

## Ending Confusion? Changes to Way We Buy & Sell HDMI Cables

Written by Marco Attard  
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As of November 18, 2010, important changes to the way HDMI cable products are sold and marketed go into effect, says the HDMI Licensing, LLC.

The organizations says all of the following will be now mandatory for HDMI cable products.

- You shall **not** use HDMI version numbers in the labeling, packaging, or promotion of any cable product. This includes releases of the HDMI specification (for example, HDMI 1.3, etc.), interim version numbers (for example, HDMI 1.3a, etc.) and CTS (Compliance Test Specification) version numbers (for example, 1.2, 1.3c, etc.).
- All cables shall be labeled, both on the cable itself and on the front of the cable packaging, with the appropriate cable name (see below). As of November 18th, 2010, compliance will be mandatory.
  - *Standard HDMI® Cable*
  - *Standard HDMI® Cable with Ethernet*
  - *Standard Automotive HDMI® Cable*
  - *High Speed HDMI® Cable*
  - *High Speed HDMI® Cable with Ethernet*
- You shall label the physical cable based on the requirements listed in Section 5.2 of the Adopted Trademark and Logo Usage Guidelines.
- All packaging for HDMI cables shall clearly indicate the cable type by using the Cable Type Logos shown in Section 5.3 of the Adopted Trademark and Logo Usage Guidelines.

In order to enforce the cable market and ensure that only compliant HDMI cables are sold in the market, HDMI Licensing, LLC has been working with Custom and Border Protection agencies in

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the US, Europe and China. These agencies will evaluate imported and exported HDMI cable products based on their compliance with all aspects of the Adopter Agreement including these latest marketing requirements. **HDMI Licensing, LLC strongly recommends that all Adopters abide by these requirements in order to ensure that there is no disruption to your business.**

Go [HDMI Latest Adopted Trademark & Logo Usage Guidelines](#)