

HDMI Verification Banners

HDMI™
HIGH-DEFINITION MULTIMEDIA INTERFACE

CERTIFIED
ULTRA HIGH SPEED HDMI CABLE

Quantity: 1
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

Click to verify only at hdmi.org/verify

HDMI™
HIGH-DEFINITION MULTIMEDIA INTERFACE

CERTIFIED
PREMIUM HIGH SPEED HDMI CABLE

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

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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 HDMI Specification version, brand, model number and length



HDMI
HIGH DEFINITION MULTIMEDIA INTERFACE

Congratulations

You just scanned a **Ultra High Speed HDMI Certified Cable**

The scan indicates that the package contains following cable(s):

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

ULTRA Certified Cable
HDMI™ ULTRA HIGH SPEED
BCDFG123456
www.HDMI.org

Important Note
If there is an issue with displaying this verification banner, or a question about the brand or model number confirmation, contact cablecertification@hdmi.org

Vist HDMI.org to learn more. 10190

But How to Verify a Cable's Certification
Status When Shopping Online



Shopping Online for HDMI Cables Can Be Confusing



Resellers may use a variety of misleading terms and features when promoting HDMI Cables on their websites and online marketplaces

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

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

Media frequently recommend cables based on receiving affiliate payments

Some cables are not manufactured, tested or certified with the correct version of HDMI Specification

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



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“verify before you buy”

Click to Verify While Shopping Online



HDMI Website Verification Banner

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ULTRA HIGH SPEED HDMI CABLE**

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ULTRA
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Label
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Click to verify only at hdmi.org/verify



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
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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”

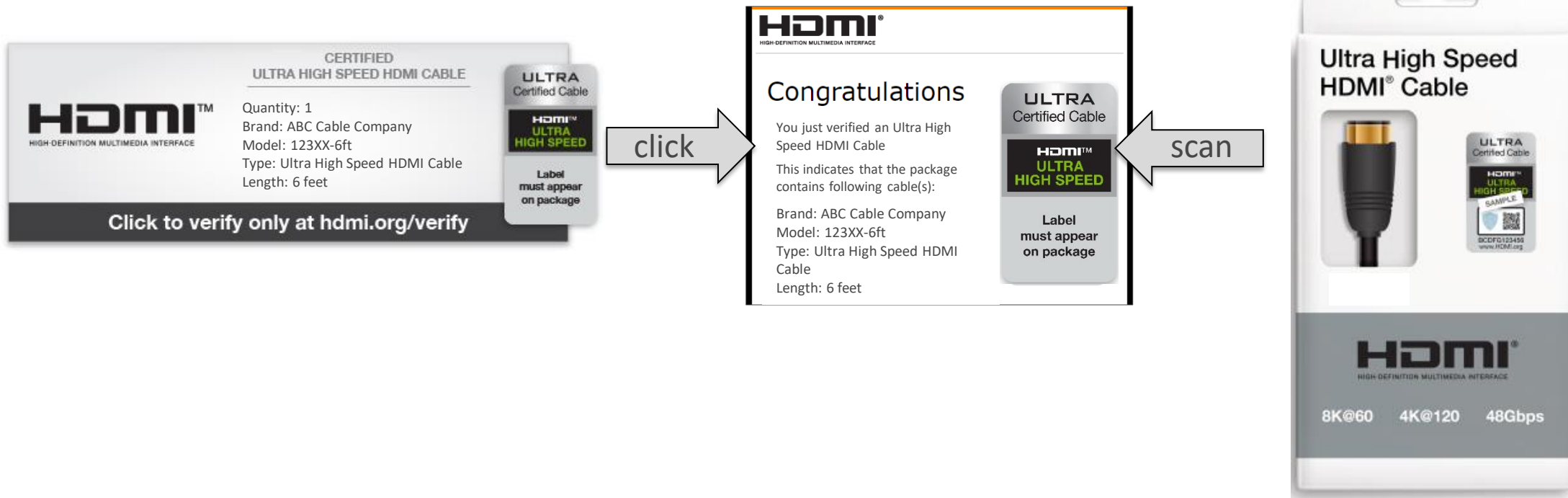
Now Two-Step Verification Will Be Available



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”



Two Types of Verification Banners



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 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.



Verification Banners In Several Sizes



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

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Multiple horizontal banner sizes will accommodate most websites

Most marketplaces like Amazon and Alibaba use square formats

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.

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

Thank You

For more information www.HDMI.org

HDMI LA Contacts:

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cablecertification@hdmi.org

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