Texas Instruments DLP® Trademark Guidelines for IntelliBright™

Who do these guidelines apply to?
These guidelines are for TI DLP® Products customers, licensees, and other parties who manufacture and/or sell projectors with DLP technology and wish to use DLP trademarks, service marks or images in promotional, advertising, instructional, or reference materials, or on their websites, products, labels, or packaging. Use of DLP trademarks may be prohibited, unless expressly authorized.

If your product(s) features DLP IntelliBright™ algorithms and you have been provided with the **TRADEMARK LICENSE AGREEMENT**, please follow **Section 4: Proper Usage of Licensed Trademarks** and the trademark guidelines for IntelliBright algorithms below. If your agreement with Texas Instruments to manufacturer and/or sell products with IntelliBright algorithms does not provide usage guidelines, then follow the guidelines below.

If you manufacture and/or sell any products using DLP products without the IntelliBright algorithms, you are not authorized to use the IntelliBright trademark on any of your advertising, promotional, sales materials, merchandise items, or on your website

1. Always place Texas Instruments DLP or TI DLP with proper mark before IntelliBright with TM in the first occurrence in headlines and body copy (Texas Instruments DLP® IntelliBright™ algorithms; TI DLP® IntelliBright™ algorithms). Second and later uses in the body copy can drop Texas Instruments DLP and/or TI DLP and the TM symbol but must still be followed by an approved noun or a generic noun of a product or service (IntelliBright algorithms).
2. IntelliBright should always be one word with a capital I and a capital B
3. It should always be referenced in the fine print of literature or on the web as follows:
   DLP® and the DLP logo are registered trademarks of Texas Instruments.
   DLP IntelliBright™ is a trademark of Texas Instruments.
4. There is no special treatment or logo design for the word IntelliBright.
5. The approved nouns the must follow IntelliBright are as follows:
   a. “algorithms”
   b. “LABB algorithm”
   c. “CAIC algorithm”
   d. “suite of algorithms”
   e. “technology”

Trademark Guidelines (continued)

Approved description of DLP IntelliBright technology in any promotional, advertising, instructional, or reference materials, or on websites, products, labels, or packaging.

IntelliBright technology currently consists of two algorithms: Local Area Brightness Boost (LABB) and Content Adaptive Illumination Control (CAIC). These algorithms operate independently, and may be used stand-alone or in combination. The following text can be used when describing your implementation of IntelliBright technology in any promotional, advertising, instructional, or reference materials, or on websites, products, labels, or packaging.

1. For making general reference to IntelliBright technology:
   a. Texas Instruments DLP® IntelliBright™ technology is a suite of image processing algorithms designed to intelligently manage xxx. Where “xxx” can be any one or any combination of the following effects, depending on the nature of your specific implementation:
      i. “image brightness
      ii. “image contrast”
      iii. “power consumption”

2. For implementations of IntelliBright technology that only incorporate LABB:
   a. The TI DLP® IntelliBright™ LABB algorithm intelligently boosts image brightness, resulting in brighter, more dynamic images.
   b. The TI DLP® IntelliBright™ LABB algorithm intelligently boosts image brightness, on a frame-by-frame basis, resulting in brighter, more dynamic images.
   c. The TI DLP® IntelliBright™ LABB algorithm adaptively enhances dim regions of the image, resulting in brighter, more dynamic images.
   d. The TI DLP® IntelliBright™ LABB algorithm adaptively enhances dim regions of the image, on a frame-by-frame basis, resulting in brighter, more dynamic images.

3. For implementations of IntelliBright technology that only incorporate CAIC in Brightness Enhancement Mode:
   a. The TI DLP® IntelliBright™ CAIC algorithm intelligently manages LED drive strength, resulting optimal image brightness and contrast.
   b. The TI DLP® IntelliBright™ CAIC algorithm intelligently manages LED drive strength, on a frame-by-frame basis, resulting optimal image brightness and contrast.
   c. The TI DLP® IntelliBright™ CAIC algorithm adaptively adjusts LED drive strength, resulting optimal image brightness and contrast.
   d. The TI DLP® IntelliBright™ CAIC algorithm adaptively adjusts LED drive strength, on a frame-by-frame basis, resulting optimal image brightness and contrast.

Trademark Guidelines (continued)

4. For implementations of IntelliBright technology that only incorporate CAIC in Power Reduction Mode:
   a. The TI DLP® IntelliBright™ CAIC algorithm intelligently manages LED drive strength, resulting maximum power savings while maintaining image brightness and improving contrast.
   The TI DLP® IntelliBright™ CAIC algorithm intelligently manages LED drive strength, on a frame-by-frame basis, resulting maximum power savings while maintaining image brightness and improving contrast.
   b. The TI DLP® IntelliBright™ CAIC algorithm adaptively adjusts LED drive strength, resulting maximum power savings while maintaining image brightness and improving contrast.
   The TI DLP® IntelliBright™ CAIC algorithm adaptively adjusts LED drive strength, on a frame-by-frame basis, resulting maximum power savings while maintaining image brightness and improving contrast.

If you have questions regarding usage of the IntelliBright trademark, please contact the DLP Brand Team at dlpbrand@list.ti.com.

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In some cases, TI components may be promoted specifically to facilitate safety-related applications. With such components, TI’s goal is to help enable customers to design and create their own end-product solutions that meet applicable functional safety standards and requirements. Nonetheless, such components are subject to these terms.

No TI components are authorized for use in FDA Class III (or similar life-critical medical equipment) unless authorized officers of the parties have executed a special agreement specifically governing such use.

Only those TI components which TI has specifically designated as military grade or “enhanced plastic” are designed and intended for use in military/aerospace applications or environments. Buyer acknowledges and agrees that any military or aerospace use of TI components which have ***not*** been so designated is solely at the Buyer's risk, and that Buyer is solely responsible for compliance with all legal and regulatory requirements in connection with such use.

TI has specifically designated certain components as meeting ISO/TS16949 requirements, mainly for automotive use. In any case of use of non-designated products, TI will not be responsible for any failure to meet ISO/TS16949.

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