
The logo for EICTA, consisting of the letters 'EICTA' in a bold, blue, sans-serif font.

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Communication Technologies
Consumer Electronics

Consideration of Labelling Sources and HDTV Receivers

Dietrich Westerkamp, Thomson
EICTA HDTV Issue Manager

Agenda



- EICTA background
 - How to safeguard the consumer
 - HD ready logo for displays
 - HDTV labelling of receivers and HD sources
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EICTA background



- EICTA – European Trade Association
 - IT, Communication, CE industry
- Technical and Regulatory Policy Group
 - Broadcast Cluster
 - HDTV and Analog/Digital Switchover Issues
 - Minimum specs for DVB-T and DVB-C
 - EICTA introduced HD-ready logo for displays

Safeguard the consumer



- Large flat displays are a real investment
- Customers need to be assured long-term use
- HDTV services introduction via set-top boxes
- Interoperability is key
 - Suited interfaces
 - Minimum quality of displayed image
- Labelling of devices fulfilling minimum requirements

HD ready logo

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Minimum requirements

- Minimum 720 lines, wide-screen
- 720p and 1080i 50/60Hz capable
- Analog YPrPb and digital (DVI/HDMI) interfaces
- Digital interface with content protection (HDCP)

HD ready logo



- Label conditions defined in close discussion with broadcasters
 - Label filed as trade mark
 - Label is administered by EICTA
 - Manufacturer's self-certification
 - Press release on January 19, 2005
 - All terms and conditions downloadable:
www.eicta.org
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33 Licensees

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- NEOVIA Electronics
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- Phocus Electronics B.V.
- Projectiondesign
- Profilo Telra
- Elektonik San.vc Tic A.S
- SAGEM
- Samsung Electronics
- Sanyo
- SIM2 Multimedia
- Sony
- Toshiba Information Systems UK
- TTE Europe SAS (Thomson)
- Victor Company of Japan, Limited
- Yamaha Corporation

Request for receiver logo



- HD ready was successfully introduced
- Request for labelling receivers
 - From commission for interoperability
 - From EBU/ETSI/CENELEC JTC broadcast
- EICTA HDTV Issue Group accepted task
- Scope widened to generic HD sources
 - Disc systems (HD-DVD, Blu Ray)
 - Game consoles
 - Camcorders

Generic HD sources



- EICTA tried to define a generic HD quality
 - Minimum resolution
 - 720 * 1280 progressive or
 - 1080 * 1440 interlaced
 - 16:9 aspect ratio
 - 50 or 60 Hz
- Interface needs
 - Analog (YPbPr) or digital (DVI/HDMI)
 - Copy protection (HDCP) if required by source

HD receiver



- Reception
 - DVB-S, DVB-S2, DVB-C (256 QAM), e-book
- Transport: MPEG2 systems
- Decoding
 - Video: MPEG4/AVC, MPEG2
 - Audio: DolbyDigital+ (E-AC3), MPEG1 layer 2
- Interfaces as for generic source
 - Plus SPDIF (encoded), HDMI (AC3)

Summary



- EICTA did successfully roll-out HD ready
- Labelling of HD sources and HDTV receivers logical next steps
- Very tight timing
 - Document to be published before IFA 2005
- Comments welcome to dietrich.westerkamp@thomson.net
- Artwork will be the final surprize!