

HDMI Licensing, LLC Launches Premium HDMI Cable Certification Program

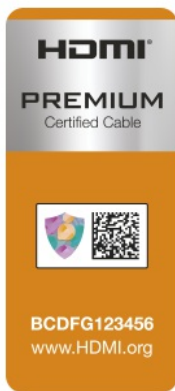
Premium High Speed HDMI Cables Tested to Ensure Quality for Feature-Rich 4K/UltraHD Content

SUNNYVALE, Calif., - October 5, 2015 – HDMI® Licensing LLC today announced the Premium HDMI Cable Certification Program. The program will help ensure that consumers, who will connect their devices with these cables, can enjoy the full potential of the 4K/UltraHD experience with the latest feature-rich content. This program encompasses additional and enhanced HDMI cable testing as well as a comprehensive anti-counterfeiting label program. This empowers participating HDMI Adopters to design and test their High Speed HDMI Cables for ultra-reliability and high performance typically needed for emerging 4K/UltraHD content.

“With rapid growth of feature-rich, 4K/UltraHD content, it’s critical that all components in a 4K/UltraHD HDMI-connected system are fully capable of delivering on the experience. That is why we are launching this proactive program to give consumers absolute peace-of-mind,” said Jeff Park, HDMI Licensing, LLC’s Technology Evangelist.

The Program includes a best-practices design note and an expanded set of cable testing requirements. Under this program, Participants will test their HDMI cables at an HDMI Authorized Testing Center (ATC) to certify that their HDMI cables can reliably support the full 18 Gbps bandwidth of the HDMI 2.0 Specification, which is what is typically needed for the most advanced video formats such as 4K/UltraHD, a wide color gamut, and High Dynamic Range (HDR). The Program also incorporates new testing guidelines for EMI levels to minimize unwanted interference with wireless signals in today’s connected devices.

Once the cables have passed the testing requirements at an HDMI Authorized Testing Center (ATC) and are registered with HDMI Licensing, LLC, Participants can brand and promote their cables as Premium High Speed HDMI Cables or Premium High Speed HDMI Cables with Ethernet.



These cables will carry a tamper-proof, anti-counterfeit label to differentiate them from other HDMI cables. A mobile app that scans the label will allow manufacturers, distributors, retailers, and consumers to confirm the authenticity of Premium High Speed HDMI Cables.

“As they upgrade their equipment, consumers expect to fully enjoy the 4K/UltraHD features that the HDMI Specification enables. Consumers can easily identify Premium High Speed HDMI Cables and be confident that their new 4K/UltraHD TVs, sources and cables will deliver an ultra-reliable, 4K/UltraHD experience,” states Rob Tobias, President of HDMI Licensing, LLC.

The Premium HDMI Cable Certification Program is currently available to HDMI Adopters via the HDMI Adopter extranet, and participating HDMI ATCs are ready to accept cables for testing.

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. The HDMI Founders are Hitachi Maxell, Ltd; Koninklijke Philips Electronics N.V.; Lattice Semiconductor; Panasonic Corporation; Sony Corporation; Technicolor S.A. and Toshiba Corporation. HDMI Licensing, LLC is a wholly owned subsidiary of Lattice Semiconductor. For more information about the HDMI Specification, please visit www.hdmi.org.

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