

PRESS RELEASE

EICTA announces “Conditions for High Definition Labelling of Display Devices”

European broadcast industry welcomes new initiative paving the way to a successful introduction of HDTV in Europe

BRUSSELS, January 19, 2005 — EICTA, the European industry organisation representing the information and communications technology and consumer electronics sectors, today announces its Conditions for HD Labelling of Display Devices and associated “HD ready” label.



The “HD ready” label is introduced as a quality sign for the differentiation of display equipment, capable of processing and displaying high definition signals, awarded on the basis of minimum functionality requirements detailed in the “EICTA conditions for HD Labelling of Display Devices”.

The EICTA Conditions for HD Labelling of Display Devices are the result of a concerted effort from the European high technology industry, elaborated in close dialogue with representatives from the European public and private broadcasters, infrastructure and service providers, as well as national HDTV-related initiatives. The conditions embody a carefully sought after balance between technology and business drivers.

“I am pleased to announce that EICTA is taking the lead in driving the dynamic changes we are seeing in what is undoubtedly one of Europe's most exciting and revolutionary industry sectors . Setting the Conditions for HD Labelling of Display Devices marks real progress in the rollout of HDTV in Europe and demonstrates the organisation’s commitment to actively creating the conditions for the digital economy as well as fully embracing the challenges and benefits of innovation,” says Rudy Provoost, CEO Philips Consumer Electronics, as President of EICTA and Chairman of the Executive Board

In an early response, some of the parties that were involved in the process that led to the definition of the EICTA Conditions for HD Labelling of Display Devices commented:

“It is critically important that the public is informed about the capabilities of home displays to provide high definition television - and that broadcasters understand what will happen to their content. The “HD ready” label is fully supported by Europe’s national broadcasters, the Members of the European Broadcasting Union (EBU). The EICTA “Conditions for HD Labelling of Display Devices” offers a well balanced approach which responds to viewers’ and broadcasters’ needs for certainty regarding interoperability with future HD receiver products.” says Daniel Sauvet-Goichon Chairman, EBU Technical Committee.

Ferdinand Kayser, President and CEO of SES ASTRA, states: “The “HD ready” label provides consumers with the guarantee that displays from different manufacturers are genuinely future-proof and fully compliant with commonly agreed technical standards for state-of-the-art High Definition broadcasts. In combination with ASTRA’s unique 24 hour HD promo channel which is available for live demonstrations on HD displays at points of sales all across Europe, it provides a powerful marketing tool to educate millions of end-consumers about the single most important technological development in broadcasting since the introduction of color TV: HDTV!”

The issues addressed by the EICTA “HD ready” label are critical to fostering growth, guaranteeing confidence in the Consumer Electronics sector, and achieving the goals of putting Europe on the worldwide HDTV map.

The EICTA Conditions for HD Labelling of Display Devices offers a carefully balanced approach which preserves the incentives for European innovation in broadcasting technologies, while also responding to the consumer’s call for certainty and clear messaging regarding interoperability with future HD receiver products.

The “HD ready” label should introduce consumer assurance and confidence when purchasing new display devices assumed to be ready for use with High Definition broadcasts and other HD equipment. The label is awarded within a self-certification regime.

For further information:

For further information linked to the EICTA “Conditions for HD Labelling of Display Devices”, please contact Tony Graziano at EICTA: +32-2-7068478

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

Further information on the European Broadcast Union is available at:

<http://www.ebu.ch>

Further information about SES Astra is available at:

www.ses-astra.com

Notes to Editors:

About “EICTA Conditions for HD Labelling of Display Devices”

1. Scope

The “HD ready” label is recommended as a quality sign for the differentiation of display equipment, capable to process and display HD signals, awarded on the basis of minimum functionality requirements. In addition to providing guidance for the dealers and consumers, the label should restrict misuse in advertisements e.g. HD capability for standard TV (SDTV) sets with progressive scanning.

The label “HD ready” is awarded to display equipment capable of presenting HD sources with a much higher resolution than standard PAL (576i) and meeting all the requirements detailed in section 4 below.

2. Logo

Positive

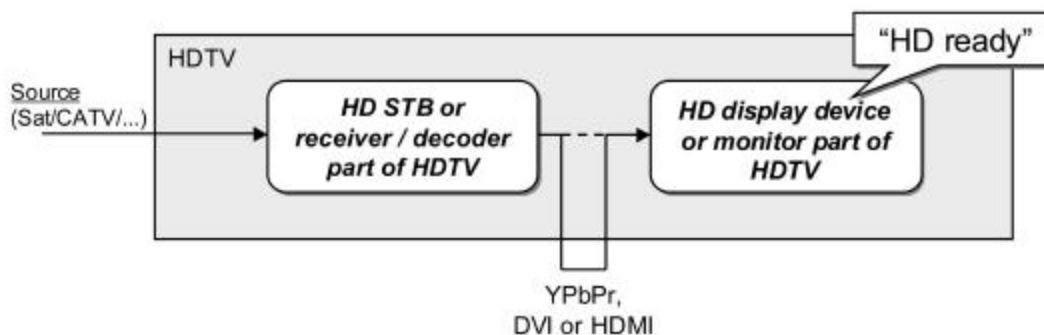


Negative



3. HD reception and presentation

The following figure illustrates the HD reception and presentation chain consisting of a HD set top box (HD STB) and a HD display device, or of an integrated HDTV television (HDTV) combining both parts within one device. The label “HD ready” only addresses the HD display device part.



4. Requirements for the label “HD ready”

A display device has to cover the following requirements to be awarded the label “HD ready”:

1. Display, display engine

- The minimum native resolution of the display (e.g. LCD, PDP) or display engine (e.g. DLP) is 720 physical lines in wide aspect ratio.

2. Video Interfaces

- The display device accepts HD input via:
 - Analogue YPbPr¹, and
 - DVI or HDMI
- HD capable inputs accept the following HD video formats:
 - 1280x720 @ 50 and 60Hz progressive (“720p”), and
 - 1920x1080 @ 50 and 60Hz interlaced (“1080i”)
- The DVI or HDMI input supports content protection (HDCP)

Technical reference:

The technical references as detailed hereafter or in a later backward compatible revision apply:

DVI	DDWG, “DVI Visual Interface”, rev. 1.0, April 2, 1999 as further qualified in EIA/CEA-861 rev. B, “A DTV Profile for Uncompressed High Speed Digital Interfaces” May 2002, furthermore allowing both DV4D and DVH connectors, requiring compliance to both 50 and 60Hz profiles, and requiring support for both 720p and 1080i video formats.
HDMI	HDMI Licensing, LLC, “High-Definition Multimedia Interface”, rev. 1.0, December 9, 2002
HDCP	Intel, “High-Bandwidth Digital Content Protection System”, rev. 1.1, June 9, 2003 (Note: on DVI HDCP rev. 1.0 or rev. 1.1 will apply)
YPbPr	CEA-770.3 rev. C, November 2001, with the notice that the connectors required may be available only through an adaptor

¹“HD ready” display devices support analogue YPbPr as a HD input format to allow full compatibility with today's HD video sources in the market. Support of the YPbPr signal should be through common industry standard connectors directly on the “HD ready” display device or through an adaptor easily accessible to the consumer.

About EICTA:

EICTA, founded in 1999 is the voice of the Information and Communications Technology and Consumer Electronics Industry in Europe. It is composed of 51 major multinational companies and 32 national associations from 24 European countries. In all, EICTA represents more than 10,000 companies all over Europe with more than 2 million employees and EUR 200 billion in revenues.

The membership of EICTA:

Direct Company Members:

Adobe, Accenture, Agilent, Alcatel, Apple, Bang&Olufsen, Blaupunkt, Bull, Canon, Cisco, Corning, Dell, EADS, Epson, Ericsson, Fujitsu, Grundig, Hitachi, HP, IBM, Infineon, Intel, JVC, Kenwood, Konica-Minolta, Lexmark, LG Electronics, Loewe Opta, Lucent, Marconi, Microsoft, Motorola, NEC, NEC-Mitsubishi, Nokia, Nortel, Panasonic, Philips, Pioneer, Samsung, Sanyo, SAP, Sharp, Siemens, Sony, Sun Microsystems, Symantec, Texas Instruments, Thales, Thomson, Toshiba.

National Trade Associations:

Austria: FEEI; **Belgium:** AGORIA; **Czech Republic:** SPIS; **Denmark:** ITEK, ITB; **Finland:** SET; **France:** ALLIANCE TICS, SIMAVELEC; **Germany:** BITKOM, ZVEI; **Greece:** SEPE; **Hungary:** IVSZ; **Italy:** ANIE, ASSINFORM; **Ireland:** ICT Ireland; **Latvia:** LITTA; **Lithuania:** INFOBALT; **Malta:** ITTS; **Netherlands:** Nederland-ICT; **Norway:** ABELIA, IKT Norge; **Poland:** KIGEIT, PIIT; **Slovakia:** ITAS; **Slovenia:** GZS; **Spain:** AETIC; **Sweden:** IT Företagen; **Switzerland:** SWICO, SWISSMEM; **United Kingdom:** INTELLECT; **Turkey:** ECID, TESID.

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