

Usage Guidelines of UHD Alliance Certification Mark FILMMAKER MODE™

UHD Alliance, Inc.

1. Introduction

1.1 Purpose of the Logo Guidelines

When using the Certification Mark, Licensee will comply with the Logo Guidelines described in this Exhibit A-2.

The following certification mark is to be used only with products that are “compliant” to one or more Specifications and licensed under this Agreement. Licensee may use the certification mark (the “Certification Mark”) listed below as a certification mark. There is only one type of the Certification Mark, as follows.



1.2 Certification Notice

Licensee will use its best efforts to comply with Licensor’s trademark attribution requirements.

The following statement must accompany all uses of the Certification Mark:

“This product complies with the [SPECIFICATION][REVISION NUMBER].
FILMMAKER MODE™ logo is a trademark of the UHD Alliance, Inc. in the United States
and other countries.”

If the foregoing notice cannot reasonably be included on a particular product due to space constraints, the following notice may be used:

“FILMMAKER MODE™ logo is a trademark of UHD Alliance, Inc.”

If the placement of the attribution language is not feasible due to space limitations, Licensee may include either of the trademark attribution statements above on printed matter distributed together with, or website related to, the Product.

In such case, Licensee will use the Certification Mark with the characters “TM”.

Licensee may translate each of the statements above in this section into other languages in connection with the distribution of Licensee's products bearing the Certification Mark. However, Licensee may not translate the Certification Mark and UHD Alliance, Inc.

1.3 Trademark Symbol

For the Certification Mark, a legible TM symbol appears with the Certification Mark graphic in all materials where it appears, except in certain cases set forth in Section 1.4 where repeated use of the TM symbol in one textual material would be repetitive. In instances where the TM symbol is too small to be legible, the size of the TM symbol may be increased to improve its legibility.

1.4 Use in Text

When the Certification Mark appears in textual materials: (1) the first and most prominent reference in text (after use, if any, in a headline) must use the superscript symbol TM or, if the superscript symbol is not available, (TM) must be used; (2) FILMMAKER MODE must be distinguished from the surrounding text, either by using all caps or capitalizing the first letter in each word, used consistently within each document or file; and (3) FILMMAKER MODE must be used as an adjective that modifies a generic noun (using lowercase letters), such as FILMMAKER MODE certification, or FILMMAKER MODE standard or FILMMAKER MODE technology.

1.5 Co-Branding References

Avoid phrases such as "FILMMAKER MODE device" that imply Licensor manufactures these products. Instead, use neutral, referential phrases to refer to FILMMAKER MODE and Licensee's product, such as: "includes," "supports," "features," "compatible with," "enabled products by" or as otherwise approved in advance. Each of these examples is not appropriate in all circumstances; the term must accurately describe the relation between Licensor's and Licensee's respective brands without appearing that one brand owns, controls or is otherwise responsible for the other.

Avoid claims that Licensor has warranted a product or service. Instead, references may state that Licensee's product complies with Licensor's FILMMAKER MODE standard.

1.6 Revision of the Logo Guidelines

This formulation of UHD Alliance's Certification Mark Logo Guidelines is effective as of November 5, 2019. Questions about these Logo Guidelines can be directed to the contacts found at: <http://www.uhdalliance.org/contact-us/>

The Logo Guidelines are made available without prejudice to any of the rights of the UHD Alliance. The Logo Guidelines are subject to revision by Licensor without prior notice.

1.7 Restrictions

The Certification Mark will not be used in any manner that dilutes or impairs the rights of the UHD Alliance. All legends and notices required by the Logo Guidelines are to be printed legibly and affixed reasonably securely on all Products and materials on which the Certification Mark appears. The Certification Mark is a trademark that must not be modified, altered and cannot be translated into other languages.

2. Utilization of the Certification Mark

2.1 Correct Form and Reproduction

The Certification Mark will be always displayed in the specified form and type. The Certification Mark will be always utilized as described in the Agreement and in accordance with these Logo Guidelines. Any user-created additions, deletions and modifications to any part or whole of the Certification Mark are strictly prohibited. The Certification Mark will be always displayed in legible and easily readable manner with the human eye.

< Do not >

- Do not use different fonts.
- Do not change the ratio of the Certification Mark and text.
- Do not add slogans or indication text in the Clear Zone.
- Do not add lines or dots.
- Do not rotate or twist the Certification Mark.
- Do not separate a portion from the Certification Mark.
- Do not change the text in the Certification Mark.
- Do not display the Logo more than once on the same surface as a background pattern.

2.2 Size Specification and Minimum Size

When determining what size of the Certification Mark to use, refer to the height (H) of the designed mark portion as shown below.



The Certification Mark may be reduced or enlarged on the condition that the same relative positions and proportions between the respective elements are maintained.

The height (H) of the Certification Mark will never be less than 6 mm, from the viewpoint of reproducibility. Similarly, on-screen displays of the Certification Mark as seen on the website must have a minimum height (H) of 25 pixels. However, if the Certification Mark cannot be reproduced accurately using the minimum sizes specified here, when displaying the Certification Mark on Products, for example, use the smallest acceptable Certification Mark size that can be accurately reproduced.

The Certification Mark must be presented with parity to other picture modes, brand names and logos.

3. Display and Background Colors

3.1 Display Colors

The Certification Mark should be displayed in the designated colors as specified in these Logo Guidelines. However, in case there are limitations in the number of colors that can be reproduced when printing or in the accuracy of color reproduction, or where Licensee chooses to display the Certification Mark in grey scale or mono color print for artistic reasons or for consistency in the way the Certification Mark is displayed on a Product together with similar third party logos, display of the Certification Mark will be undertaken in accordance with the below stated rules and applicable Certification Mark data.

<Do>

- Do use of the original Certification Mark data.
- Grey scale: Do use only in cases where color printing is not possible such as in newspaper, or carton box of products.



- Mono color print: While use of the full color Certification Mark is encouraged, a mono color version (subject to the color restrictions set forth below) can be used based on creative decisions or whenever it is not possible to fully reproduce full color Certification Mark due to limitations in the number of printable lines.
- The color restriction of the mono color print is specified to black, white, or silver.



<Do not>

- Do not use other colors which are not specified. (e.g., pink, green, blue, or gold, etc.)
- Do not shade or use gradation in the Certification Mark.

3.2 Background colors

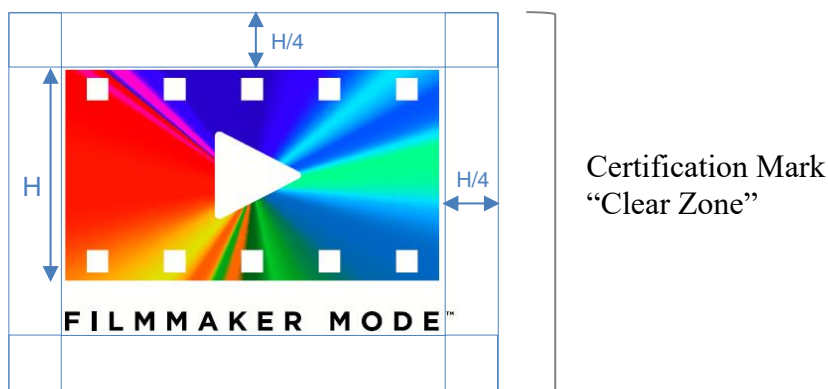
While the background colors are not specified, the Certification Mark should be conspicuous against the chosen background color.

< Do not >

- Do not display the Certification Mark against a background that reduces its clarity.
- Do not use designs or patterns which weaken the impact of Certification Mark, for background or around the Certification Mark, even if the Clear Zone that is defined in the Section 4 in this Logo Guidelines is kept.
- Do not use the Certification Mark as a background pattern.
- Do not use color combinations that reduce clarity or lack appropriate brightness, vividness, or contrast.

4. Clear Zone

The Certification Mark will be utilized maintaining a clear zone. A clear zone (“Clear Zone”) is an area in which no other graphical or textual elements appear and is at least 25% of height of the Certification Mark as shown below. The sole exception is the case indicating “TM” as notification of trademark, which is described in the Section 1.2 hereof in this Logo Guidelines.



5. Prohibition against Abbreviation and Localization

The Certification Mark is a trademark that must not be modified, altered and abbreviated. It must not be translated into other languages.

6. Prohibition against Combined Logo

The Certification Mark will be always placed in clear, conspicuous and independent manner without combining other elements such as text and graphics.

<Do not>

- Do not combine the other elements, except for the use of “TM” as described Sections 1.2, 1.3 in these Logo Guidelines, with the Certification Mark.
- Do not combine the Certification Mark with any other name, such as a description of product, model name etc.
- Do not display the Certification Mark in a size greater than your own trademarks.

7. Specific Uses of the Certification Mark

7.1 On Print, Packaging, Marketing Material, Manuals

When using the Certification Mark in Print, Packaging, Marketing Material and Manuals, Licensee must display the Certification Mark in accordance with the Logo Guidelines 1-6 above.

7.3 On Screen

When presenting the Certification Mark on a screen or an electronic display to indicate that a piece of content is available in or being played in accordance with Certification Mark standards, Licensee must display the Certification Mark where possible in accordance with the Logo Guidelines 1-6 above.

7.4 On Remote Control

When using the Certification Mark on a remote control, Licensee must display the Certification Mark in accordance with these Logo Guidelines to the extent practicable. For confined spaces that do not allow for use of the full Certification Mark logo, Licensee may use the following alternate options: either as the design without the text portion, *or* as FILMMAKER MODE text (in either all capital letters or the first letter of each word capitalized) without the design portion, *or* as otherwise approved in advance. Licensee may omit the Certification Mark from the remote control in limited cases or in limited territories when not commercially feasible. This exception is limited to Licensee’s use of the Certification Mark on a remote control.

7.5 On Picture Settings Menu and In-Product User Interfaces

When using the Certification Mark in a picture settings menu or other in-product user interfaces, Licensee must display the Certification Mark in accordance with these Logo Guidelines, including with visual parity to other picture modes, brand names and logos. For confined spaces or other technical constraints in a picture settings menu that do not allow for use of the full Certification Mark logo, Licensee may use the following alternate options: either the design without the text portion, *or* FILMMAKER MODE text (in either all capital letters or the first letter of each word capitalized) without the design portion, *or* as otherwise approved in advance. This exception is limited to Licensee’s use of the Certification Mark in picture settings or other in-product user interfaces.

8. Questions

For any questions not addressed herein, please email BrandGuidelines@members.uhdalliance.org.