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## **DVB INTRODUCES NEW SUB-BRAND LOGOS**

### **Sub-Brand Logos Now Available For Authorised Users To Help Identify DVB Standards On Products & Services.**

**Geneva – 1 September 2010** – DVB is pleased to introduce the new design for its family of sub-brand logos. Also from today, and for the first time, DVB is enabling the authorised use of all DVB logos. The new sub-brand logos can be used to effectively identify the DVB standard that relates to the product or service.

Registering to become an “Authorised User” of the DVB trademarks is quick and easy. Once a user has entered into a “DVB Trademark Authorised User Agreement”, they have the right to use the logos on their relevant products, packaging, brochures, advertising, website, etc. By entering into the agreement, a vendor undertakes to ensure that any products bearing the DVB trademark comply with at least one published DVB standard. When a sub-brand logo is used the user states compliance to the respective specification.

Commenting on the newly designed logos, Peter Siebert, DVB’s Executive Director said, “Now that we have made the registration procedure even simpler and faster than ever before, there is no excuse for not registering to use the new logos. Make sure that you are up-to-date with the logos you are using. Register today!”

For further information on using the DVB trademark and sub-brand logos please visit [www.dvbservices.com](http://www.dvbservices.com) or contact Désirée Gianetti, [gianetti@dvb.org](mailto:gianetti@dvb.org).

#### **About**

Digital Video Broadcasting (DVB) is an industry-led consortium of over 250 broadcasters, manufacturers, network operators, software developers, regulatory bodies and others committed to designing global standards for the delivery of digital television and data services. DVB standards cover all aspects of digital television from transmission through interfacing, conditional access and interactivity for digital

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video, audio and data. The consortium came together in 1993 to create unity in the move towards global standardisation, interoperability and future proofing.

DVB dominates the digital broadcasting environment with thousands of broadcast services around the world using DVB's open standards. There are hundreds of manufacturers offering DVB compliant equipment. To date there are over half a billion DVB receivers shipped worldwide. DVB standards are also widely used for other non-broadcasting applications such as data on the move and high-bandwidth Internet over the air. Further information about DVB can be found at: [www.dvb.org](http://www.dvb.org), [www.dvb-h.org](http://www.dvb-h.org), [www.mhp.org](http://www.mhp.org) and [www.dvbworld.org](http://www.dvbworld.org).

**DVB and DVB sub-brands are registered trademarks.**