

# Logo Qualification Program



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It is estimated that more than 770 million MPEG-4 AVC products will ship in 2010

This is in comparison to 390 million MPEG-2-based products estimated to ship in 2006

*Source: Digital Tech Consulting, Inc.*

# Logo Qualification Promotes Confidence



**The MPEGIF Logo Qualification Program is designed to promote confidence that those future billions of MPEG-4 products will interoperate.**

**The program is free and based on a self-certification process.**

**The program is open to all companies using MPEG technology.**

# Advantages of Logo Qualification



**Buyer confidence that your product interoperates with other MPEG-4 products**



**Sign of a quality-tested product**



**Listing in the MPEGIF Qualified Products Directory**



**New business opportunities resulting from the growth of industry-wide awareness of the “MPEG-4 brand”**



**MPEGIF will help coordinate testing and bitstream exchange**



**MPEGIF License Agreement promotes cooperation**



**MPEGIF maintains a searchable directory of Qualified Products**



**MPEGIF provides logo artwork and style guidelines**

# How the Process Works



## **Get Started**

- Register your company
- Execute the MPEGIF License Agreement



## **Test & Certify Your Product**

- Decoder -- download certification bitstreams available from MPEGIF
- Encoder -- provide your bitstreams to decoder test partners
- Execute certification documents
- Upon successful review by MPEGIF, your product will be listed in the Qualified Products Directory



## **Use the Logo**

- Download the MPEGIF Logo Artwork & Style Guidelines
- Promote your Products

*Logotype*



*Full Logo*



*Qualification  
Notice*



Belchfire 3000 Encoder  
Inadvertant Design Group, Inc.  
Enc: MPEG-4 Part 10, Main Profile, L3  
Enc: MPEG-4 Part 3, HQA Profile, L4  
Qualified August 19, 2004  
Qualification Data: <http://logo.mpegif.org>

**Use the MP4 Qualification Mark on products, product packaging, literature, advertising, documentation and datasheets**

**Learn more and get started at**

[\*\*http://logo.mpegif.org\*\*](http://logo.mpegif.org)