

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.

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For more information please contact:
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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

Adobe, Airbus, Amazon, AMD, Apple, Bosch, Bose, Brother, Canon, Cisco, Dell, Dropbox, Epson, Ericsson, Fujitsu, Google, Hewlett Packard Enterprise, Hitachi, HP Inc., Huawei, IBM, Intel, JVC Kenwood Group, Konica Minolta, Kyocera, Lenovo, Lexmark, LG Electronics, Loewe, Microsoft, Mitsubishi Electric Europe, Mastercard, Motorola Solutions, MSD Europe Inc., NEC, Nokia, Nvidia Ltd., Océ, Oki, Oracle, Panasonic Europe, Philips, Pioneer, Qualcomm, Ricoh Europe PLC, Samsung, SAP, SAS, Schneider Electric, Sharp Electronics, Siemens, Sony, Swatch Group, Tata Consultancy Services, Technicolor, Texas Instruments, Toshiba, TP Vision, VMware, Western Digital, Xerox, Zebra Technologies.

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