



Premium HDMI® Cable Certification Program



Designed by the Creators of HDMI Technology
to Ensure Ultra-Reliable Connectivity for
Feature-Rich 4K/UltraHD Content

HDMI®
PREMIUM
Certified Cable



BCDFG123456
www.HDMI.org

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New products are reaching the market with the latest HDMI-enabled high-performance digital audio and video features, and a vital component in delivering those exciting features is the HDMI cable. This program is designed by the creators of HDMI technology to ensure ultra-reliable high-performance connectivity at 18Gbps with the capability to deliver full 4K/UltraHD at higher frame rates and enable features such as BT.2020 and High Dynamic Range (HDR).

Almost 60% of current HDMI Adopters have licensed the latest version of the specification, HDMI 2.0a. Cable and equipment manufacturers, retailers, installers, commercial AV integrators, and consumers can be assured these Premium HDMI Cables have been tested and certified to support the full 18Gbps bandwidth and have also been tested to ensure minimization of EMI-based interference.

Participating HDMI Adopters can promote their ATC-tested High Speed HDMI Cables as Premium High Speed HDMI Cables or Premium High Speed HDMI Cables with Ethernet, using a unique anti-counterfeiting label on their products.

The Program Includes:

- Best practices design guideline
- Testing including expanded cable speed tests and an EMI test
- Product authentication and verification program
- Smartphone app for in-store and in-field authentication
- Marketing and promotional resources



Premium HDMI Certified Cables will be clearly promoted and differentiated in the marketplace by displaying the Premium HDMI Cable Certification Label.

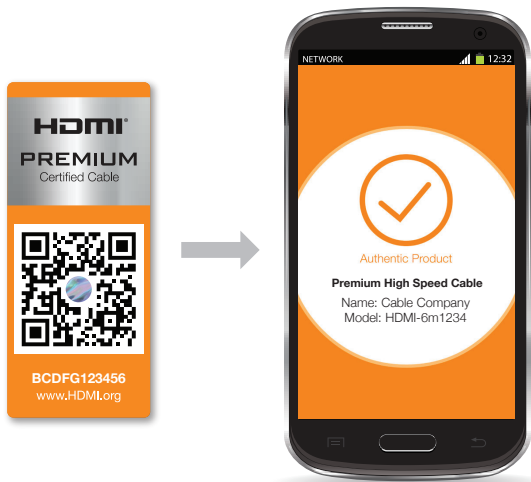


Participating manufacturers will also be able to use the Premium HDMI Cable logo on their packaging and marketing materials.

Authentication and Verification

Certified Premium HDMI Cable manufacturers will be supported with an authentication and verification program to ensure each and every one of their packaged and bundled cables can be tracked and authenticity verified. This allows verification all along the supply chain including Adopters and manufacturers, customs and shipping, distribution, retail, end-users and consumers.

Each package will be tagged with a special anti-counterfeit Premium HDMI Cable Certification Label with an encrypted QR code and secure holographic fingerprint. An easy to use Premium HDMI Cable App for smartphones will allow the QR code and holographic image, unique to each individual package of Premium HDMI Cables, to be scanned and verified that it has been tested and certified by an Authorized Test Center. The application smartphone verification screen will display the brand, model number and cable type. Display information can even include specific retailer and marketing messaging.



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