

# Texas Instruments DLP® Trademark Guidelines for SmartSource™ 3D



## 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 SmartSource™ technology and you have been provided with the **TRADEMARK LICENSE AGREEMENT**, please follow **Section 4: Proper Usage of Licensed Trademarks** and the trademark guidelines for SmartSource technology below. If your agreement with Texas Instruments to manufacture and/or sell products with SmartSource 3D technology does not provide usage guidelines, then follow the guidelines below.

If you manufacture and/or sell any products using DLP technology without SmartSource technology, you are not authorized to use the SmartSource 3D 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 SmartSource 3D with TM followed by an approved noun in the first occurrence in headlines and body copy (Texas Instruments DLP® SmartSource™ 3D technology; TI DLP® SmartSource™ 3D feature). 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 (SmartSource 3D feature)
2. SmartSource 3D should always be written or reproduced as one word with a capital S for Smart and Source. 3D should always be written without a hyphen between 3 and D. The D is always a capital letter.
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.**  
**SmartSource™ 3D is a trademark of Texas Instruments.**
4. There is no special treatment or logo design for the word SmartSource 3D.
5. It should be treated as a feature or technology (DLP® SmartSource™ 3D feature; DLP® SmartSource™ 3D technology) – not a brand.
6. TI supplied artwork (see below) can be applied directly to the projector housing and packaging. You may also incorporate the artwork directly into the design of literature, packaging, manuals and web material.
7. If packaging, literature and/or manuals are printed in one color, the artwork may be printed in one grayscale color as well, but this is not recommended.
8. The artwork is designed to be 1 1/2 inches vertical rectangle. It may also be printed at a larger or smaller size, but no smaller than 1 inch. See page 2.

# Trademark Guidelines (continued)

---

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

The latest Texas Instruments DLP® chipset called DDP442x is smart enough to support popular devices such as a computer, set-top box, game console, or Blu-ray player. In the home, < brand name here > projectors with TI DLP® SmartSource™ 3D technology are compatible with HDTV broadcasts and Blu-ray discs for exceptional detail and clarity. Most important, you can display 3D from popular video sources, including HDMI v1.4a and VGA in top-bottom, side-by-side and frame sequential formats.

If you have questions regarding usage of the SmartSource trademark, please contact the DLP Brand Team at [dlpbrand@list.ti.com](mailto:dlpbrand@list.ti.com).



**Approved sticker design – Shown recommended size.**



## IMPORTANT NOTICE

Texas Instruments Incorporated and its subsidiaries (TI) reserve the right to make corrections, enhancements, improvements and other changes to its semiconductor products and services per JESD46, latest issue, and to discontinue any product or service per JESD48, latest issue. Buyers should obtain the latest relevant information before placing orders and should verify that such information is current and complete. All semiconductor products (also referred to herein as "components") are sold subject to TI's terms and conditions of sale supplied at the time of order acknowledgment.

TI warrants performance of its components to the specifications applicable at the time of sale, in accordance with the warranty in TI's terms and conditions of sale of semiconductor products. Testing and other quality control techniques are used to the extent TI deems necessary to support this warranty. Except where mandated by applicable law, testing of all parameters of each component is not necessarily performed.

TI assumes no liability for applications assistance or the design of Buyers' products. Buyers are responsible for their products and applications using TI components. To minimize the risks associated with Buyers' products and applications, Buyers should provide adequate design and operating safeguards.

TI does not warrant or represent that any license, either express or implied, is granted under any patent right, copyright, mask work right, or other intellectual property right relating to any combination, machine, or process in which TI components or services are used. Information published by TI regarding third-party products or services does not constitute a license to use such products or services or a warranty or endorsement thereof. Use of such information may require a license from a third party under the patents or other intellectual property of the third party, or a license from TI under the patents or other intellectual property of TI.

Reproduction of significant portions of TI information in TI data books or data sheets is permissible only if reproduction is without alteration and is accompanied by all associated warranties, conditions, limitations, and notices. TI is not responsible or liable for such altered documentation. Information of third parties may be subject to additional restrictions.

Resale of TI components or services with statements different from or beyond the parameters stated by TI for that component or service voids all express and any implied warranties for the associated TI component or service and is an unfair and deceptive business practice. TI is not responsible or liable for any such statements.

Buyer acknowledges and agrees that it is solely responsible for compliance with all legal, regulatory and safety-related requirements concerning its products, and any use of TI components in its applications, notwithstanding any applications-related information or support that may be provided by TI. Buyer represents and agrees that it has all the necessary expertise to create and implement safeguards which anticipate dangerous consequences of failures, monitor failures and their consequences, lessen the likelihood of failures that might cause harm and take appropriate remedial actions. Buyer will fully indemnify TI and its representatives against any damages arising out of the use of any TI components in safety-critical applications.

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.

### Products

Audio	<a href="http://www.ti.com/audio">www.ti.com/audio</a>
Amplifiers	<a href="http://amplifier.ti.com">amplifier.ti.com</a>
Data Converters	<a href="http://dataconverter.ti.com">dataconverter.ti.com</a>
DLP® Products	<a href="http://www.dlp.com">www.dlp.com</a>
DSP	<a href="http://dsp.ti.com">dsp.ti.com</a>
Clocks and Timers	<a href="http://www.ti.com/clocks">www.ti.com/clocks</a>
Interface	<a href="http://interface.ti.com">interface.ti.com</a>
Logic	<a href="http://logic.ti.com">logic.ti.com</a>
Power Mgmt	<a href="http://power.ti.com">power.ti.com</a>
Microcontrollers	<a href="http://microcontroller.ti.com">microcontroller.ti.com</a>
RFID	<a href="http://www.ti-rfid.com">www.ti-rfid.com</a>
OMAP Applications Processors	<a href="http://www.ti.com/omap">www.ti.com/omap</a>
Wireless Connectivity	<a href="http://www.ti.com/wirelessconnectivity">www.ti.com/wirelessconnectivity</a>

### Applications

Automotive and Transportation	<a href="http://www.ti.com/automotive">www.ti.com/automotive</a>
Communications and Telecom	<a href="http://www.ti.com/communications">www.ti.com/communications</a>
Computers and Peripherals	<a href="http://www.ti.com/computers">www.ti.com/computers</a>
Consumer Electronics	<a href="http://www.ti.com/consumer-apps">www.ti.com/consumer-apps</a>
Energy and Lighting	<a href="http://www.ti.com/energy">www.ti.com/energy</a>
Industrial	<a href="http://www.ti.com/industrial">www.ti.com/industrial</a>
Medical	<a href="http://www.ti.com/medical">www.ti.com/medical</a>
Security	<a href="http://www.ti.com/security">www.ti.com/security</a>
Space, Avionics and Defense	<a href="http://www.ti.com/space-avionics-defense">www.ti.com/space-avionics-defense</a>
Video and Imaging	<a href="http://www.ti.com/video">www.ti.com/video</a>

### TI E2E Community

[e2e.ti.com](http://e2e.ti.com)