

Implementing Receiver Profiles

- Interoperability Logo & Licence Scheme -

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Logo Scheme Concept

- Guarantee interoperability of digital radio receivers across Europe
- Move away from a technology based communication towards service based communication
- Minimum requirements (based on receiver profile 1)
- Logo & License scheme to be maintained by DIGITALEUROPE
- 2 step communication approach:
 - A: to receiver manufacturers as planning base
 - B: to market / customers aligned to market introduction

License Agreement (draft)

- Similar to 'HD ready' logo license agreement
 - Minimum requirements
 - Testing and verification procedure / checklist
 - Logo usage guideline
- Self-declaration
- Scope:
 - Finished products and modules for end-user sales
 - Components / modules for B2B sales (free of charge)
- License fee: Entry fee & annual fee, brand based
- Intend to add basic accessibility criteria, to be proposed to RPTF for addition to profiles



Logo Design Criteria

1. Preferably **graphic only** (avoid language problems, scalability), restrict to minimum text content (e.g. 'Digital Radio')
2. 100% **scalable logo** design
3. **Global use of logo** design shall be possible (no direct EU or Europe reference)
4. **Black & white**, no multi-colour design to allow simple silk screen printing and to ease control, reversible design possible. Back ground colour may be adjusted as long as 50% or lighter coloured for black logo, respectively for white logo.
5. **No technology reference** (neutrality)
6. **One logo only, no modularity**, no reference to digital radio receiver profiles
(logo scheme refers to mandatory requirements of profile 1)



Logo Scheme Schedule (draft)

- | | |
|----------------------|--|
| June | Logo design work |
| July 7 th | 2 nd DIGITALEUROPE logo scheme workshop
- logo design selection
- start date and communication schedule |
| Sept | DIGITALEUROPE PR @ IFA: B2B oriented, basic introduction, potentially to be supported by manufacturers |
| End 09? | Dealer & public introduction to logo and scheme (to be decided in July) |

Thank you very much.

Questions?

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ABOUT DIGITALEUROPE

DIGITALEUROPE, 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 61 major multinational companies and 40 national associations from 28 European countries. In all, DIGITALEUROPE 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 DIGITALEUROPE

Company Members:

Adobe, Agilent, Alcatel-Lucent, AMD, Apple, Bang & Olufsen, Bose, Brother, Canon, Cisco, Corning, Dell, EADS, Elcoteq, Epson, Ericsson, Fujitsu, Hitachi, HP, IBM, Infineon, Ingram Micro, Intel, JVC, Kenwood, Kodak, Konica Minolta, Lexmark, LG, Loewe, Micronas, Microsoft, Mitsubishi, Motorola, NEC, Nokia, Nokia Siemens Networks, Nortel, NXP Semiconductors, Océ, Oki, Oracle, Panasonic, Philips, Pioneer, Qualcomm, Research In Motion, Samsung, Sanyo, SAP, Sharp, Siemens, Sony, Sony Ericsson, STMicroelectronics, Sun Microsystems, Texas Instruments, Thales, Thomson, Toshiba, Xerox.

National Trade Associations:

Austria: FEEL; **Belarus:** INFOPARK; **Belgium:** AGORIA; **Bulgaria:** BAIT; **Cyprus:** CITEA; **Czech Republic:** ASE, SPIS; **Denmark:** DI ITEK, IT-BRANCHEN; **Estonia:** ITL; **Finland:** FFTI; **France:** ALLIANCE TICS, SIMAVELEC; **Germany:** BITKOM, ZVEI; **Greece:** SEPE; **Hungary:** IVSZ; **Ireland:** ICT IRELAND; **Italy:** ANITEC, ASSINFORM; **Netherlands:** ICT OFFICE, FIAR; **Norway:** ABELIA, IKT NORGE; **Poland:** KIGEIT, PIIT; **Portugal:** AGEFE, APDC; **Romania:** APDETIC; **Slovakia:** ITAS; **Slovenia:** GZS; **Spain:** AETIC, ASIMELEC; **Sweden:** ALMEGA; **Switzerland:** SWICO; **Turkey:** ECID, TESID, TÜBISAD; **Ukraine:** IT UKRAINE; **United Kingdom:** INTELLECT.



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