



Frequently Asked Questions

What is the Australian Digital Suppliers Industry Forum?

The Australian Digital Suppliers Industry Forum (ADSIF) was formed in September 2006 by AEEMA, Australia's largest electrical manufacturers industry association. ADSIF represents the major suppliers of digital televisions, specialist digital TV suppliers, suppliers of antenna, cabling & distribution systems and digital TV technical service providers. ADSIF presents a strong suppliers industry position to government and undertakes industry initiatives relating to digital television and radio.

For more information go to: www.aeema.asn.au/adsif

Why did ADSIF think it necessary to introduce its *HD Tick* logo initiative?

ADSIF predicts that almost 10 million High Definition flat panel screens with integrated HD digital tuners will be sold in Australia by 2012. Australia is leading the world with free to air High Definition television and has transmission and receiver standards that, although based on a global standard, have some unique features.

The High Definition screen is also the display device for a number of other High Definition digital devices such as Blu-ray and HD-DVD players, PS3 and X-Box 360 games consoles, PVRs and, in the near future, the Foxtel HD set top box. Easy connectivity and interoperability of any of these devices with the screen is what the consumer expects and what digital technology should deliver.

In meeting the compliance criteria for the *HD Tick* logo, the supplier of the HDTV has certified that the screen meets Australian and international standards, has updatable receiver software and has tested and certified the digital video and audio inputs.

ADSIF considers a television that is compliant with the *HD Tick* test criteria should deliver to the consumer better HD digital TV viewing, better inter-connectivity with other HD digital devices and better home theatre connectivity.

Which suppliers are supporting the *HD Tick* logo initiative?

LG Electronics, Panasonic, Samsung Electronics, Sony, Hitachi, NEC, Philips Consumer Electronics, Pioneer Electronics, Sharp, TCL Electronics and Toshiba.

Any supplier of digital televisions can use the *HD Tick* logo under license. There is no requirement to be a member of AEEMA or ADSIF to use the *HD Tick* Logo.

How is product certified to use the *HD Tick* logo?

The HD Tick Logo is a trademark owned by AEEMA. Only licensed suppliers or manufacturers of televisions can use the *HD Tick* logo. AEEMA can take legal action against any supplier using the *HD Tick* logo without a licence. The licence fee for

each supplier is \$12,500 (plus GST) for the first year and \$6,250 (plus GST) for each year thereafter.

The licence agreement sets out the criteria for use of the *HD Tick* logo. Each licensed supplier is responsible for self-certifying products against these criteria. The licensee supplier is required to complete and sign a test report for each model of television with the *HD Tick* logo

The test report form and the licence agreement are available to download from the www.hdtick.com.au website.

AEEMA, as the licensor of the *HD Tick* logo, will undertake sample audits of licensee products displaying the *HD Tick* logo and have those models independently tested for conformance.

The penalties for non-conformance are set out in the licence agreement.

How will the consumer find out about the *HD Tick* logo?

ADSIF and its members are working with the major retail groups to promote the *HD Tick* logo in stores, on websites and in retail catalogues.

It is envisaged that the *HD Tick* will be used in supplier advertising materials. Suppliers' websites will also link to the www.hdtick.com.au website to raise awareness amongst consumers.

How does the *HD Tick* logo sit with the Government's plans for a digital label?

As part of the Digital Action Plan announced in November 2006, the Government stated its support for a simple and easy to understand labelling scheme to reassure consumers at the point of sale.

ADSIF supports the introduction of a general labelling scheme for all digital television receiving devices, starting at the Standard Definition set top box – which represents the lowest cost option for the consumer to switch to digital. ADSIF intends to work with ACMA in the development of an industry code of practice for a general labelling scheme.

By focussing on HD flat panel screens with integrated HD digital tuners, ADSIF considers the *HD Tick* logo initiative is not only being complimentary to the Government's plans for a general digital label, but also recognises the need to immediately address consumer concerns at the top end of the product market.

Although the testing criteria for general digital TV receiver label are likely to be rigorous, the performance and capability requirements for the *HD Tick* logo are likely to be higher and more extensive.