

Leading TV brands sign up to the Ultra High Definition logo supporting the state-of-the-art video standard

BRUSSELS (February 5, 2015) — Five of the world’s biggest TV brands have signed up to the UHD logo developed by DIGITALEUROPE, showing that momentum behind the new video standard is gathering pace.

LG, Panasonic, Philips, Samsung and Sony have all signed up to the logo, which aims to reassure consumers who are considering buying a new TV equipped with the latest video technology.

“We are delighted that so many prestigious brands have adopted our UHD logo,” said John Higgins, Director General of DIGITALEUROPE, adding: “Momentum is building behind the new technology. We anticipate a similar uptake of the Ultra HD logo that we saw with earlier logos.”

DIGITALEUROPE has offered four different logos supporting high definition (HD) quality products, as new technical standards became available: HD ready, HD TV, HD ready 1080p and HD TV 1080p.

The HD logos attracted over 200 signatories and helped drive demand for each previous wave of TV innovation.

The Ultra HD label informs consumers that the display device they are considering buying is compatible with all major sources of Ultra HD content and that it displays this content in Ultra HD format.

Ultra HD display devices have a much greater concentration of pixels than earlier models. With 3840 x 2160 pixels, the new screens are four times more detailed than HD screens which have 1920 x 1080 pixels. The 8 million pixels of Ultra HD allow displaying images with a depth and a clarity never achieved until now.

Participation in the logo programme is open to any brand of display device, provided they sign the license agreement and commit themselves to the quality and interoperability requirements defined by DIGITALEUROPE.

For further information about the Ultra High Definition Logo please check:

<http://www.digitaleurope.org/Services/Highdefinitionlogos/UHD.aspx>

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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 58 corporate members and 37 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

Alcatel-Lucent, AMD, Apple, BlackBerry, Bose, Brother, CA Technologies, Canon, Cassidian, Cisco, Dell, Epson, Ericsson, Fujitsu, Google, Hitachi, Hewlett Packard, Huawei, IBM, Ingram Micro, Intel, iQor, JVC Kenwood Group, Konica Minolta, Kyocera, Lenovo, Lexmark, LG Electronics, Loewe, Microsoft, Mitsubishi Electric Europe, Motorola Mobility, Motorola Solutions, NEC, Nokia, Nvidia Ltd., Océ, Oki, Oracle, Panasonic Europe, Philips, Pioneer, Qualcomm, Ricoh Europe PLC, Samsung, SAP, Schneider Electric IT Corporation, Sharp Electronics, Siemens, Sony, Swatch Group, Technicolor, Texas Instruments, Toshiba, TP Vision, Western Digital, Xerox, ZTE Corporation.

National Trade Associations

Belarus: INFOPARK

Belgium: AGORIA

Bulgaria: BAIT

Cyprus: CITEA

Denmark: DI ITEK, IT-BRANCHEN

Estonia: ITL

Finland: FTTI

France: AFDEL, Force Numérique, SIMAVELEC

Germany: BITKOM, ZVEI

Greece: SEPE

Hungary: IVSZ

Ireland: ICT IRELAND

Italy: ANITEC

Lithuania: INFOBALT

Netherlands: Nederland ICT, FIAR

Norway: IKT NORGE

Poland: KIGEIT, PIIT

Portugal: AGEFE

Romania: ANIS, APDETIC

Slovakia: ITAS

Slovenia: GZS

Spain: AMETIC

Sweden: Foreningen Teknikföretagen, IT&Telekomföretagen

Switzerland: SWICO

Turkey: ECID, TESID, TÜBISAD

Ukraine: IT UKRAINE

United Kingdom: techUK