEFINITION MULTIMEDIA INTERFACE

Document Revision History

Ver2.1	September 2007	Revised Trademark notice required. (4) Several minor editorial. (throughout)
Ver2.0	May 2007	Added explanation of "x.v.Color".(5-4) Added usage of logo for "x.v.Color" demonstration software.(5-5)
Ver1.0	March 2007	Initial release.



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- 6-2 Correspondence with local language**



HIGH-DEFINITION MULTIMEDIA INTERFACE

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.



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Don't

Do not stretch the logo.



Do not condense the logo.



Do not italicize the logo.



Do not reduce the letter spacing.



Do not increase the letter spacing.



Do not twist the logotype.



Do not use a screen or lines over the logotype.



Do not outline the logo.



Do not use 3-D or shadow text.



Do not set the letters in an arc.



Do not set the letters at an angle.



Do not set the individual letters vertically.



3-2 Size specification and minimum size

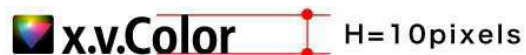
- Determining the size of the “x.v.Color” logo

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



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

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



3-3 Logo color

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



Positive display
(Black Color)



Negative display
(White Color)



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



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3-4 Background colors

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





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



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



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



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



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

3-5 Isolation zone

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



Don't

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

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

A red diagonal line is drawn across the entire text block, indicating that this layout is incorrect.

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.





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4. Trademark Notice

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

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

Examples:

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

The expression below is also available.

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

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

5-1 Placement of “x.v.Color” logo

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

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

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

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

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

Examples:

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

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

Prohibited examples:

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





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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.



HIGH-DEFINITION MULTIMEDIA INTERFACE

EXHIBIT 2: Countries and Areas Where HDMI® is a Registered Trademark

HDMI® wordmark, the HDMI Stylized Logo, and HDMI High-Definition Multimedia Interface are registered trademarks in the following countries and geographical areas as of the date of these guidelines:

1 Argentina	19 Ecuador	37 Malta	55 Sweden
2 Armenia	20 Estonia	38 Mexico	56 Switzerland
3 Australia	21 Finland	39 Netherlands	57 Taiwan
4 Austria	22 France	40 New Zealand	58 Thailand
5 Azerbaijan	23 Germany	41 Norway	59 Turkey
6 Belarus	24 Greece	42 Pakistan	60 Ukraine
7 Belgium	25 Hong Kong	43 Panama	61 United Arab Emirates
8 Brazil	26 Hungary	44 Philippines	62 United Kingdom
9 Bulgaria	27 India	45 Poland	63 United States of America
10 Cambodia	28 Indonesia	46 Portugal	64 Venezuela
11 Canada	29 Ireland	47 Republic of Korea (South)	65 Vietnam
12 Czech Republic	30 Israel	48 Romania	66 WIPO
13 Chile	31 Italy	49 Russian Federation	
14 China	32 Japan	50 Singapore	
15 Colombia	33 Latvia	51 Slovakia	
16 Croatia	34 Lithuania	52 Slovenia	
17 Cyprus	35 Luxembourg	53 South Africa	
18 Denmark	36 Malaysia	54 Spain	

For an up to date downloadable list of countries and geographical areas where the HDMI Adopted Trademarks are registered, please visit : <https://hdmi.org/docs/trademarks>

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: HDMI Cable & Connector Name Translations

Arabic

• أسماء الكابلات

- كابل HDMI™ القياسي
- كابل HDMI™ القياسي مع إيثرنت
- كابل HDMI™ القياسي للسيارة
- كابل HDMI™ عالي السرعة
- كابل HDMI™ عالي السرعة مع إيثرنت
- كابل HDMI®/™ فائق السرعة
- كابل HDMI®/™ عالي السرعة للسيارة

Bulgarian

Наименования на кабели

- Стандартен HDMI®/™ кабел
- Стандартен HDMI®/™ кабел с Ethernet
- HDMI®/™ Стандартен автомобил кабел
- Високоскоростен HDMI®/™ кабел
- Високоскоростен HDMI®/™ кабел с Ethernet
- Високоскоростен автомобил кабел HDMI®/™
- Ултра високо-скоростен кабел HDMI™ /
- Ултра високоскоростен кабел HDMI™

Croatian

Наименования на кабели

- Стандартен HDMI®/™ кабел
- Стандартен HDMI®/™ кабел с Ethernet
- HDMI®/™ Стандартен автомобил кабел
- Високоскоростен HDMI®/™ кабел
- Високоскоростен HDMI®/™ кабел с Ethernet
- HDMI®/™ kabel za brzinske automobile
- Ултра високо скоростен кабел HDMI®/™

Czech

Názvy kabelů

- Standardní kabel HDMI®/™
- Standardní kabel HDMI®/™ s připojením do sítě Ethernet
- Standardní automobilový kabel HDMI®/™
- Vysokorychlostní kabel HDMI®/™
- Vysokorychlostní kabel HDMI®/™ s připojením do sítě Ethernet
- Vysokorychlostní kabel HDMI®/™ pro automobilový průmysl
- Ultra vysokorychlostní kabel HDMI®/™



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Danish

Kabelbetegnelser

- Standard HDMI^{®/TM}-kabel
- Standard HDMI^{®/TM}-kabel med Ethernet
- Standard HDMI^{®/TM}-kabel til bilen
- Højhastigheds HDMI^{®/TM}-kabel
- Højhastigheds HDMI^{®/TM}-kabel med Ethernet
- HDMI^{®/TM}-højhastighedsautokabel
- Ultrahøjhastigheds HDMI^{®/TM}-kabel

Dutch

Kabelnamen

- Standaard HDMI^{®/TM}-kabel
- Standaard HDMI^{®/TM}-kabel met ethernet
- Standaard HDMI^{®/TM}-kabel voor auto's
- High Speed HDMI^{®/TM}-kabel
- High Speed HDMI^{®/TM}-kabel met Ethernet
- High Speed HDMI^{®/TM}-kabel voor auto's
- Ultra High Speed HDMI^{®/TM}-kabel

Finnish

Johtojen nimet

- Standardi HDMI^{®/TM}-kaapeli
- Standardi HDMI^{®/TM}-kaapeli Ethernetillä
- Standardi HDMI^{®/TM}-autokaapeli
- Huippunopea HDMI^{®/TM}-kaapeli
- Huippunopea HDMI^{®/TM}-kaapeli Ethernetillä
- Suurnopeus-HDMI^{®/TM}-kaapeli autokäyttöön
- Ultranopea HDMI^{®/TM}-kaapeli

French

Noms des cables

- Câble HDMI^{®/TM} standard
- Câble HDMI^{®/TM} standard avec Ethernet
- Câble HDMI^{®/TM} standard pour automobile
- Câble HDMI^{®/TM} haute vitesse
- Câble HDMI^{®/TM} haute vitesse avec Ethernet
- Câble HDMI^{®/TM} automobile haute vitesse
- Câble HDMI^{®/TM} ultra-haute vitesse

German

Kabelnamen

- Standard-HDMI^{®/TM}-Kabel
- Standard-HDMI^{®/TM}-Kabel mit Ethernet
- Standard-HDMI^{®/TM}-Kabel für Fahrzeuge
- High-Speed-HDMI^{®/TM}-Kabel
- High-Speed-HDMI^{®/TM}-Kabel mit Ethernet
- HDMI^{®/TM}-Hochgeschwindigkeitskabel für Automobile
- Ultra High-Speed HDMI^{®/TM}-Kabel

Greek

Ονόματα καλωδίων

- Βασικό καλώδιο HDMI^{®/TM}
- Βασικό καλώδιο HDMI^{®/TM} με Ethernet
- Βασικό καλώδιο HDMI^{®/TM} αυτοκινήτου
- Καλώδιο HDMI^{®/TM} υψηλής ταχύτητας
- Καλώδιο HDMI^{®/TM} υψηλής ταχύτητας με Ethernet
- Καλώδιο HDMI^{®/TM} υψηλής ταχύτητας για χρήση σε αυτοκίνητα



HIGH-DEFINITION MULTIMEDIA INTERFACE

Hungarian

- Καλώδιο HDMI®/™ εξαιρετικά υψηλής ταχύτητας
- Kábelmegnevezések**
- Standard HDMI®/™-kábel
 - Standard HDMI®/™-kábel Ethernettel
 - Standard autós HDMI®/™-kábel
 - Nagysebességű HDMI®/™-kábel
 - Nagysebességű HDMI®/™-kábel Ethernettel
 - Autóba való High Speed HDMI®/™ kábel
 - Ultra nagysebességű HDMI®/™ kábel

Italian

Denominazione dei cavi

- Cavo HDMI®/™ standard
- Cavo HDMI®/™ standard con Ethernet
- Cavo HDMI®/™ standard per auto
- Cavo HDMI®/™ ad alta velocità
- Cavo HDMI®/™ ad alta velocità con Ethernet
- Cavo HDMI®/™ ad altissima velocità

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
- 自動車用(標準) HDMI®/™ ケーブル
- ハイスピード HDMI®/™ ケーブル
- イーサネット対応ハイスピード HDMI®/™ ケーブル
- 自動車用ハイスピード HDMI®/™ ケーブル
- ウルトラ ハイスピード 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
- 고속 자동차 HDMI®/™ 케이블
- 초고속 HDMI®/™ 케이블

Norwegian

Kabelnavn

- Standard HDMI®/™-kabel
- Standard HDMI®/™-kabel med Ethernet
- Standard HDMI®/™-kabel til bilen
- Høyhastighets HDMI®/™-kabel
- Høyhastighets HDMI®/™-kabel med Ethernet
- HDMI®/™-høyhastighets bilkabel
- HDMI®/™-ultrahøyhastighetskabel



HIGH-DEFINITION MULTIMEDIA INTERFACE

Polish

Nazwy kabli

- Standardowy przewód HDMI®/™
- Standardowy przewód HDMI®/™ z Ethernetem
- Standardowy samochodowy przewód HDMI®/™
- Przewód HDMI®/™ o dużej szybkości transmisji
- Przewód HDMI®/™ o dużej szybkości transmisji z Ethernetem
- Samochodowy kabel HDMI®/™ o dużej szybkości
- Kabel HDMI®/™ o bardzo dużej szybkości transmisji

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
- Cabo HDMI®/™ automotivo de alta velocidade
- Cabo HDMI®/™ de velocidade ultrarrápida

Romanian

Numele cablurilor

- Cablu HDMI®/™ standard
- Cablu HDMI®/™ standard cu Ethernet
- Cablu HDMI®/™ standard pentru automobile
- Cablu HDMI®/™ de mare viteză
- Cablu HDMI®/™ de mare viteză cu Ethernet
- Cablu HDMI®/™ de mare viteză pentru automobile
- Cablu HDMI®/™ de foarte mare viteză

Russian

Наименования кабелей

- Стандартный кабель HDMI®/™
- Стандартный кабель HDMI®/™ с Ethernet
- Стандартный автомобильный кабель HDMI®/™
- Высокоскоростной кабель HDMI®/™
- Высокоскоростной кабель HDMI®/™ с Ethernet
- Сверхвысокоскоростной кабель HDMI®/™

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
- 高速汽车用HDMI®/™ 缆线
- 超高速 HDMI®/™ 线缆



HIGH-DEFINITION MULTIMEDIA INTERFACE

Slovakian

Názvy káblov

- Štandardný kábel HDMI®/™
- Štandardný kábel HDMI®/™ s pripojením do siete Ethernet
- Štandardný automobilový kábel HDMI®/™
- Vysokorýchlostný kábel HDMI®/™
- Vysokorýchlostný kábel HDMI®/™ s pripojením do siete Ethernet
- Vysokorýchlostný automobilový kábel HDMI®/™
- Ultra vysokorýchlostný kábel HDMI®/™

Slovenian

Imena kablov

- Standardni kabel HDMI®/™
- Standardni kabel HDMI®/™ z ethernetom
- Standardni avtomobilski kabel HDMI®/™
- Visoko hitrosten kabel HDMI®/™
- Visoko hitrosten kabel HDMI®/™ z ethernetom
- Avtomobilski kabel HDMI®/™ za visoke hitrosti
- Ultra-visokohitrosten kabel HDMI®/™

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
- Cable HDMI®/™ de alta velocidad para automóviles
- Cable HDMI®/™ de ultra alta velocidad

Swedish

Kabelnamn

- Standard HDMI®/™-kabel
- Standard HDMI®/™-kabel med Ethernet
- Standard HDMI®/™-kabel till bilen
- Höghastighets HDMI®/™-kabel
- Höghastighets HDMI®/™-kabel med Ethernet
- HDMI®/™-höghastighetskabel för fordon
- HDMI®/™-kabel med ultrahög hastighet

Turkish

Kablo isimleri

- Standart HDMI®/™ Kablosu
- Ethernetli Standart HDMI®/™ Kablosu
- Standart Otomotiv HDMI®/™ Kablosu
- Yüksek Hızlı HDMI®/™ Kablosu
- Ethernetli Yüksek Hızlı HDMI®/™ Kablosu
- Yüksek Hızlı Otomotiv HDMI®/™ Kablosu
- Ultra Yüksek Hızlı HDMI®/™ Kablosu



HIGH-DEFINITION MULTIMEDIA INTERFACE

Ukrainian

Назви кабелів

- Стандартний кабель HDMI®/™
- Стандартний кабель HDMI®/™ з Ethernet
- Стандартний автоматичний кабель HDMI®/™
- Високошвидкісний кабель HDMI®/™
- Високошвидкісний кабель HDMI®/™ з Ethernet
- Автомобільний кабель HDMI®/™ для надшвидкісної передачі даних
- Кабель HDMI®/™ для надшвидкісної передачі даних



HIGH-DEFINITION MULTIMEDIA INTERFACE

Translation for HDMI Connectors

HDMI®/™ Connector
HDMI®/™ Mini Connector
HDMI®/™ Micro Connector
HDMI®/™ Automotive Connection System
HDMI®/™ input (Mini) / HDMI®/™ output (Mini)
HDMI®/™ input (Micro) / HDMI®/™ output (Micro)
HDMI®/™ input (Automotive Connection System) / HDMI®/™ output (Automotive Connection System)

Dutch

HDMI®/™-connector
HDMI®/™ mini-connector
HDMI®/™ micro-connector
HDMI®/™-verbindingssysteem voor auto's
HDMI®/™-ingang (mini) / HDMI®/™-uitgang (mini)
HDMI®/™-ingang (micro) / HDMI®/™-uitgang (micro)
HDMI®/™-ingang (voor auto's) / HDMI®/™-uitgang (voor auto's)

French

Connecteur HDMI®/™
Mini connecteur HDMI®/™
Micro connecteur HDMI®/™
Système de connexion HDMI®/™ pour automobile
Entrée HDMI®/™ (Mini) / sortie HDMI®/™ (Mini)
Entrée HDMI®/™ (Micro) / sortie HDMI®/™ (Micro)
Entrée HDMI®/™ (Système de connexion pour automobile) / sortie HDMI®/™ (Système de connexion pour automobile)

German

HDMI®/™-Stecker
HDMI®/™-Mini-Stecker
HDMI®/™-Micro-Stecker
HDMI®/™-Verbindungssystem für Fahrzeuge
HDMI®/™-Eingang (Mini)/HDMI®/™-Ausgang (Mini)
HDMI®/™-Eingang (Micro)/HDMI®/™-Ausgang (Micro)
HDMI®/™-Eingang (Verbindungssystem für Fahrzeuge)/HDMI®/™-Ausgang (Verbindungssystem für Fahrzeuge)

Italian



HIGH-DEFINITION MULTIMEDIA INTERFACE

Connettore HDMI®/™

Mini connettore HDMI®/™

Micro connettore HDMI®/™

Sistema di connessione HDMI®/™ per auto

Ingresso HDMI®/™ (Mini) / Uscita HDMI®/™ (Mini)

Ingresso HDMI®/™ (Micro) / Uscita HDMI®/™ (Micro)

Ingresso HDMI®/™ (Sistema di connessione per auto) / Uscita HDMI®/™ (sistema di connessione per auto)

Romanian

Conector HDMI®/™

Mini-conector HDMI®/™

Micro-conector HDMI®/™

Sistem de conectare HDMI®/™ pentru automobile

Intrare HDMI®/™ (Mini) / Ieșire HDMI®/™ (Mini)

Intrare HDMI®/™ (Micro) / Ieșire HDMI®/™ (Micro)

Intrare HDMI®/™ (sistem de conectare pentru automobile) / ieșire HDMI®/™ (Sistem de conectare pentru automobile)

Russian

Соединитель HDMI®/™

Соединитель Mini HDMI®/™

Соединитель Micro HDMI®/™

Автомобильная система соединителей HDMI®/™

Вход HDMI®/™ (Mini) / Выход HDMI®/™ (Mini)

Вход HDMI®/™ (Micro) / Выход HDMI®/™ (Micro)

Вход HDMI®/™ (автомобильная система подключения) / Выход HDMI®/™ (автомобильная система подключения)

Spanish

Conector HDMI®/™

Mini conector HDMI®/™

Micro conector HDMI®/™

Sistema de conexión HDMI®/™ para automóviles

entrada HDMI®/™ (Mini) / salida HDMI®/™ (Mini)

entrada HDMI®/™ (Micro) / salida HDMI®/™ (Micro)

entrada HDMI®/™ (Sistema de conexión para automóviles) / salida HDMI®/™ (Sistema de conexión para automóviles)

EXHIBIT 4: HDMI Alternate Mode for USB Type-C™ Marketing Guidelines

In addition to applying the HDMI ATLUGs, products supporting HDMI Alt-Mode for USB Type-C shall follow these additional Marketing Guidelines. There are multiple Alternative Modes for the USB Type-C connector and end-users and consumers need to clearly understand which Alternative Modes products support.

Note:

Products that support HDMI Alt-Mode for USB Type-C and utilize the USB Type-C connector shall follow the USB-IF Trademark License Agreement (TLA), and the USB-IF Logo Guidelines for USB Type-C™ Products and Cables that Support Alternate Modes.

The USB-IF TLA and Logo Usage Guidelines can be found at <http://www.usb.org/developers>

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Note: This Attribution should be given when using the terms USB Type-C™ and USB-C™

Referencing Products That Support the HDMI Alt-Mode for USB Type-C

Referencing in Text

Products supporting HDMI Alt-Mode for USB Type-C should be identified in marketing materials, advertising, user guides, in-store and online retailer displays, with descriptions that comply with the guidelines set forth in Section 1.3.2. The following are examples of acceptable descriptions pursuant to those guidelines:

- Supports HDMI Alt Mode for USB Type-C connector
- Supports HDMI Alt Mode for USB Type-C

The following are *not* acceptable descriptions:

- Supports HDMI's Alt Mode for USB Type-C
- Supports HDMI for USB Type-C (Alternative Mode)

Use of the HDMI Logos

Prominently displaying the HDMI Logos is the best way to indicate a product that supports HDMI Alt Mode for USB Type-C.

On all retail and product packaging for products that support HDMI Alt Mode for USB Type-C, the HDMI Logos should be prominently placed on the front, rear, side, or top-viewing panel of the packaging. It should not be obstructed by another label or sticker.

On hardware, it is recommended that the HDMI Logos be prominently placed through use of a removable sticker, on-product printing, etching, molding, or other methods.



HIGH-DEFINITION MULTIMEDIA INTERFACE

In all instances, the HDMI Logos may be applied in accordance to the HDMI ATLUGs. The HDMI Logo placement adjacent to the Type-C port must follow both HDMI ATLUGs and the USB-IF Logo Guidelines for USB Type-C™ Products and Cables that Support Alternate Modes.

HDMI Cable Naming for HDMI Alt Mode for USB Type-C Connector

The HDMI Cable with a USB Type-C connector on the source side and an HDMI Connector on the display side is an HDMI Cable and must follow the HDMI ATLUGs Sections 5.1 - 5.4. Examples of how the cable may be described in marketing and on-package incorporating its Cable Name and indicating the connector types used include:

- **High Speed HDMI Cable with Ethernet**
with USB Type-C to HDMI Type-A Connector
- **High Speed HDMI Cable**
with USB Type-C to HDMI Connector