



**Speech by Steve Rust, Managing Director Panasonic Australia  
and Steering Committee Member of AEEMA’s Australian Digital  
Suppliers Industry Forum**

Good afternoon

I’m proud to be able to address the industry on behalf of the Australian Digital Suppliers Industry Forum and I would also like to extend a welcome to Andy Townend in his new role.

It is an exciting time for TV manufacturers, suppliers and retailers. Sales are booming and consumer interest in this new High-Definition technology, although intense, has not yet reached its peak.

ADSIF predicts that almost 10 million flat panel HDTVs will be purchased in Australia by 2012. At this rate, it is estimated that there will be at least one HDTV in the vast majority of Australia’s eight million homes in just five years’ time.

It is the industry’s responsibility, not simply to enjoy this success, but also to ensure that consumers can have faith in the ‘High Definition’ promise made to them when they buy their new big-screen TV – a purchase that represents a significant investment for the average Australian household.

They expect their new High Definition product to deliver them the best possible viewing experience in their lounge room – after all, isn’t that what High Definition means?

Viewers anticipate that their HDTV will provide them with a true-to-life window on the latest HD ‘events’ from the broadcasters, such as the upcoming Rugby World Cup and AFL finals.

Today, this TV is also a key digital entertainment hub, connected to a games console, a digital video recorder, a pay TV set top box, an AV receiver, a media centre, and increasingly, a PC.

With technology changing and growing so quickly, and becoming increasingly complex, the previous lack of standardisation has seen a raft of different and difficult to understand terms advertised in relation to High Definition. To name a few – HD Ready, HD Integrated, SDTV, HDTV, IDTV, FHDTV, 576p, 720p, 1080i, 1080p.

This not only confuses consumers, but threatens their faith in the suppliers and marketers of this technology – and the capability of the technology itself to deliver.

As one of ADSIF’s first initiatives, under its charter of driving development of industry standards as we move towards the digital switchover, the industry has voluntarily united to address the confusion in the marketplace and amongst consumers about High Definition television.

Members of ADSIF, including major TV suppliers, as well as suppliers of PVRs and digital antenna systems, have agreed to promote the ‘HD Tick’ logo to identify products that comply with an agreed set of specifications and certification standards.

We’ve provided attendees here today with a copy of the ‘HD Tick’ specifications and the minimum standards required of suppliers in order to display the logo on their product.

Essentially, the certification will ensure:

- Screen resolution to internationally recognised interpretation of high definition;
- Inbuilt high definition tuner compliant with Australian standard;
- Better inter-connectivity with other digital devices by supporting qualification requirements for HDMI; and
- Support for key standards such as DVB and Dolby.

For suppliers, use of the HD Tick logo is voluntary, however, prior to using the logo, suppliers must sign a licensing agreement with AEEMA. Retailers will also support this initiative, with major retailers planning to support the HD tick in their upcoming catalogues.

To ensure consumer education, a website has also been launched, at [www.hdtick.com.au](http://www.hdtick.com.au) This site provides consumers with information on the standards TVs must meet in order to qualify for the HD tick, as well as a listing of all models by brand that are HD tick compliant.

We expect ‘HD Tick’ to give consumers confidence in purchasing HD product in the lead-up to the Rugby World Cup. Historically, major sporting events such as these have seen a significant spike in TV sales.

‘HD Tick’ and the Channel 10 HD Broadcast will ensure that for Australians, the experience of cheering on the Wallabies in front of a big screen at home, will be second to none.

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