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Standard Administrator

Camera & Imaging Products Association (CIPA)

PictBridge Logo Certification Program

To Assure Compatibility in Consumer Digital Imaging Products

CIPA announced the establishment of the PictBridge logo certification program. The logo certification program will assure interoperability of consumer digital imaging products displaying the PictBridge mark. Availability of the PictBridge logo certification program is expected in March 2003.

The PictBridge logo mark will provide assurance to digital imaging consumers the interoperability of their products. Digital imaging products, displaying the logo, provides consumer with confidence that products have met rigorous PictBridge logo certification requirements. When a product successfully passes the test, the manufacturer or vendor is granted the right to use the PictBridge logo on that product.

How does a company get its products to be certificated PictBridge compliant?

The company must obtain the PictBridge specifications (CIPA DC-001), and purchase a test tool in accordance with the prescribed procedure. The company is required to successfully implement a test, using the test tool, and to submit its result to the designated agency for formal certification by CIPA.

The logo certification agency authorized by CIPA analyzes the test result, and judges its compliance level. When the product successfully passes the test, the company will be granted the PictBridge logo certificate by CIPA. The company will be allowed to use the logo on its product only when it is granted the logo certificate. The PictBridge name and logo is Trademarked. Companies are required to comply with logo regulation before using the PictBridge mark on its products.

Timelines

- March 2003:** CIPA-authorized logo certification agency will be announced
- April 2003:** Logo certification guideline and PictBridge logo will be issued.
- May 2003:** Logo certification test tool will become available
- June 2003** The agency will start to examine test results submitted by applicants.