

# HDMI

Pushing audiovisual quality to the next level.

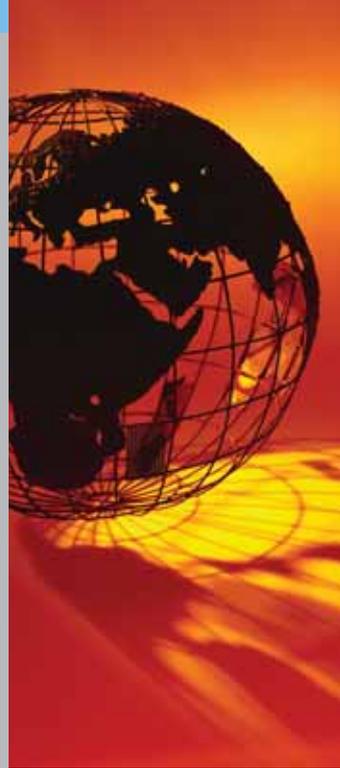
**HDMI** is the acknowledged world standard for connecting HD components. With just a single cable, HDMI transmits the highest quality digital video and audio between HD devices, in a wide range of data formats, connecting everything from TVs and DVD players to PCs, game consoles, and handheld devices. And the benefits don't end there. No wonder over 500 leading companies have embraced the future-ready HDMI standard.



## Who's behind HDMI?

Seven leading consumer electronics manufacturers gathered to develop a future-ready digital interface that would deliver true HD video/audio content. The HDMI Founders are:

- Hitachi, Ltd.
- Matsushita Electric Industrial Co., Ltd. (Panasonic)
- Philips Consumer Electronics International B.V.
- Silicon Image, Inc.
- Sony Corporation
- Thomson, Inc.
- Toshiba Corporation



## Winner of the Innovations 2007 Design and Engineering Award



Look for HDMI everywhere. [www.hdmi.org](http://www.hdmi.org)

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**HDMI**<sup>TM</sup>  
HIGH-DEFINITION MULTIMEDIA INTERFACE



# Connect everything.

One HDMI cable does it all for unmatched audio & video



**HDMI**<sup>TM</sup>  
HIGH-DEFINITION MULTIMEDIA INTERFACE

**One cable. One standard.**  
**The future-ready way to connect HD.**

# HDMI™: the undisputed standard.

No other connection has the bandwidth, the flexibility, or the advanced control capabilities of HDMI. That's why it's supported by so many technology leaders — CE and PC manufacturers, motion picture studios, and system operators worldwide. Thousands of HDMI-enabled devices are already on retailers' shelves, and many more are on the way. And as market needs change, and technology evolves, HDMI will grow to meet those demands. Whatever the digital source, the standard is HDMI.

## Highest Quality Video & Audio

Thanks to its advanced architecture and enormous bandwidth capacity – up to 10.2 Gbps – HDMI has the power to deliver pure-digital video and audio with perfect accuracy. No compression, no down-conversion, no compromise. It easily handles the most data-intensive 1080p/60Hz signals, with plenty of bandwidth left to spare for future improvements in signal quality.

## Single Cable Simplifies Hook-Up

HDMI combines video and multi-channel audio into a single digital connection, eliminating the cost, complexity, and confusion of multiple cables. With HDMI, set up is always fast and easy. Unsightly "cable clutter" is a thing of the past.



ONE HDMI CABLE DOES IT ALL  
FOR UNMATCHED DIGITAL  
AUDIO AND VIDEO.

## Broadest Format Support

HDMI supports every video format in the consumer electronics industry, plus a broad range of digital audio formats including Dolby® Digital, DTS, DTS-EX, DVD Audio, and SACD, as well as the latest high-bitrate, lossless formats, Dolby® TrueHD and DTS-HD Master Audio™. Whatever the audio or video source, HDMI is up to the task.

## Intelligent Device Control

HDMI's bi-directional data flow allows devices to talk to each other in new ways, so even the most complex home theater systems can be amazingly easy to use. For example, manufacturers can now provide an integrated, single-button remote control that can, with one touch, tell an HDMI-linked system which components to turn on or off to view a DVD, listen to a CD, or watch cable TV. HDMI also enables automatic format adjustment, allowing systems to automatically configure settings like resolution and aspect ratio to reflect the highest capabilities of the equipment.

## The Connection of Convergence

Convergence is no longer a dream. HDMI helps make it happen. That's why leading PC manufacturers are adopting the HDMI standard in their Media PCs, laptops, and video cards. PCs and gaming consoles can now be integrated seamlessly into an HD home theater system. One HDMI plug does it all.

## Ready for the Future

With its high bandwidth and flexible architecture, HDMI can easily keep pace with innovations in digital technology. Higher resolutions, faster refresh rates, and advanced color-handling technologies are all designed into the standard, so next-generation components can continue to use the same convenient connection. It's also backward compatible with all previous versions of HDMI, and with DVI as well, affording users maximum flexibility in upgrading their systems. No matter what the future holds, it's going to be connected with HDMI.

"Disney has been a supporter of HDMI since its inception. HDMI has played an important role in enabling the transition to digital television."

—Bob Lambert, Senior Vice President Worldwide Technology Strategy and Development,  
The Walt Disney Company

"By introducing the next-generation HDMI 1.3 technology, with its high speed and Deep Color capabilities, PS3 will push the boundaries of audiovisual quality to the next level on the latest large flat panel displays"

—Ken Kutaragi, Chairman and Group CEO, Sony Computer Entertainment, Inc.



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