

# Rob Tobias Named President of HDMI Licensing, LLC

## *Tobias Committed to Continued Growth of the HDMI Ecosystem*

SUNNYVALE, Calif., - September 15, 2015 – HDMI® Licensing LLC today announced that Rob Tobias has been appointed President. Mr. Tobias will lead licensing, compliance, enforcement, and marketing initiatives for the HDMI Specification, the de-facto standard for connecting HD and feature-rich 4K/UltraHD devices. He will continue to advance the HDMI Specification by collaborating with all segments of the HDMI ecosystem. These include the more than 1,600 HDMI Adopters, the 15 HDMI Authorized Testing Centers (ATCs), the HDMI Founders, the HDMI Forum, retailers, channel partners, industry leaders, and consumers worldwide.

Prior to joining HDMI Licensing, LLC, Mr. Tobias was the President of the MHL Consortium. In addition, he was a Senior Director at Silicon Image (now Lattice Semiconductor), where he was deeply involved in the development of the company's HDMI semiconductors, IP products, and its wired interface roadmap. He was also the Vice Chair of the Marketing Working Group for the HDMI Forum, Inc. the non-profit, mutual benefit corporation tasked with developing future versions of the HDMI Specification.

"With over four billion HDMI-enabled devices shipped to date, HDMI connectivity is the leading solution for consumer electronics products. However, manufacturers and consumers have many more connectivity options today. It's critical that the HDMI Specification and ecosystem continue to address the evolving needs of an extremely broad market. I look forward to working with the HDMI Founders, the HDMI Forum, and our Adopters. Together, we can continue to grow the ecosystem, and ensure HDMI connectivity remains the interface of choice," said Tobias.

### **About HDMI Licensing, LLC**

HDMI Licensing, LLC is the agent that licenses the HDMI Specification. The HDMI Specification combines uncompressed high-definition video, multi-channel audio, and data in a single digital interface to provide crystal-clear digital quality over a single cable. HDMI Licensing, LLC provides marketing, promotional, licensing and administrative services, as well as education on the benefits of the HDMI Specification to adopters, retailers, and consumers. HDMI Licensing, LLC is a wholly owned subsidiary of Lattice Semiconductor. For more information about the HDMI Specification, please visit [www.hdmi.org](http://www.hdmi.org).

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

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