



Marketing Guidelines

June 8, 2018

INTRODUCTION

VESA® is an international nonprofit corporation that establishes display-related technical standards and certifies DisplayPort™ compliance. This document is created to promote consistent terminology, inform the marketplace, and protect VESA's trademark of DisplayPort™ on products, packaging, and marketing materials.

TERMINOLOGY

DisplayPort™

When referring to a product that is based on and compliant with the DisplayPort™ Standard, the wordmark DisplayPort™ is acceptable terminology in all print and/or digital circumstances.

DisplayPort™ over USB-C™

When referring to a product that is based on and compliant with the DisplayPort™ Alt Mode over USB-C™ Standard and the USB Type-C™ Standard, the wordmarks “DisplayPort™ over USB-C™” or “DisplayPort™ Alt Mode” are acceptable terminology in all print and/or digital circumstances.

Thunderbolt™ 3 Supports DisplayPort™ over USB-C™

When referring to a product that is based on and compliant with Thunderbolt™ 3, the phrases “Thunderbolt™ 3 supports DisplayPort™ over USB-C™” or “Thunderbolt™ 3 supports DisplayPort™ Alt Mode” are acceptable in all print and/or digital circumstances.

TERMINOLOGY

Notice to Retailers, Resellers, or Distributors

Online retailers, resellers, and distributors are responsible for ensuring the products sold via their channels using the DisplayPort™ trademark are compliant with the DisplayPort™ or DisplayPort™ Alt Mode Standard. The DisplayPort™ website features a public product search that lists the products certified to bear the DisplayPort™ logo. The product search can be found here: <http://www.displayport.org/products-database/>. Inquiries regarding retail marketing for DisplayPort™ and DisplayPort™ over USB-C™ products can be sent to moderator@vesa.org.

USAGE AND APPLICATION

VESA policy regarding the use of these DisplayPort™ logos:

- Logo use is governed by the VESA DisplayPort™ Trademark License Agreement.
- DisplayPort™ logo use is limited to VESA member companies and their resellers.
- DisplayPort™ logo use on products is limited to those products that pass all DisplayPort™ compliance tests, unless a waiver is granted by VESA.
- The use of the “DP++” logo is limited to those products that comply with the VESA DisplayPort™ Dual-Mode Standard, Version 1.1, in addition to the above requirements.

DISPLAYPORT™ PRODUCT LABEL

DisplayPort™ Compliance Logo



DisplayPort™ Compliance Logo for Dual-Mode Sources



DISPLAYPORT™ PACKAGING AND MARKETING MATERIALS



DISPLAYPORT™ SAMPLE MARKETING COPY

One Connection. Infinite Ways to Connect.

DisplayPort™ delivers higher resolution, faster refresh rates, and deeper colors over a single cable. It is designed to replace older standards like DVI, VGA, and HDMI.



DISPLAYPORT™ **KEY MESSAGES**

- 8K display and HDR support with the latest standard
- Multiple displays over a single connector
- Backward compatibility with HDMI, VGA, and DVI with simple adapters
- Supports HDMI 2.0 and previous versions
- Expanded capabilities to support latest audio trends and camera interfaces



DISPLAYPORT™ MARKETING MESSAGES

Enjoy your desktop, television, and gaming experiences in brilliant Ultra HD and beyond.

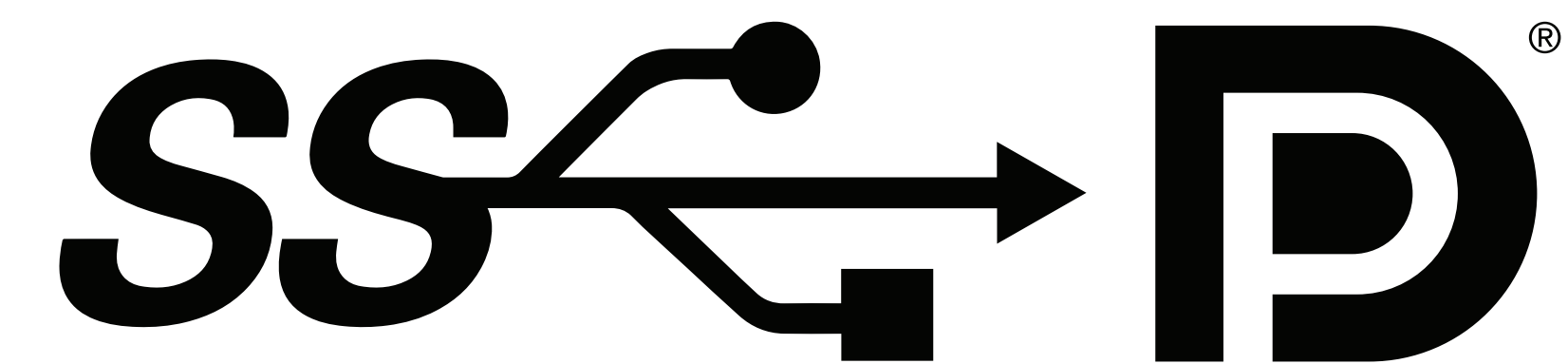
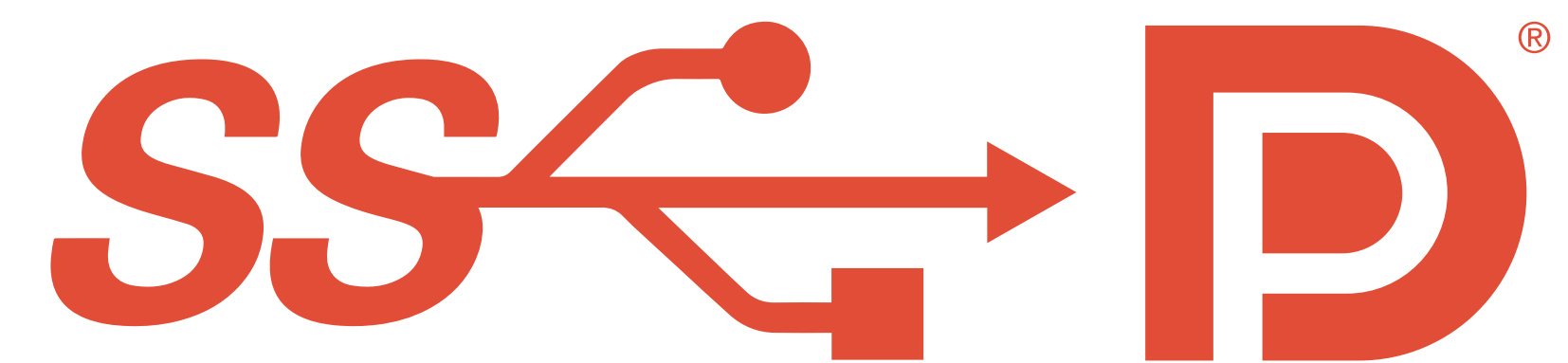
DisplayPort™ can deliver digital content at resolutions above Ultra HD, the highest available from a single A/V connector. This makes it ready for future applications, including VR and 8K HDR displays.

DisplayPort™ is compatible with legacy display connections, making it the universal A/V video source connection. Connect your DisplayPort™ output to an existing HDMI TV or display using a simple and inexpensive DisplayPort™-to-HDMI adapter.

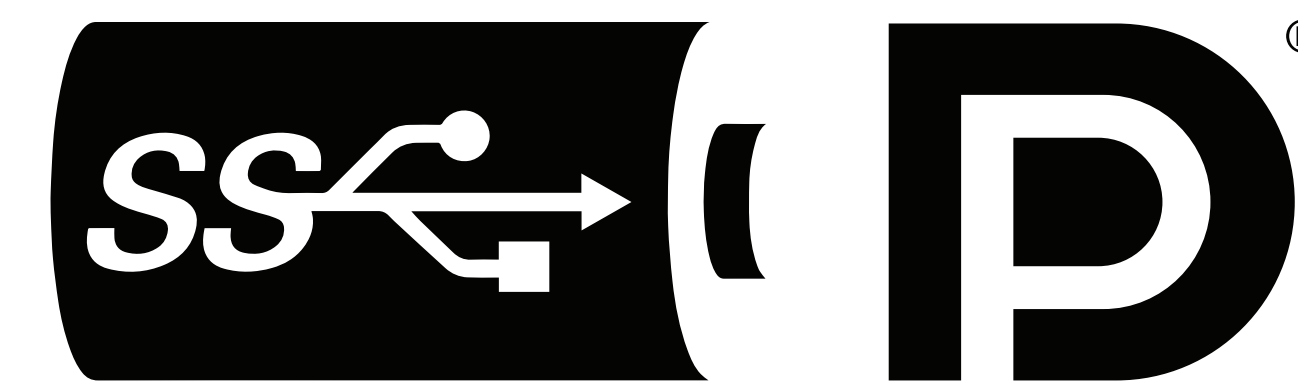
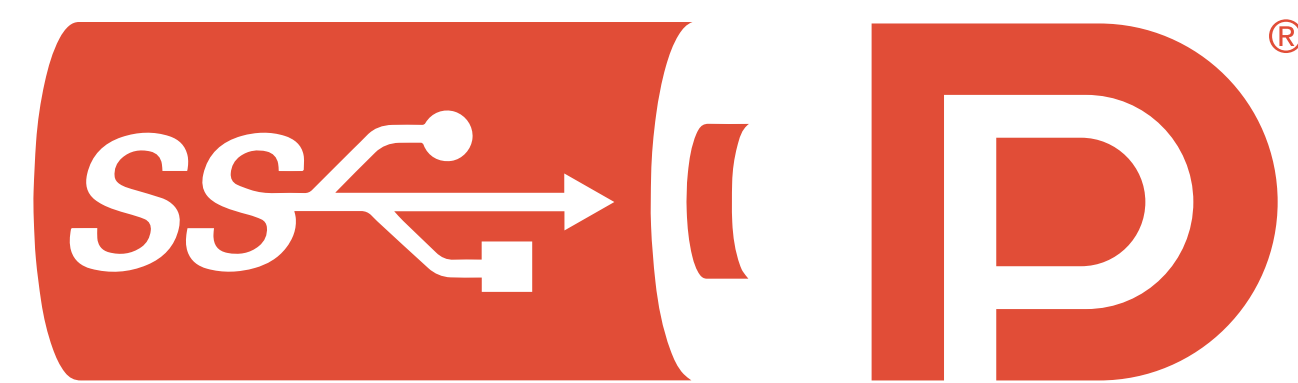
DisplayPort™ vs. HDMI

DisplayPort™ is a newer standard originally developed to support the higher performance and flexibility requirements of personal computers. In addition to higher performance, it also provides a more robust and error-free digital A/V link. Because DisplayPort™ is packet based and leverages the signaling technology common in other modern high-speed data interfaces, it can be combined with other standards such as USB and Thunderbolt™.

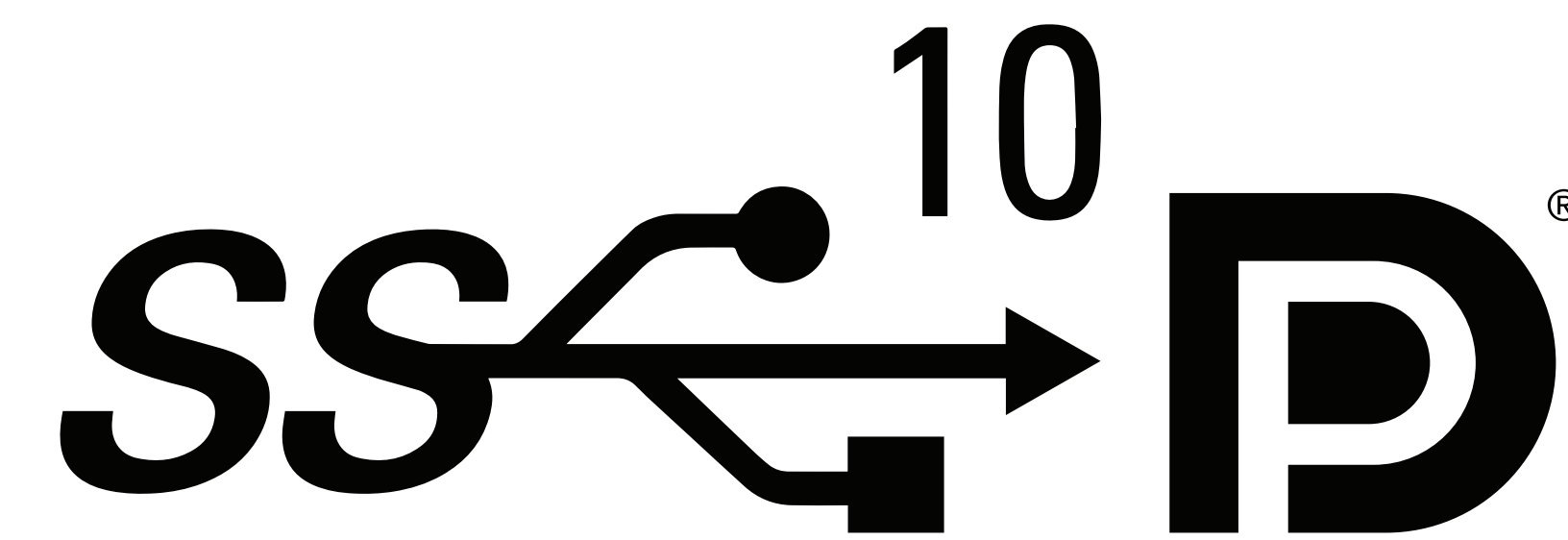
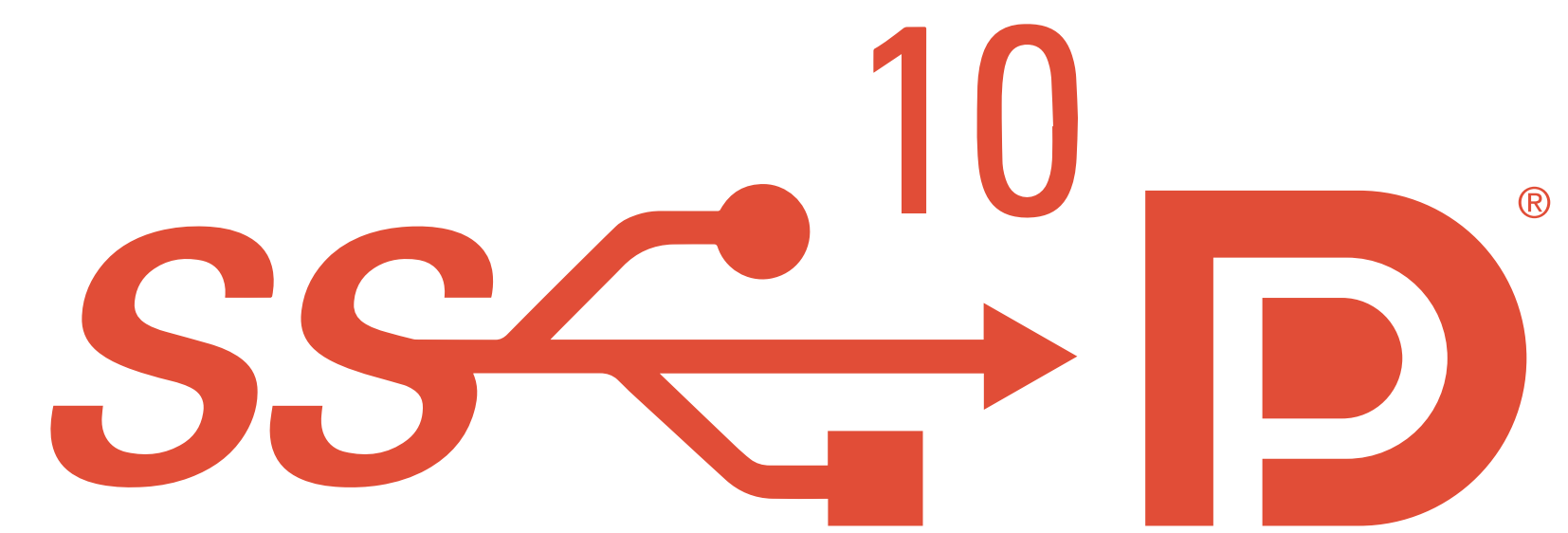
DISPLAYPORT™ OVER USB-C™
PRODUCT LABEL



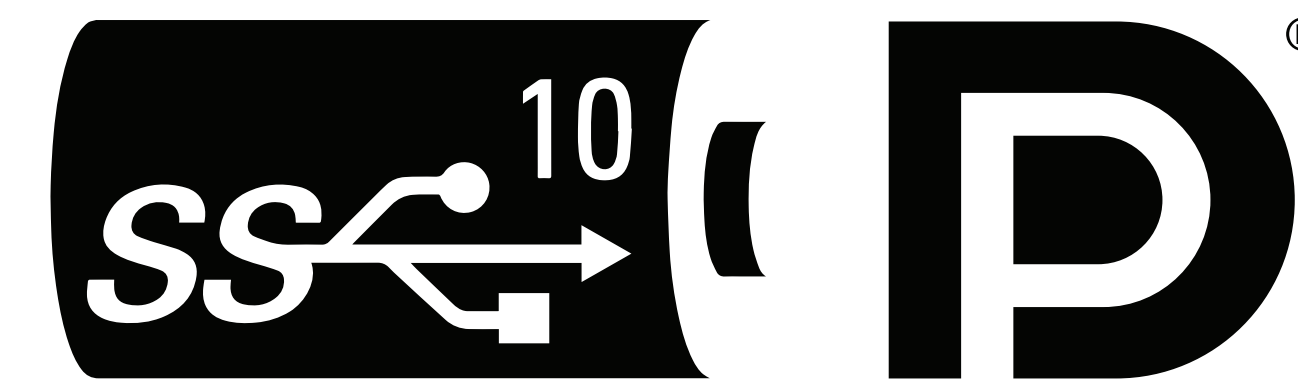
DISPLAYPORT™ OVER USB-C™ PRODUCT LABEL



**DISPLAYPORT™ OVER USB-C™
PRODUCT LABEL**

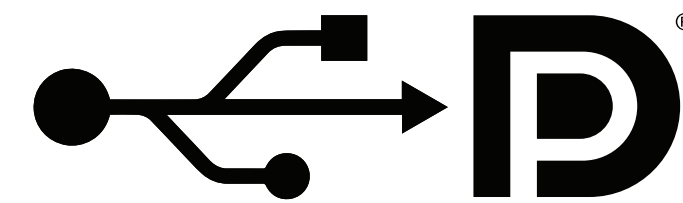


DISPLAYPORT™ OVER USB-C™ PRODUCT LABEL



DISPLAYPORT™ OVER USB-C™ EXAMPLE DP LOGO USAGE FOR A DISPLAYPORT™ ALT MODE ENABLED USB-C™ TO HDMI ADAPTER

Standard logo

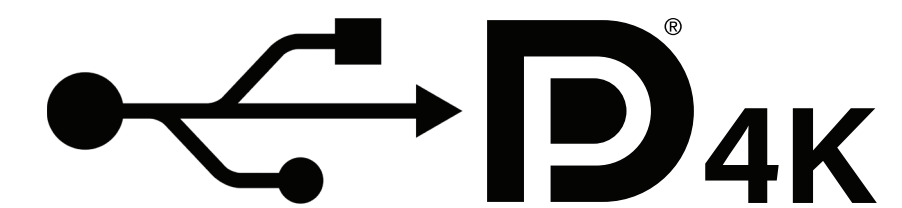


Shown here is an example of a USB-C™ video adapter that is designed to be plugged into a DisplayPort™ Alt Mode enabled video source. The adapter provides an HDMI output. Utilizing the DisplayPort™ Alt Mode capability of the video source, the adapter uses a DisplayPort™ to HDMI protocol converter to provide the HDMI output.



DISPLAYPORT™ OVER USB-C™ EXAMPLE DP LOGO USAGE FOR A DISPLAYPORT™ ALT MODE ENABLED USB-C™ TO HDMI 2.0 ADAPTER

Standard logo

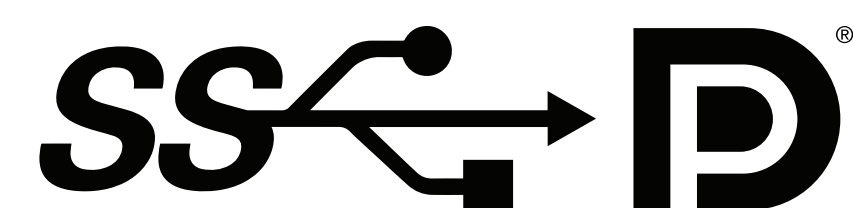


A DP Alt Mode adapter, including adapter cables, that supports HDMI 2.0 including 4K at 30Hz or 60Hz refresh, and 4:4:4 24 bit video, can use the DP4K as shown.



DISPLAYPORT™ OVER USB-C™ EXAMPLE DP LOGO USAGE FOR A DISPLAYPORT™ ALT MODE ENABLED DOCK DEVICE

Standard logo

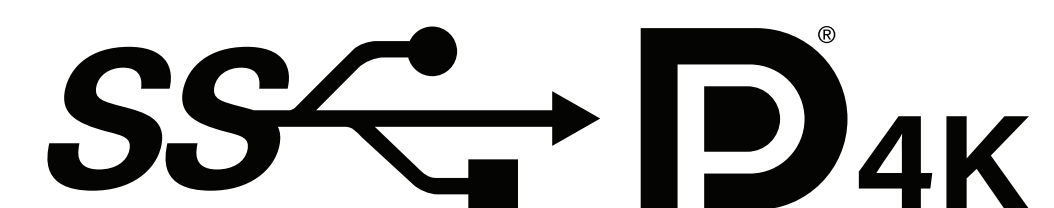


Shown here is an example of a USB-C™ enabled hub that is designed to be connected to a DisplayPort™ Alt Mode enabled video source. The dock provides a USB Type A connector that supports SuperSpeed USB, and an HDMI output. The dock, utilizing the DisplayPort™ Alt Mode capability of the video source, uses a DisplayPort™ to HDMI protocol converter to provide the HDMI output. Docks can also support other functions including device power input, and other or alternate video output formats including DisplayPort™, DVI, and VGA.



DISPLAYPORT™ OVER USB-C™ EXAMPLE DP LOGO USAGE FOR A DISPLAYPORT™ ALT MODE ENABLED DOCK DEVICE THAT SUPPORTS HDMI 2.0

Standard logo

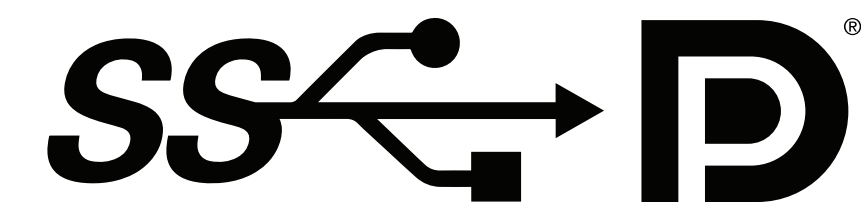


Dock devices that support HDMI 2.0 including 4K at 30Hz or 60Hz refresh, and 4:4:4 24 bit video, may use the DP4K logo. Such Docks configured to only support 4 lanes of DisplayPort™, and therefore offering no SuperSpeed USB support, should not include the use of the “SS” USB logo designation.



DISPLAYPORT™ OVER USB-C™ ALTERNATE EXAMPLE OF DP LOGO USAGE FOR A DISPLAYPORT™ ALT MODE ENABLED DOCK DEVICE

Standard logo



The dock shown here may have the same functionality as the docks shown on pages 17 and 18, but in this example the DisplayPort™ Alt Mode capability is denoted by the DisplayPort™ logo on the dock instead of the plug. Docks not configured to support SuperSpeed USB should not include the use of the “SS” USB logo designation.



DISPLAYPORT™ OVER USB-C™ EXAMPLE DP LOGO USAGE FOR A DISPLAYPORT™ ALT MODE ENABLED USB-C™ TO ADAPTER CABLES

Shown here are examples of USB-C™ video adapter cables that are designed to be plugged into a DisplayPort™ Alt Mode enabled video source. Adapter cables for DisplayPort™ and HDMI displays are shown. Only adapter cables that support HDMI 2.0 including 4K at 30Hz or 60Hz refresh, and 4:4:4 24 bit video, may use the DP4K logo.



DISPLAYPORT™ OVER USB-C™ EXAMPLE DP LOGO USAGE FOR DP8K CERTIFIED DISPLAYPORT™ CABLES

Standard logo



Shown here is an example of DP8K certified DisplayPort™ cable verified to operate at the highest data rate offered by the DisplayPort™ 1.4 standard. Only cables with data rate known as HBR3 (High Bit Rate 3) which transfers data at 8.1 Gigabits per lane may use the DP8K logo.

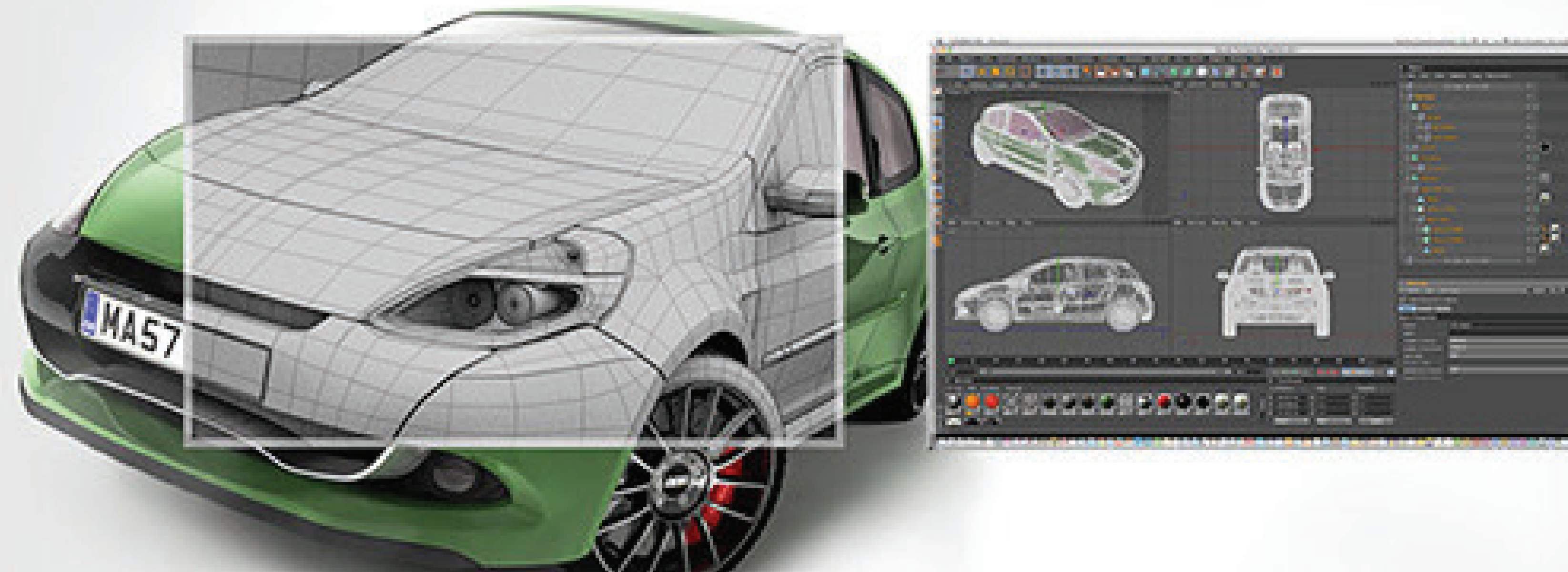


DISPLAYPORT™ OVER USB-C™ **SAMPLE MARKETING COPY**

The Most Advanced Display Connection Now Uses the Most Versatile Connector.

DisplayPort™ over USB-C™ enables the delivery of brilliant ultra-high-definition A/V performance, SuperSpeed USB data, and up to 100 watts of power over a single cable.

NOTE: “DisplayPort™ Alt Mode for USB Type-C™ Connector,” “DisplayPort™ Alt Mode for USB-C™,” and “DisplayPort™ over USB-C™” are all acceptable usages for marketing applications.



DISPLAYPORT™ OVER USB-C™ KEY MESSAGES

- Full DisplayPort™ audio/video (A/V) performance, including 8K on future systems
- Enables a single cable dock solution with DisplayPort™, SuperSpeed USB (USB 3.1) data, and up to 100 watts of power over a single cable
- 8K display and HDR support with the latest DisplayPort™ Standard
- Multiple displays over a single connector
- Supports VGA, DVI, and HDMI 2.0 (and earlier versions) with plug adapters and adapter cables
- Reversible plug orientation and cable direction

NOTE: “DisplayPort™ Alt Mode for USB Type-C™ Connector,” “DisplayPort™ Alt Mode for USB-C™,” and “DisplayPort™ over USB-C™” are all acceptable usages for marketing applications.



DISPLAYPORT™ OVER USB-C™ MARKETING MESSAGING

Full DisplayPort™ Capability

DisplayPort™ over USB-C™ enables the USB Type-C™ connector to support full DisplayPort™ capability, including video resolutions of 4K and beyond.

Cable Support

DisplayPort™ over USB-C™ is natively supported by a standard “full feature” USB Type-C™ cable, by design. When using DisplayPort™ over USB-C™, the reversible USB Type-C™ connector becomes the single system connection point for full performance video and audio, data, and power. The USB Type-C™ connector enables these features to be combined or supported individually.

DISPLAYPORT™ OVER USB-C™ MARKETING MESSAGING

DisplayPort™ Performance

DisplayPort™ over USB-C™ was developed to take full advantage of the high-performance USB Type-C™ connector, allowing it to support 4K, 5K, and eventually 8K displays, as well as Multi-Stream and HDR capabilities.

VR-Ready

Using the DisplayPort™ Multi-Stream feature, DisplayPort™ over USB-C™ natively supports multiple high-resolution displays over a single cable connection, making it an ideal connection for VR headset displays.

Universal Docking Solutions

With concurrent transmission of video, audio, data, and system power, DisplayPort™ over USB-C™ enables simple and versatile dock solutions for a new generation of PCs and mobile devices using a single standard cable. Such docks are able to interoperate with a variety of host devices, and can be implemented in many form factors, including displays with integrated audio and USB hub function to support downstream USB devices.

DISPLAYPORT™ OVER USB-C™ MARKETING MESSAGING

Display Adapters

Devices using DisplayPort™ over USB-C™ can support existing DisplayPort™ displays, or VGA, DVI, and HDMI displays by using a DisplayPort™ protocol converter.

Thunderbolt™ Connections Support DisplayPort™

Thunderbolt™ 3 technology uses the USB Type-C™ connector, and Thunderbolt™ 3 source devices, such as a Mac or PC, support standard DisplayPort™ Alt Mode or DisplayPort™ over USB-C™ cable and display configurations. Thunderbolt™ 2 uses the standard mini DisplayPort™ connector, and Thunderbolt™ 2 source devices can support standard DisplayPort™ cable and display configurations.

MANDATORIES

The trademark notice symbol [™] must be included in the first instance of DisplayPort[™], in any material.

DisplayPort[™] should not be translated into languages other than English.

Mandatory Legalese: DisplayPort[™] and the DisplayPort[™] logo are trademarks owned by the Video Electronics Standards Association (VESA[®]) in the United States and other countries.

CERTIFICATION

DisplayPort™ certification can only be claimed if a product passes DisplayPort™ certification, your company is a VESA member and you have executed the VESA Trademark License Agreement.

The DisplayPort™ and DisplayPort™ over USB-C™ logos may be used solely on products that meet the above criteria and in conjunction with products as defined in the VESA Trademark License Agreement.