

Press Release

EICTA launches licensing agreement for HDTV logo

HDTV logo will enable consumers to identify easily digital products that can receive and process High-Definition Television signals

Brussels, 20 March 2006

EICTA, the trade association of the European Digital Technology industry, today launched the official licensing agreement for the “HDTV” logo. The HDTV logo will signify that a device can receive and process High Definition television signals.

The logo will soon appear on a wide range of digital devices that are capable of receiving and processing High Definition television signals broadcast over terrestrial, cable and satellite or pre-recorded. This will include set-top boxes, DVD players and recorders, and televisions with built-in digital receivers.



High Definition television is a revolution in the quality of television images. The total number of terrestrial, satellite, and cable TV households worldwide that will be watching HD programming on an HDTV set is projected to reach 45 million by the end of 2008.

Mark MacGann, Director General of EICTA, said:

“The European Union is rapidly moving into the driving seat of the high definition revolution, with the most advanced HD technology and infrastructure. This logo helps European consumers know exactly which devices are capable of processing an HD signal and sending it to their HD Ready screen. Today’s licensing agreement will allow our industry to roll out HDTV devices across Europe, providing confidence and guidance to European consumers as they move to this technology.”

In 2005, the European digital technology industry came together with public and private broadcasters in the EU, and infrastructure and service providers to agree on a set of common technical requirements for equipment that can receive and process High Definition television signals.

EICTA will license the HDTV logo to all digital manufacturers whose products meet these standards, so that consumers can easily understand whether a device can receive and process High Definition television signals.

Televisions that are capable of displaying High Definition television pictures but are not capable of receiving and processing the signals directly will continue to carry the “HD Ready” logo. These devices will need to be used in conjunction with an “HDTV” device that can receive the signals.

There are already more than 2 million HD Ready sets in consumers' homes throughout Europe, and sales of high-end (LCD, Plasma and rear-projection) 'HD Ready' sets are now more than 40% of total set sales.

To assist both licensees and consumers, EICTA will publish the license agreement on its website (www.eicta.org), along with a regular update of the names of the brands covered by the agreement and entitled to carry the logo.

90 companies, covering more than 150 brands, have already become licensed to use the HD Ready symbol since its launch in January 2005. EICTA expects a strong industry response to the new HDTV logo.

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For further information about the license agreement, EICTA "HDTV" Minimum Requirements for HD Television Receivers or the previously released "Conditions for HD Labelling of Display Devices", please contact:

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About EICTA:

EICTA, founded in 1999 is the voice of the European digital technology industry, which includes large and small companies in the Information and Communications Technology and Consumer Electronics Industry sectors. It is composed of 55 major multinational companies and 35 national associations from 26 European countries. In all, EICTA represents more than 10,000 companies all over Europe with more than 2 million employees and over EUR 1,000 billion in revenues.

The Membership of EICTA:

Direct Company Members:

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

National Trade Associations:

Austria: FEEL; Belgium: AGORIA; Bulgaria: BAIT; Czech Republic: SPIS; Denmark: ITEK, ITB; Estonia: ITL; Finland: SET, FFII; France: ALLIANCE TICS, SIMAVELEC; Germany: BITKOM, ZVEI; Greece: SEPE; Hungary: IVSZ; Italy: ANIE, ASSINFORM; Ireland: ICT Ireland; Latvia: LITTA; Lithuania: INFOBALT; Malta: ITTS; Netherlands: ICT-Office; 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.