

in-akustik is an official Partner of HDMI® Licensing, LLC.

HDMI® CONSORTIUM LAUNCHES ASSOCIATE PROGRAM

Ballrechten-Dottingen, June 1st, 2011 – Previously, the customer has hardly been able to tell whether a cable really is an HDMI® conform product. There was never any option of checking for HDMI® certified products, for example on the internet. The huge variety on offer makes it very difficult for HDMI® Licensing LLC to check adherence to specified guidelines. HDMI® Licensing LLC has now developed its own certification – the “Approved HDMI® Associate Program”. This provides consumers with the required transparency and enables them to check the HDMI® conformity of a given product at a glance. All certified products are now labeled with the official “Approved HDMI® Associate” logo. As partner of the “Associate Program”, in-akustik is obliged to undergo one of the HDMI® Licensing LLC conformity tests for all HDMI® cables every year.

HDMI Licensing, LLC, the agent responsible for licensing the High-Definition Multimedia Interface® (HDMI®) Specification, announced the launch of the HDMI Associate Program, a marketing program that officially recognizes and supports companies who are selling compliant HDMI products obtained from certified HDMI Adopters. Eligible products will bear an HDMI Associate emblem so that consumers can easily identify licensed products that are fully compliant with the HDMI specification and are sourced from a licensed HDMI Adopter.

“As more and more HDMI-enabled products make their way to the market, there are more choices available to the consumer,” said Charlene Wan, director of marketing and operations at HDMI Licensing, LLC. “But it is not always easy to know which products have been fully tested and are compliant with the HDMI specification. This program is designed to allow those companies that sell fully compliant products sourced from licensed Adopters to designate their products as such.”

Currently, all HDMI Adopters listed on the www.hdmi.org website, are required to test their



products for compliance. However, in cases where brand-name companies source their products from Adopters, the brand-name companies do not appear on the HDMI Adopter list. The HDMI Associate Program addresses this by offering an Associate Membership to those companies who are not Adopters, but who source their HDMI-enabled products from a licensed Adopter.

"The HDMI Associate Program makes it easier for consumers to identify compliant products, a major differentiator for resellers and one of the key reasons we joined the program," said Sven Schulz of in-akustik, a major European cable brand. "We are pleased to be one of the first members of this new program that recognizes non-Adopter companies whose products are fully tested and compliant."

About HDMI Licensing, LLC

HDMI Licensing, LLC is the agent responsible for licensing the HDMI specification, promoting the HDMI standard and providing education on the benefits of the HDMI specification to Adopters, retailers, and consumers. The HDMI specification was developed by Hitachi, Ltd.; Panasonic Corporation; Philips Consumer Electronics International, B.V.; Silicon Image, Inc.; Sony Corporation; Technicolor S.A. and Toshiba Corporation as the all-digital interface standard for the consumer electronics and personal computer markets. The HDMI specification combines uncompressed high-definition video, multi-channel audio, and data in a single digital interface to provide crystal-clear digital quality over a single cable. HDMI Licensing, LLC is a wholly owned subsidiary of Silicon Image, Inc. (NASDAQ: SIMG). For more information about the HDMI specification, please visit www.hdmi.org.

HDMI, the HDMI logo, and High-Definition Multimedia Interface are trademarks or registered trademarks of HDMI Licensing, LLC in the United States and/or other countries. All other trademarks and registered trademarks are the property of their respective owners in the United States and/or other countries.

About in-akustik

PURE SOUND, SHARP PICTURES

and everything that makes for perfect listening and viewing pleasure – that is what motivates us. We

have what your eyes and ears will rejoice in: cables that transmit sound and pictures with a precision you have never even dreamed of. AmbienTech speaker walls and cabling for more style, more sound and more comfort for you at home. CDs and DVDs for connoisseurs and multimedia installations for technicians. Head, stomach, eyes and ears all get their money's worth with an excellent price-performance ratio