DIFI Certified:

Branding, interoperability, and the path forward

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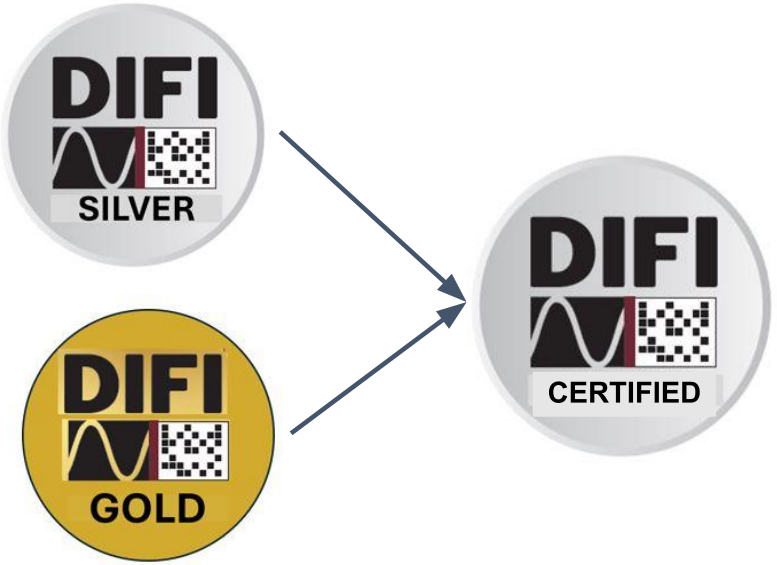
Moving Beyond “Information Classes”

- For branding and for communicating with the market – and ourselves – we’re moving away from the term **“information classes”**
- It is not intuitive or self-explanatory, and means little to someone hearing it for the first time
- The nomenclature has to be learned and can still be confusing
- We’re calling individual functions **“capabilities”** – simple, intuitive and easy to understand
- A group of capabilities organized around a particular market need becomes a **“Profile”**
  - More on Profiles in a moment
- We’re also avoiding tying certification to **specification versions**.
  - It is confusing to keep track of what is in v1.1 vs. v1.2.1 vs. v1.3, …

So how would this work?

One Brand: DIFI Certified

- Our brand is simply **DIFI Certified**
- All certifications are called **DIFI Certified**, regardless of specification version
- **One brand. One logo. DIFI Certified.**
- DIFI Silver and DIFI Gold merge into a single **DIFI Certified** brand.
  - (This is not new)
- **Note:** Artwork shown here is a mockup, not the final logo
  - Proposed new logo designs will be available in the next 2–3 months



DIFI Certified: The Core Promise

Branding Hierarchy

- **DIFI Certified** represents a **Core level of functionality certified for interop**
- Every sink and source submitted for certification must support this Core level
- This is our value proposition to adopters of DIFI equipment:
  - **A firm promise of interoperability between any vendor's sink and an source**

Defining DIFI Core

- The Certification Working Group has worked extensively to define the right le
  - **Too much:** certification testing becomes too long and expensive
  - **Too little:** interoperability may not mean enough
- The definition of DIFI Core has been agreed upon by the Cert Working Group
- **We've put DIFI Core into action at this week's plugfest with 100% partici**

DIFI Core: The Interoperability Foundation

DIFI Core Definition

- Information Class 0x0
- Real-time timestamp format
- Sample Rate: 20 Msamp/sec
- Bit Depth: 8 bits per sample
- Packet Size: 1500-byte MTU
- Timestamp & Emission: NTR
- Context packet rate: 10/sec

The Starting Point

- We launch the interoperability program with **DIFI Core**
- DIFI Core establishes the **interoperability foundation** for everything that follows

Profiles: Building on DIFI Core

- A **Profile** is simply a set of capabilities organized around a particular market need
- **DIFI Core is a Profile — the original Profile**
- We launch the certification program with DIFI Core
- We must get DIFI Core right to establish multi-vendor interoperability
- Over time, DIFI will add more Profiles
- Additional Profiles are **optional**
- All products must support DIFI Core to be certified, and can then optionally suppo Profiles

Profiles: Building on DIFI Core

Member-Driven Roadmap

DIFI will develop a roadmap of Profiles relevant to our markets and constituencies

Examples currently under consideration in the Certification Working Group (note: Profile names have

- High Rate Profile
- Flow Control Profile
- Link Establishment Profile
- Early testing of these has already taken place here this week

- Profiles are **member-driven**. Any DIFI Member can initiate an effort for a new Profile for consid
- Profiles will be evaluated based on factors such as:
  1. **Market need**
  2. **Level of member support**
  3. **Member readiness** — do enough members actually support the required capabilities in the a Profile effort?

DIFI Certified: Logo + Certificate

- Along with the DIFI Certified logo, Members earn an official **DIFI Certificate** for each
- The Certificate provides the details of the product's certification
  - **Simple enough to be clear**
  - **Detailed enough to be useful to buyers evaluating DIFI products**

- The Certificate shows the Profiles for which the product has been certified:
  - **DIFI Core** — required for all certified products
  - **DIFI Optional Profile 1**
  - **DIFI Optional Profile 2**
  - …
  - **DIFI Optional Profile X**

The DIFI Certificate

- Modified **DIFI Certified** logo
- Still a mockup; final logo artwork to come.
- Basic information about the certified product
  - Profiles for which the product has been certified, with key details for each
- **DIFI Core is always required**
- Additional Profiles are **optional**



3rd party lab independent certification

- 3rd party independent test lab is critical to scale the certification program and ensure independent, trusted, verified results
- Met multiple certification labs this year
- Strong candidates; two attended the plug fest this week
- Make a decision this quarter to choose our launch partner
- Launch with one lab, other labs will come online as we grow
  - Other geographies - EU, Asia
  - Additional certification capacity in USA

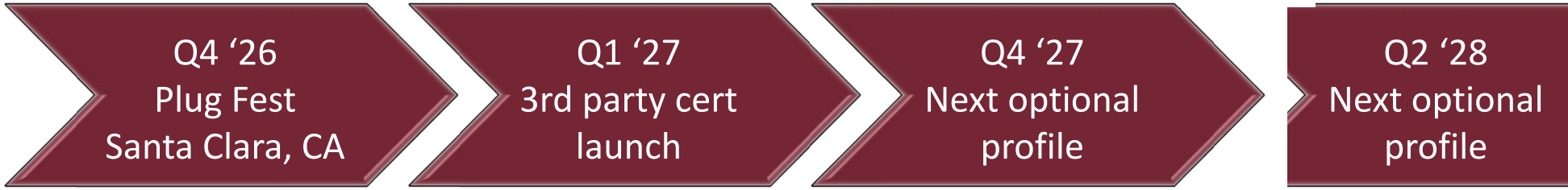
What does this give us?

- Most importantly, with DIFI Core, we deliver on the promise of **core interoperability among all DIFI Certified products**
- We move away from confusing terminology such as “information classes”
- The underlying technology and functionality are still there
- The branding and certification architecture is **flexible and future-proof**
- If the market needs for example, higher-rate functionality for specific applications – v create a new Profile such as High Rate or WGS
- Specification work creating new functions and capabilities continues, but we move a from publicly discussing v1.1 vs. v1.2.1 vs. v1.3
- Certification is **not** tied to a specification version
- Instead, Profiles are created around important new technologies, such as a Link Establishment Profile
- Profiles can be created whenever there is **market need and member support** for a capabilities that can be grouped into a new Profile
- Profiles can be **sunsetted over time** when the market need is no longer there

What does this give us?

- The **DIFI Certified** brand and logo deliver on the promise of interoperability among DIFI products – from the very first release and into the future
- **DIFI Certified will always mean something useful:** products from different vendor be paired with confidence
- Buyers will know they are getting **true, third-party tested and verified interoperab** when they select products bearing the DIFI Certified logo
- More advanced buyers looking for specific functionality simply need to check the pro Certificate for certification to the relevant Profile
- In the future, we plan to offer a **searchable online database** of certified products and their Profiles.

The Road Ahead



Note: Illustrative as a planned way forward

Questions?