



**Marketing Guidelines**

## **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 wordmark DisplayPort™ over USB-C™ is 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 phrase “Thunderbolt™ 3 supports DisplayPort™ over USB-C™” is acceptable terminology 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](mailto:moderator@vesa.org).

## **USAGE AND APPLICATION**

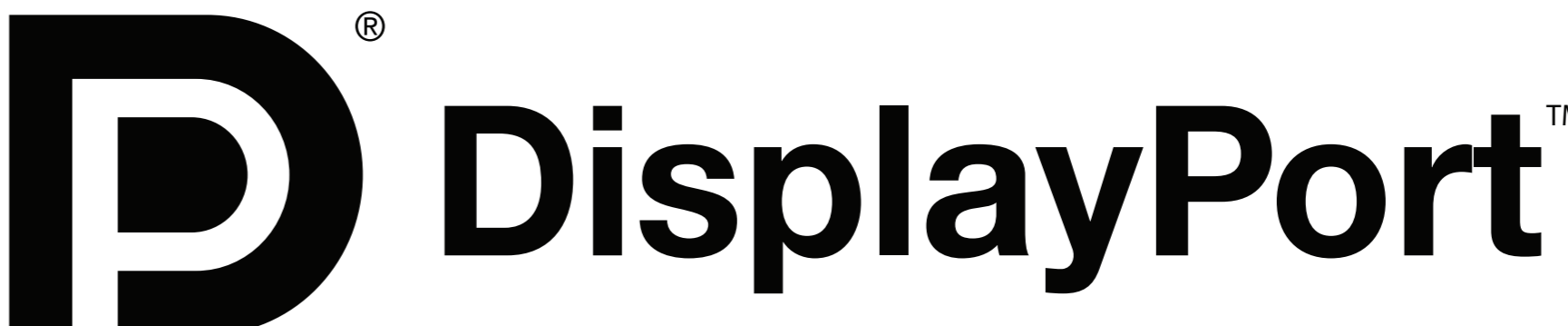
### **VESA policy regarding the use of these DisplayPort™ logos:**

- 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™ 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™  
PACKAGING**



DisplayPort™ over USB-C™



DisplayPort™ over USB-C™



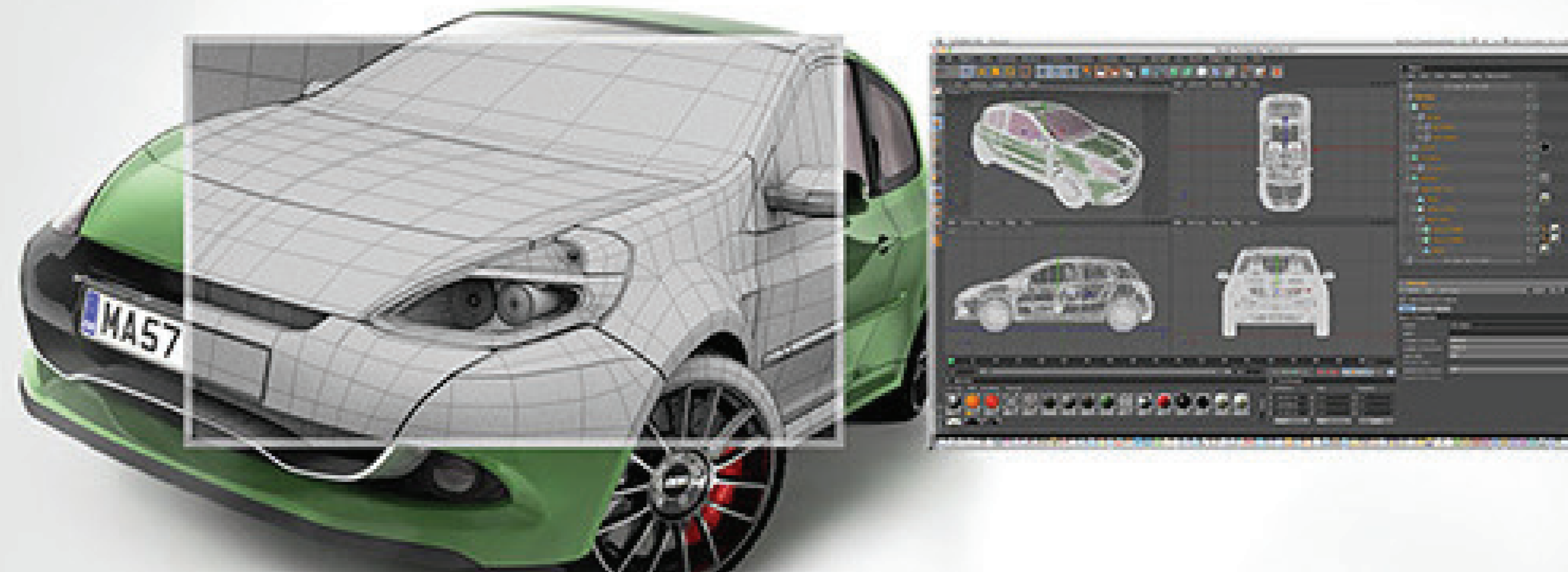
**DISPLAYPORT™ OVER USB-C™  
MARKETING MATERIALS**



## **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.



## 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



## **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™ 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™, DisplayPort™ over USB-C™ 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.