



HDMI Verification Banners

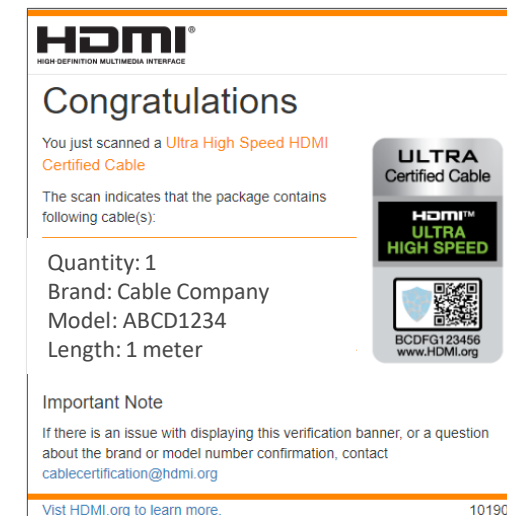


“verify before you buy”

HDMI Cable On-Package Verification



For years, resellers and consumers have learned to rely on the official HDMI Certification Labels that appear on product packaging to verify the certification of the cable's brand, model number and length



But Shopping Online for HDMI Cables Can Be Confusing



Resellers use various terms for features and capabilities when promoting HDMI Cables on websites and online marketplaces

Many resellers try to increase search results by posting a confusing jumble of features, specs and other manufacturers' model names

Official HDMI Cable Name designations may be missing or mis-stated

Media may recommend cables based on receiving affiliate payments

Worst of all – some products are counterfeits



Solution – Online Verification Prior to Purchase



- Website-based HDMI **Verification Banners** will be available to HDMI Adopters and Resellers
- New program enables consumers to verify certification of HDMI Cables during online shopping
- “Click or Scan” banners connect to HDMI LA for verification of HDMI Adopter status, cable certification status, brand name, model number and cable length
- HDMI LA controls banner distribution to adopters and the click or scan results are generated from HDMI LA servers

Quantity: 1
Brand: ABC Cable Company
Model: 123XX-6ft
Type: Ultra High Speed HDMI Cable
Length: 6 feet

Quantity: 1
Brand: ABC Cable Company
Model: 789XX-1M
Type: Premium High Speed HDMI Cable
Length: 1 meter

“verify before you buy”

Click to Verify While Shopping Online



HDMI Website Verification Banner

Quantity: 1
Brand: ABC Cable Company
Model: 123XX-6ft
Type: Ultra High Speed HDMI Cable
Length: 6 feet



Click Result Landing Page

HDMI
HIGH-DEFINITION MULTIMEDIA INTERFACE

Congratulations

You just verified an Ultra High Speed HDMI Cable

This indicates that the package contains following cable(s):

Brand: ABC Cable Company
Model: 123XX-6ft
Type: Ultra High Speed HDMI Cable
Length: 6 feet

ULTRA
Certified Cable

HDMI™
ULTRA
HIGH SPEED

Label
must appear
on package

Quantity: 1
Brand: ABC Cable Company
Model: 789XX-1M
Type: Premium High Speed HDMI Cable
Length: 1 meter



HDMI
HIGH-DEFINITION MULTIMEDIA INTERFACE

Congratulations

You just verified a Premium High Speed HDMI Cable with Ethernet

This indicates that the package contains following cable(s):

Quantity: 1
Brand: ABC Cable Company
Model: 789XX-1M
Type: Premium High Speed HDMI Cable
Length: 1 meter

HDMI™
PREMIUM
Certified Cable

Label
must appear
on package

“verify before you buy”

Now Two-Step Verification Will Be Available

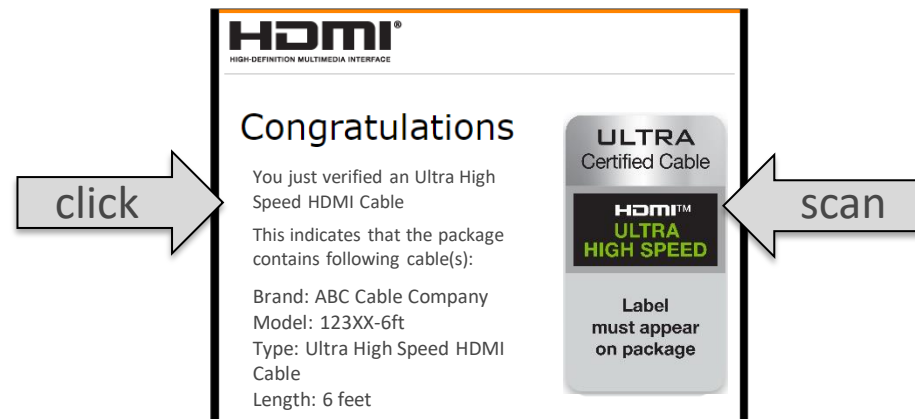


Consumers and resellers will have two levels of verification

While shopping online
“verify before you buy”

On-package
“look for the cable with the label”

Quantity: 1
Brand: ABC Cable Company
Model: 123XX-6ft
Type: Ultra High Speed HDMI Cable
Length: 6 feet



Two Types of Verification Banners



Quantity: 1
Brand: ABC Cable Company
Model: 789XX-1M
Type: Premium High Speed HDMI Cable
Length: 1 meter



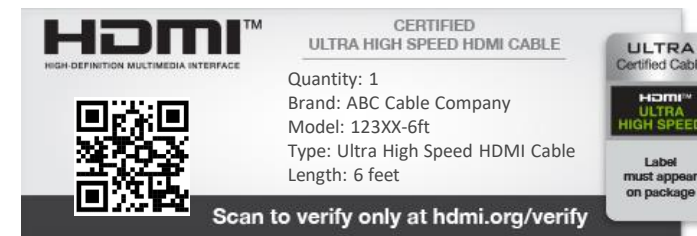
Embedded Banners (Click) are provided to HDMI Adopters with certified cables as web code they embed in their websites or distribute to their authorized cable resellers for their websites. The banner originates from HDMI LA servers and is dynamically generated each time a web page is displayed. Consumers just click the banner to go to the verification landing page on HDMI LA servers.

But not all websites allow embedded code such as marketplaces like Amazon and Alibaba and adopters may also opt for QR code-based image file banners

QR Code Banners (Scan) are provided to HDMI Adopters with certified cables as an image file they post on their websites or distribute to their authorized cable resellers for their websites. Consumers just scan the banner with a standard mobile phone code reader to go to the verification landing page on HDMI LA servers.



Quantity: 1
Brand: ABC Cable Company
Model: 789XX-1M
Type: Premium High Speed HDMI Cable
Length: 1 meter



Verification Banners In Several Sizes



Different sizes of Verification Banners will be available for HDMI Adopters based on the most popular banner sizes

Quantity: 1
Brand: ABC Cable Company
Model: 123XX-6ft
Type: Ultra High Speed HDMI Cable
Length: 6 feet

Quantity: 1
Brand: ABC Cable Company
Model: 789XX-1M
Type: Premium High Speed HDMI Cable
Length: 1 meter

Multiple horizontal banner sizes will accommodate most websites



Most marketplaces like Amazon and Alibaba use square formats

Integrated cable certification program helps assure compliance to the HDMI Specifications and product performance



7. Ongoing Compliance

Lifetime in-market cable audit ATC testing, program requirements and trademark checking

6. Package Verification

Consumer on-package label scan verification of proper cable model and length certification

5. Shopping Verification

Consumer online shopping verification via website Verification Banners for proper cable model and length certification

4. Banner Request

Website Verification Banner request is verified for proper cable model and length certification prior to issuance to HDMI Adopter



1. HDMI Adopter

Licensed to use current HDMI Specifications and Trademarks and vetted annually for renewal

2. ATC Certification

Each cable model and length required to be tested at either HDMI or HDMI Forum Authorized Test Centers

3. Label Order Request

Adopter label order request is verified for proper cable model and length certification prior to label fulfillment to HDMI Adopter

Benefits to Manufacturers and Resellers



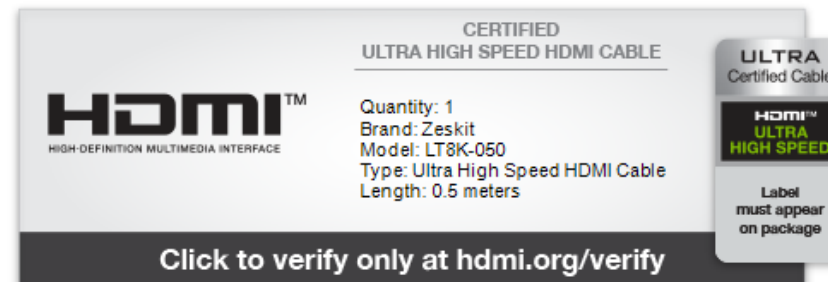
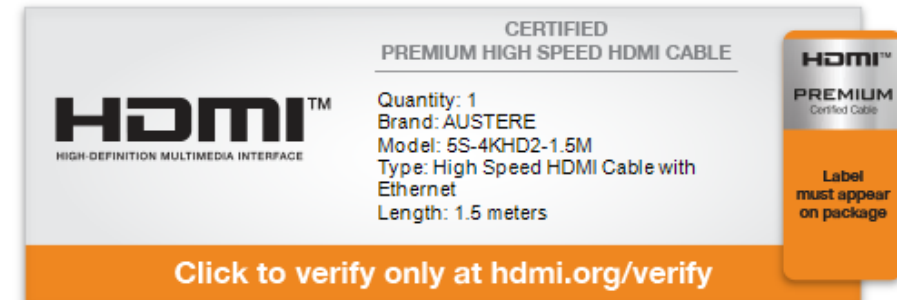
1. **Increased credibility:** Verification Banners can help HDMI Adopters and Resellers establish credibility with their customers by demonstrating that their products have been tested and certified to comply to the HDMI Specification. This can help build trust and confidence in the products and the company.
2. **Improved customer satisfaction:** Customers may be more likely to purchase products from HDMI Adopters and Resellers when a cable they are shopping for is officially certified, as they will feel more confident that the products are of high quality and meet performance requirements.
3. **Enhanced marketing efforts:** Verification Banners can be used as a marketing tool to differentiate HDMI Adopters' and Resellers' products from competitors. By highlighting the fact that products are certified and can be personally verified at the time of purchase, HDMI Adopters and Resellers can attract more customers and increase sales.
4. **Compliance with industry terms and conditions:** HDMI Adopters and Resellers are required to be in compliance with HDMI Specifications and Trademarks usage, and usually have industry terms and conditions they must adhere to in order to sell their products. Verification Banners can help demonstrate compliance with these requirements, which can be important for maintaining a good reputation and avoiding legal issues and vendor chargebacks.
5. **Improved search rankings:** Verification Banners may be recognized by search engines as a sign of credibility and trustworthiness, which can potentially improve the search rankings of HDMI Adopters' and Resellers' websites. This can make it easier for customers to find their products and increase traffic to their website.

Proof-of-Concept Examples

“We’ve been testing the Verification Banners on our site and it’s exciting that consumers, and especially our resellers, can check for themselves that our HDMI Cables are licensed and certified. This is a great way to counter all the misleading postings we compete against.”

Deena Ghazarian, Founder and CEO, Austere

“So much of our sales is online this is a very effective method to validate the certification of cables before someone buys the product. Moving the verification earlier than checking the label on the package will help differentiate us from other manufacturers that make unsubstantiated claims about their cables” – James Li, CEO of Zeskit



Thank You

For more information www.HDMI.org

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线上线缆认证验证

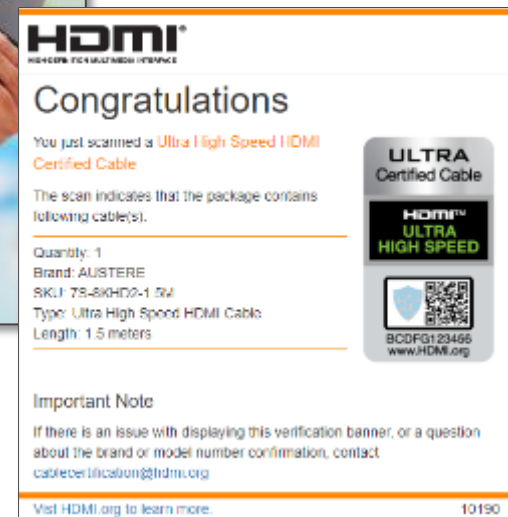


“购买前请验证”

HDMI 线缆包装验证



多年来，经销商和消费者已经学会依靠产品包装上的官方 HDMI 认证标签来核查线缆的品牌、型号和长度



在网上购买 HDMI 线缆可能会让人困惑

- 经销商在网站和在线市场上推广 HDMI 线缆时，使用各种术语来描述其特点和功能
- 官方 HDMI 线缆名称称号可能缺失或表述错误
- 发布的信息可能会显示未经认证的线缆 HDMI 认证标签的图片
- 一些声称符合 HDMI 规范的产品实际上并不符合规范
- 媒体可能会根据收到的关联付款来推荐线缆
- 最糟糕的是 – 有些产品是假货



解决方案 – 购买前进行网上验证

- HDMI 采用者和经销商会使用**网站验证横幅**
- 新计划使消费者能够在网上购物时验证 HDMI 线缆的认证
- “点击或扫描”横幅连接到 HDMI LA，以验证 HDMI 采用者状态，线缆认证状态，品牌名称，型号和线缆长度

Quantity: 1
Brand: ABC Cable Company
Model: 123XX-6ft
Type: Ultra High Speed HDMI Cable
Length: 6 feet

Quantity: 1
Brand: ABC Cable Company
Model: 789XX-1M
Type: Premium High Speed HDMI Cable
Length: 1 meter

“购买前请验证”

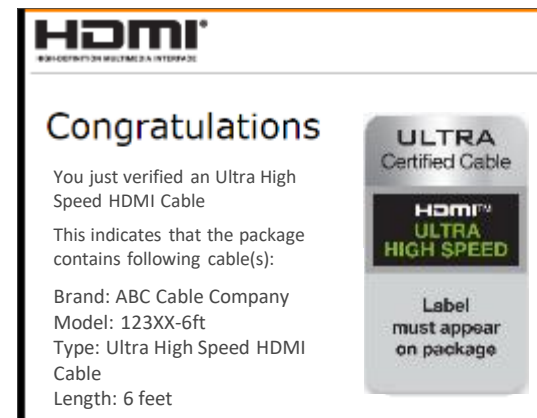
点击网上购物时验证

HDMI 网站验证横幅

Quantity: 1
Brand: ABC Cable Company
Model: 123XX-6ft
Type: Ultra High Speed HDMI Cable
Length: 6 feet

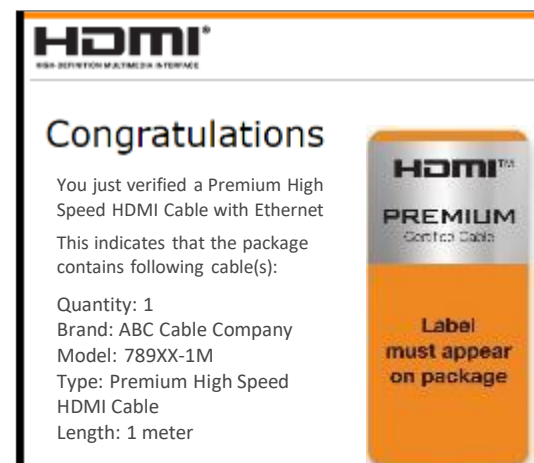
点击

点击结果登录页面



Quantity: 1
Brand: ABC Cable Company
Model: 789XX-1M
Type: Premium High Speed HDMI Cable
Length: 1 meter

点击

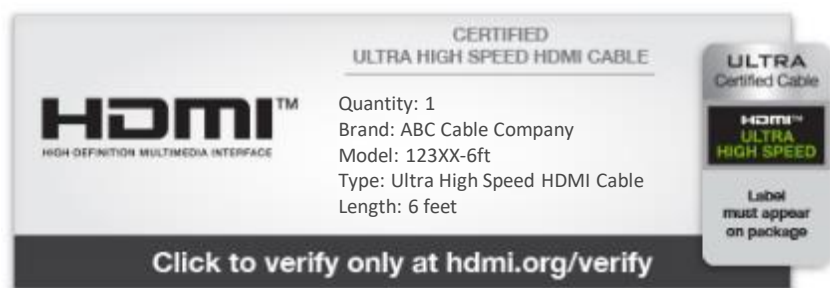


“购买前请验证”

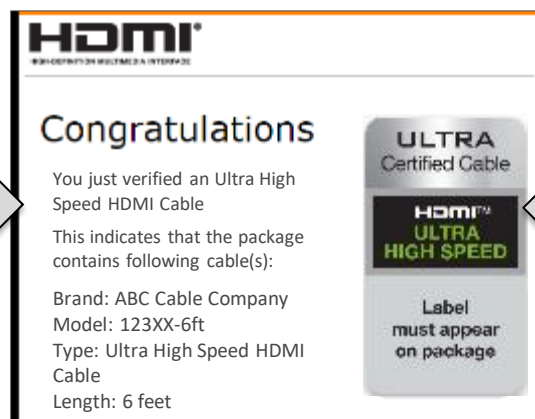
将提供两步法验证

消费者和经销商将有两层验证

购物时
“购买前请验证”



点击



扫描

包装上的
“寻找带有标签的线缆”



两种类型的验证横幅

Quantity: 1
Brand: ABC Cable Company
Model: 123XX-6ft
Type: Ultra High Speed HDMI Cable
Length: 6 feet

“**点击验证**”横幅提供给有认证线缆的 HDMI 采用者，作为他们在网站上嵌入的网络代码，或分发给其授权的线缆经销商，供其网站使用。该横幅源自 HDMI LA 服务器，在每次显示网页时动态生成。消费者只需点击横幅即可进入 HDMI LA 服务器上的验证登陆页面。

但并不是所有的网站都允许嵌入代码，如亚马逊和阿里巴巴等市场，采用者也可以选择基于二维码的图像文件横幅

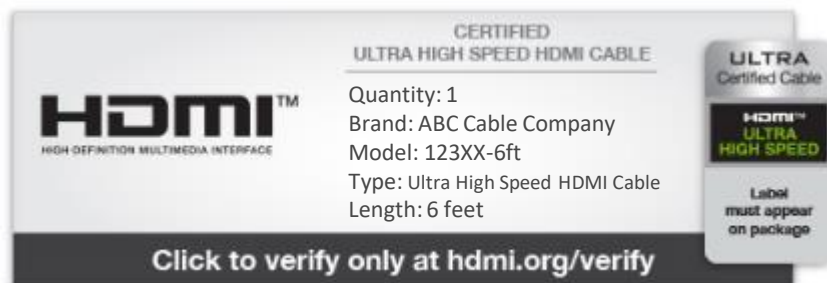


Quantity: 1
Brand: ABC Cable Company
Model: 123XX-6ft
Type: Ultra High Speed HDMI Cable
Length: 6 feet

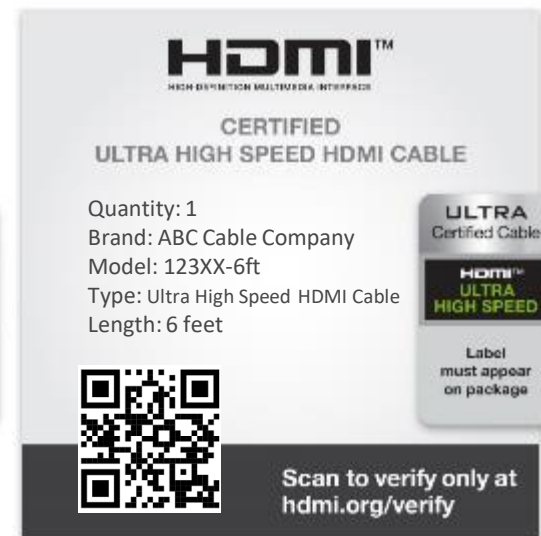
“**扫描验证**”横幅提供给有认证线缆的 HDMI 采用者，作为他们在网站上发布的图片文件，或分发给其授权的线缆经销商，供其网站使用。消费者只需用普通的手机读码器扫描横幅，即可进入 HDMI LA 服务器上的验证登陆页面。

多种尺寸的验证横幅

根据最受欢迎的横幅尺寸，将为 HDMI 采用者提供不同尺寸的验证横幅



多种水平横幅尺寸将适应大多数网站的需要



像亚马逊和阿里巴巴这样的大多数市场平台都使用方形格式

集成的线缆认证解决方案有助于确保符合 HDMI 规范和产品性能

7. 持续合规

终身市场线缆审核 ATC 测试，计划要求和商标检查

6. 包装验证

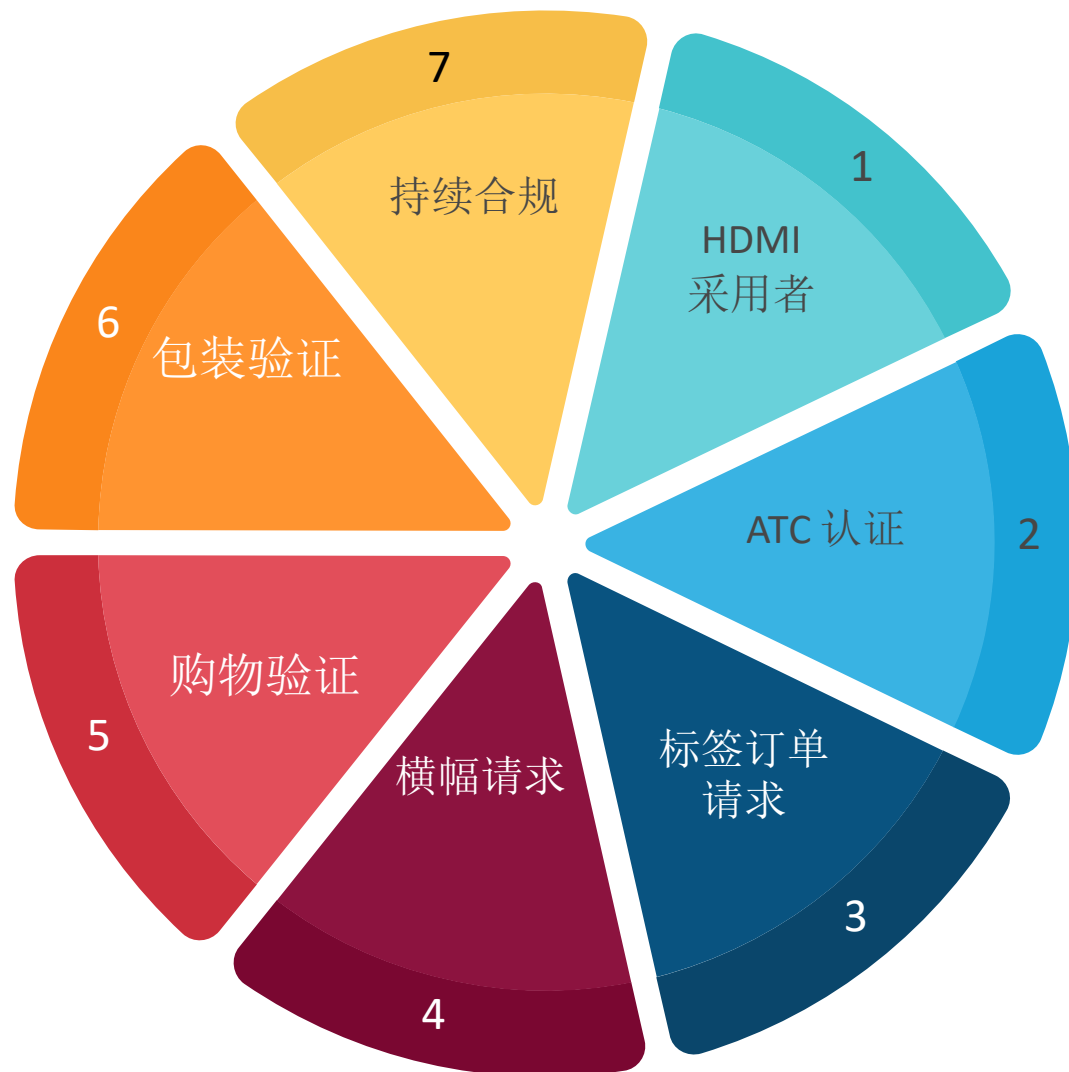
消费者在包装上的标签扫描验证品牌、型号和线缆长度

5. 购物验证

通过网站验证横幅对认证、品牌、型号和长度进行消费者网上购物验证

4. 横幅请求

网站验证横幅请求在发布之前验证正确的线缆型号和长度认证



1. HDMI 采用者

获得使用当前 HDMI 规范和商标的许可，并每年进行更新审查

2. ATC 认证

每种线缆型号和长度都需要在 HDMI 或 HDMI Forum 授权测试中心进行测试

3. 标签订单请求

在标签执行之前，验证采用者的标签订单请求以获得正确的线缆型号和长度认证

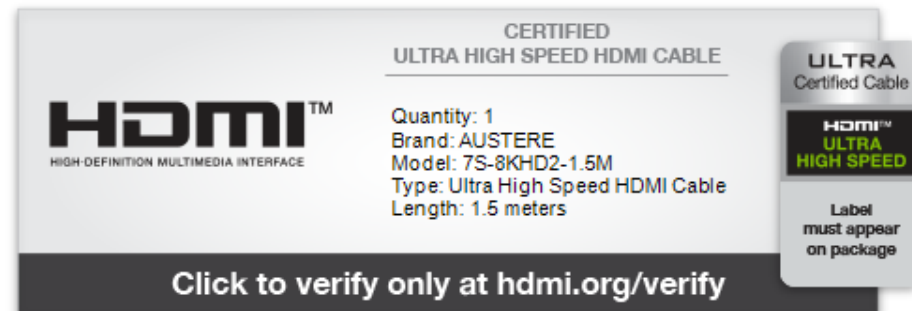
概念验证的例子

“我们一直在测试我们网站上的验证横幅，令人兴奋的是，消费者特别是我们的经销商，可以自己检查 HDMI 线缆是否得到许可和认证。这是对抗我们竞争对手的所有误导性发布的好方法。”

Deena Ghazarian, Austere 的创始人兼首席执行官

“我们大部分销售来自网络，新的线材验证办法使消费者可以在购买前方便验证我们的产品。把验证步骤放在消费者拿到产品之前，可以将我们跟虚假广告的厂家区分开来。”

— James Li, Zeskit CEO



CERTIFIED
ULTRA HIGH SPEED HDMI CABLE

HDMI™
HIGH-DEFINITION MULTIMEDIA INTERFACE

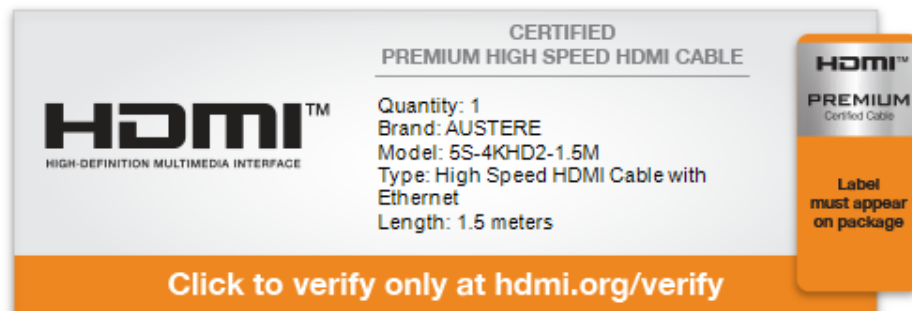
Quantity: 1
Brand: AUSTERE
Model: 7S-8KHD2-1.5M
Type: Ultra High Speed HDMI Cable
Length: 1.5 meters

ULTRA
Certified Cable

HDMI™
ULTRA
HIGH SPEED

Label
must appear
on package

Click to verify only at hdmi.org/verify



CERTIFIED
PREMIUM HIGH SPEED HDMI CABLE

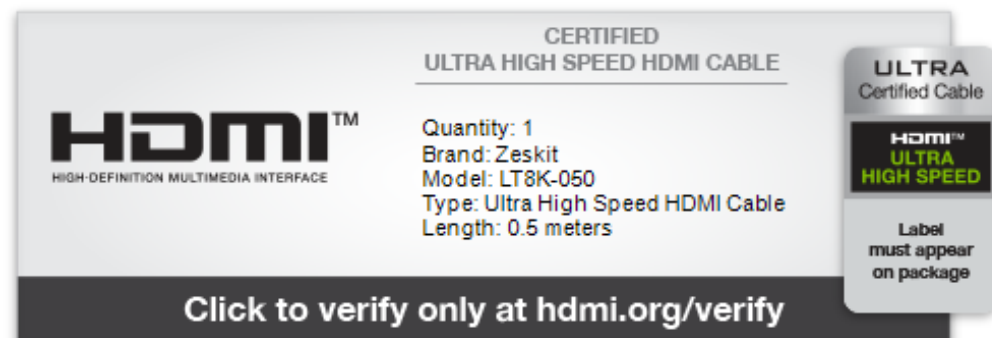
HDMI™
HIGH-DEFINITION MULTIMEDIA INTERFACE

Quantity: 1
Brand: AUSTERE
Model: 5S-4KHD2-1.5M
Type: High Speed HDMI Cable with Ethernet
Length: 1.5 meters

HDMI™
PREMIUM
Certified Cable

Label
must appear
on package

Click to verify only at hdmi.org/verify



CERTIFIED
ULTRA HIGH SPEED HDMI CABLE

HDMI™
HIGH-DEFINITION MULTIMEDIA INTERFACE

Quantity: 1
Brand: Zeskit
Model: LT8K-050
Type: Ultra High Speed HDMI Cable
Length: 0.5 meters

ULTRA
Certified Cable

HDMI™
ULTRA
HIGH SPEED

Label
must appear
on package

Click to verify only at hdmi.org/verify



HDMI™
HIGH-DEFINITION MULTIMEDIA INTERFACE

CERTIFIED
ULTRA HIGH SPEED HDMI CABLE

Quantity: 1
Brand: Zeskit
Model: LT8K-150
Type: Ultra High Speed HDMI Cable
Length: 1.5 meters

ULTRA
Certified Cable

HDMI™
ULTRA
HIGH SPEED

Label
must appear
on package

Scan to verify only at hdmi.org/verify

Thank You

For more information www.HDMI.org

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