



VESA Overview

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Agenda

7:00-7:15 p.m. – What's New at VESA and DisplayPort® Logo License/Policies

Bill Lempesis, VESA

7:15-7:30 p.m. – DisplayPort Logo Program, Self-test Requirements

Bob Crepps, VTM

7:30-7:45 p.m. – Overview of DisplayPort 1.2a Changes, DisplayPort PHY and Link CTS

Alan Kobayashi, STMicroelectronics

7:45 p.m.-8:00 p.m. – Overview and Update on Proposed New Dual-mode DisplayPort Standard

Craig Wiley, Parade Technologies



What's New at VESA

- New displayport.org website
- The VESA Member and Non-member Newsletter
- DisplayPort Developer section moved to vesa.org website
- Added nearly 30 new VESA members this year
- Over the last 12 months, PC displays with DisplayPort have increased by 160 percent, reaching more than 80 displays
- Huge increase in DisplayPort mentions in the media
 - Ex. October 2010 (19) vs. October 2011 (60)
- Another large DisplayPort presence at 2012 CES
- New and updated VESA Policies 239 and 215D
- New DisplayPort Trademark Licensing Agreement



VESA Policy Changes

- New VESA Policy 239
 - VESA DisplayPort Trademarks can be used by the Member Company, applicable Subsidiaries, and manufacturing and distribution agents of the company or Subsidiaries.
 - VESA DisplayPort Trademark Licenses will be available to others for non-product use.
 - Examples:
 - – Retailers, Tradeshow organizations, Publishers, Universities
- VESA Policy 215D Updated
 - For the purpose of VESA membership this policy defines “company” to include their subsidiaries (subsidiaries are defined as those holdings where the company has a greater than 50 percent ownership).
- New DisplayPort Trademark License Agreement



New DisplayPort Logo Policy

Why are we changing the logo policy?

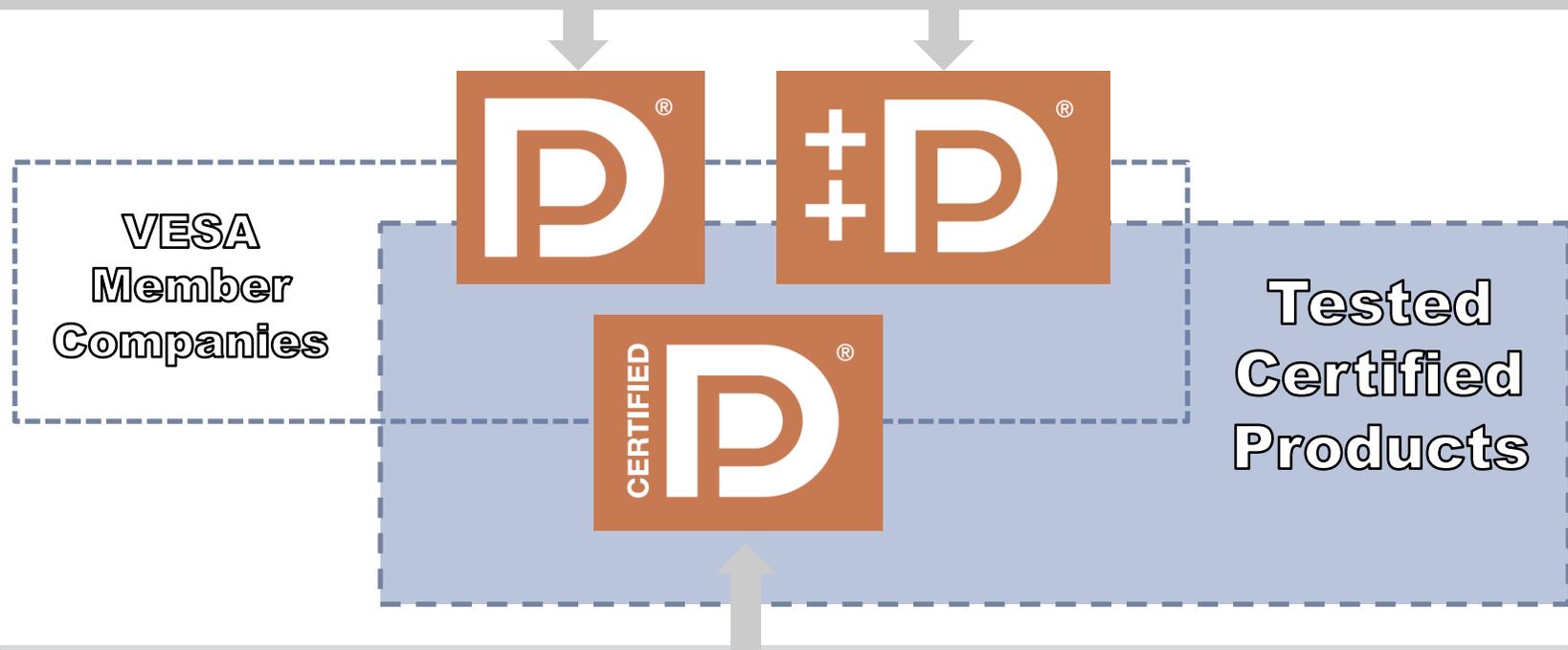
- VESA's DisplayPort standard is entering a critical stage in its evolution toward achieving wide-spread adoption
- Increasingly important that DisplayPort fulfill the brand's promise in interoperability and that it "just works"
- Changes are aimed at providing assurance to the global consumer base that products marked with the DisplayPort and DisplayPort ++ logos will perform as advertised and promised by the member organization



Existing DisplayPort Logo Policy

- Will remain in effect through the end of April 2012

The **DP** and **DP++** Icons can be used on both Certified and Non-Certified products. They can be used by both VESA Member Companies and Non-Members, through the DisplayPort Icon license agreements.



The **Certified DP** Logo is only used on Certified DisplayPort products (ATC tested). It is used by both VESA Member Companies and Non-Members, under license.

New DisplayPort Logo Policy

- For all new DisplayPort products, policy begins May 2012

The **DP, DP++ and Active Cable** Logo will only be used on compliance tested products (which can include a self-test by the OEM). They will only be used by VESA Member Companies.



The Certified DP Logo will no longer will be issued.



Advantages of the Logo Policy

- **All products bearing a DisplayPort logo will be tested for compliance**
 - This will help to ensure DisplayPort fulfills the brand image by ensuring trouble-free user experience and ease-of-use
 - Avoids potential complications and negative public opinion
- **Membership required to use DisplayPort trademarks**
 - Membership helps to support VESA technical developments and promotional infrastructure
 - Assures OEM is using the latest standard
 - Encourages PlugTest attendance



Logo Transition Next Step Scenarios

Waivers Granted on Case-by-Case Basis

I have a license for the DP Icon and/or DP++ Icon and I am a VESA member. Next Step?

- A:** Certify your product using an ATC or Self-test option before May 1, 2012.
- Sign the New DisplayPort Trademark License Agreement before May 1, 2012.
- Maintain your VESA membership.

I have a license for the DP Certified Logo and I am a member. Next Step?

- A:** Sign the New DisplayPort Trademark License Agreement before May 1, 2012.
- You are not required to retest your product.
- Remove the DP Certified Logo from all products and packaging and replace it with the new certified logo as outlined in the new DisplayPort Trademark License Agreement before May 1, 2012.
- Maintain your VESA membership.



Thank You
