



## HD TV & HD ready Logos

EICTA, the trade organization representing the European digital technology industry, has created a unique set of logos so as to provide consumers with the guarantee that displays from different manufacturers are genuinely future-oriented and fully compliant with commonly agreed technical standards for state-of-the-art High Definition broadcasts.

The EICTA “Conditions for HD Labelling of Displays and receivers/decoders” are the result of a concerted effort from the European digital 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.

The “HD TV” and “HD ready” logos were created to give consumers a quick and easy method to identify receiver/decoder and display equipment, capable to process and/or display high definition signals, awarded on the basis of minimum functionality requirements. The logos represent an extensive set of technical rules that manufacturers comply with before putting the logos on display devices or set-top boxes. The logos will ensure that image and sound quality are of the highest standard and that all devices with the logos are interoperable.



ORIGINAL PICTURE



PAL-TV



HD TV

## What do the logos stand for?



### HD ready

Designed for display devices - including integrated digital TVs, monitors and projectors - that can accept, process and display High Definition 720p and 1080i signals. To enjoy HDTV broadcasts, these devices will need to be used in conjunction with an "HD TV" device that can receive and decode the signals.



### HD TV

Designed for television receivers - including set-top boxes and integrated digital TVs - that can receive and decode HD (720p, 1080i) satellite, cable or terrestrial broadcast transmissions.



### HD ready 1080p

Designed for display devices - including integrated digital TVs, monitors and projectors - that can in addition to 720p and 1080i also accept, process and display High Definition 1080p signals. Display devices bearing the "HD ready 1080p" logo feature a 1920 x 1080 screen resolution. To enjoy HDTV broadcasts, these devices will need to be used in conjunction with an "HD TV" device that can receive and decode the signals.



### HD TV 1080p

Designed for "HD ready 1080p" display devices that can also receive and decode HD (720p, 1080i) Satellite, Cable or Terrestrial broadcast transmissions. Display devices bearing the "HD TV 1080p" logo feature a 1920 x 1080 screen resolution.

There are many other logos used on displays and TVs. Only the official EICTA "HD TV" / "HD TV 1080p" and "HD ready" / "HD ready 1080p" logos are based on an explicit, well-defined set of technical criteria that guarantee interoperability.