Notice of Closure: High Definition TV and Ultra High Definition logos

Brussels, 30 March 2018

DIGITALEUROPE’s Executive Board has reviewed the logo business of the association, in particular in relation to the financial risks of the activities and future logo developments.

After extensive evaluation, the Executive Board has come to the conclusion that DIGITALEUROPE should discontinue all logos activities with immediate effect. DIGITALEUROPE is compelled to terminate all logo license agreements.

DIGITALEUROPE hereby gives notice that it is exiting the logo business and terminating the logo licence agreements effective on 31 March 2019, the termination date of the licences.

After the termination of the licences, the use of the logos on devices, on packing materials, in advertising and other sales and marketing literature, and on websites is no longer permitted. Licensees should take this into account in their production and distribution planning. The remaining winding down period provides licensees with ample time to do so.

Products manufactured before the termination date may be distributed by the licensees and their affiliates until the end of June 2019. Products manufactured before the termination date that have already been placed on the market and are no longer with the licensees and their affiliates may continue bearing the logo. There is no requirement to un-label these products and change the user manuals. However, marketing materials and information on websites should either no longer refer to the terminated logos or mention that the logos were terminated. Products manufactured after the termination date shall not bear the logo. No new models will be registered after December 2018.

DIGITALEUROPE will be informing all of its licensees and has made a public announcement of its decision to terminate the logo business on its website: www.digitaleurope.org.

For more information please contact:
Klaus-Dieter Axt, DIGITALEUROPE’s Policy Director
klaus-dieter.axt@digitaleurope.org
ABOUT DIGITALEUROPE

DIGITALEUROPE represents the digital technology industry in Europe. Our members include some of the world's largest IT, telecoms and consumer electronics companies and national associations from every part of Europe. DIGITALEUROPE wants European businesses and citizens to benefit fully from digital technologies and for Europe to grow, attract and sustain the world's best digital technology companies. DIGITALEUROPE ensures industry participation in the development and implementation of EU policies.

DIGITALEUROPE’s members include in total over 25,000 ICT Companies in Europe represented by over 60 Corporate Members and 38 National Trade Associations from across Europe. Our website provides further information on our recent news and activities: http://www.digitaleurope.org

DIGITALEUROPE MEMBERSHIP

Corporate Members


National Trade Associations

Austria: IOÖ
Belarus: INFOPARK
Belgium: AGORIA
Bulgaria: BAIT
Croatia: Croatian Chamber of Economy
Cyprus: CITEA
Denmark: DI Digital, IT-BRANCHEN
Estonia: ITL
Finland: TIF
France: AFNUM, Syntec Numérique, Tech in France
Germany: BITKOM, ZVEI
Greece: SEPE
Hungary: IVSZ
Ireland: TECHNOLOGY IRELAND
Italy: Anitec-Assinform
Lithuania: INFOBALT
Netherlands: Nederland ICT, FIAR
Poland: KIGEiT, PIIT, ZIPSEE
Portugal: AGEFE
Romania: ANIS, APDETIC
Slovakia: ITAS
Slovenia: GZS
Spain: AMETIC
Sweden: Foreningen Teknikföretagen i Sverige, IT&Telekomföretagen
Switzerland: SWICO
Turkey: Digital Turkey Platform, ECID
Ukraine: IT UKRAINE
United Kingdom: techUK