

PRESS RELEASE

INDUSTRY LAUNCHES CONSUMER AWARENESS CAMPAIGN FOR NEXT-GENERATION HIGH-DEFINITION TELEVISION

New product logos designed to help European consumers access the revolution in digital TV

Brussels, August 30, 2007 – EICTA, the industry body representing the information and communications technology and consumer electronics industries in the European Union, today launched a new generation of product qualifiers for high-definition television display and decoding equipment. From now on, products in the EU that meet a set of technical criteria determined by EICTA will carry the HD Ready 1080p and HDTV 1080p logos.

The new logos allow licensees to differentiate between their display devices based on additional qualifications defined on top of those outlined in the Minimum Requirements of the EICTA “HD ready” and “HD TV” logo and specifically related to handling and representing “1080p” video signals that are becoming available to the consumer.

Display products bearing the 1080p qualifier logos not only feature a minimum 1920 x 1080 resolution, but also guarantee that the relevant 1080p signal variants – 24 Hz, 50 Hz and 60 Hz – can be acquired, as well as reproduced with the same or higher frame rate. These minimum requirements are aimed to stop the proliferation of proprietary logoed products in the European marketplace that are creating confusion among consumers surrounding products which claim to conform to a variety of “Full HD” and “1080” standards.

HD ready 1080p

Designed for display devices including plasma and liquid crystal display (LCD) televisions that can receive, process and display High Definition 1080p signals



HD TV 1080p

Designed for equipment capable of receiving and decoding High Definition television signals and featuring a display compliant to “HD ready 1080p”



Mark MacGann, Director General of EICTA, said: “The “HD ready” campaign launched in 2005 has served as an excellent tool for consumers to make informed decisions while entering the high definition market. The introduction of the 1080p qualifiers will allow our industry to continue providing consumers across Europe with confidence and guidance in the most recent HD technology advancements.”

Dr. Gerd Bock, Chairman of the European Broadcasting Union (EBU) Technical Committee echoed MacGann’s comments, stating that “Helping the public to understand what it is they are purchasing with HDTV equipment is a very important objective, and very much in the public interest - and the broadcaster’s interest. The EBU strongly supports EICTA in the development of clear and unambiguous labels which do so. The new labels associated with 1080p equipment are a timely complement to the existing labels, and are an important clarification of the capability of the new generation HDTV equipment for the consumer.”

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For further information about the HD ready and HDTV 1080p logos and license agreements, EICTA "HD TV" Minimum Requirements for HD Television Receivers or the previously released "Conditions for HD Labelling of Display Devices", please contact:

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Web site: <http://www.eicta.org>

Notes to Editors:

High Definition television is a revolution in the quality of television images. The total number of terrestrial, satellite, and cable TV households worldwide that will be watching HD programming on an HDTV set is projected to reach 45 million by the end of 2008.

In 2005, the European digital technology industry came together with public and private broadcasters in the EU, and infrastructure and service providers to agree on a set of common technical requirements for equipment that can receive and process High Definition television signals. EICTA currently offers the HDTV logo to all digital manufacturers whose products meet these standards, so that consumers can easily understand whether a device can receive and process High Definition television signals.

There are already more than 15 million HD ready sets in consumers' homes throughout Europe, and sales of high-end (LCD, Plasma and rear-projection) 'HD Ready' sets are now more than 40% of total set sales. To assist both licensees and consumers, EICTA will publish the license agreement on its website (www.eicta.org), along with a regular update of the names of the brands covered by the agreement and entitled to carry the logo. 134 companies, covering more than 230 brands, have already become licensed to use the HD ready symbol since its launch in January 2005. EICTA expects a strong industry response to the new HD ready 1080p and HDTV 1080p logos.

EICTA MEMBERSHIP

About EICTA:

EICTA, founded in 1999 is the voice of the European digital technology industry, which includes large and small companies in the Information and Communications Technology and Consumer Electronics Industry sectors. It is composed of 57 major multinational companies and 39 national associations from 27 European countries. In all, EICTA represents more than 10,000 companies all over Europe with more than 2 million employees and over EUR 1,000 billion in revenues.

The membership of EICTA:

Company Members:

Adobe, Agilent, Alcatel-Lucent, Apple, Bang & Olufsen, Blaupunkt, Brother, Canon, Cisco, Corning, Dell, EADS, Elcoteq, Epson, Ericsson, Fujitsu, Hitachi, HP, IBM, Infineon, Intel, JVC, Kenwood, Kodak, Konica Minolta, Lexmark, LG Electronics, Loewe, Micronas, Microsoft, Motorola, NEC, Nokia, Nokia Siemens Networks, Nortel, NXP, Océ, Oki, Panasonic, Philips, Pioneer, Qualcomm, Research In Motion, Samsung, Sanyo, SAP, Sharp, Siemens, Sony, Sony Ericsson, Sun Microsystems, Symantec, Texas Instruments, Thales, Thomson, Toshiba, Xerox.

National Trade Associations:

Austria: FEEL; **Belgium:** AGORIA; **Bulgaria:** BAIT; **Czech Republic:** ASE, SPIS; **Denmark:** ITEK, IT-Branchen; **Estonia:** ITL; **Finland:** TIF; **France:** ALLIANCE TICS, SIMAVELEC; **Germany:** BITKOM, ZVEI; **Greece:** SEPE; **Hungary:** IVSZ; **Ireland:** ICT Ireland; **Italy:** ANIE, AITech-ASSINFORM; **Latvia:** LIKTA; **Lithuania:** INFOBALT; **Malta:** ITTS; **Netherlands:** ICT-Office, FIAR; **Norway:** ABELIA, IKT Norge; **Poland:** KIGEiT, PIIT; **Slovakia:** ITAS; **Slovenia:** GZS; **Spain:** AETIC, ASIMELEC; **Sweden:** IT Företagen; **Switzerland:** SWICO, SWISSMEM; **Turkey:** ECID, TESID, TUBISAD; **Ukraine:** IT Ukraine; **United Kingdom:** INTELLECT.

About EBU:

The European Broadcasting Union, founded in 1950, is the largest association of national broadcasters in the world. With 75 active members, from 56 countries in and around Europe and 43 associate members around the world, EBU key objective is to promote cooperation between broadcasters and facilitate the exchange of audiovisual content. The EBU additionally works to ensure that the crucial role of public service broadcasters is recognised and taken into consideration by decision-makers. EBU Member broadcasters reach an audience of 650 million weekly.