



Windows® HD Imaging Marketing Guide

For partners that pass testing
for Windows® HD Imaging
Additional Qualification

Confidential: For use by authorized
Microsoft partners only.





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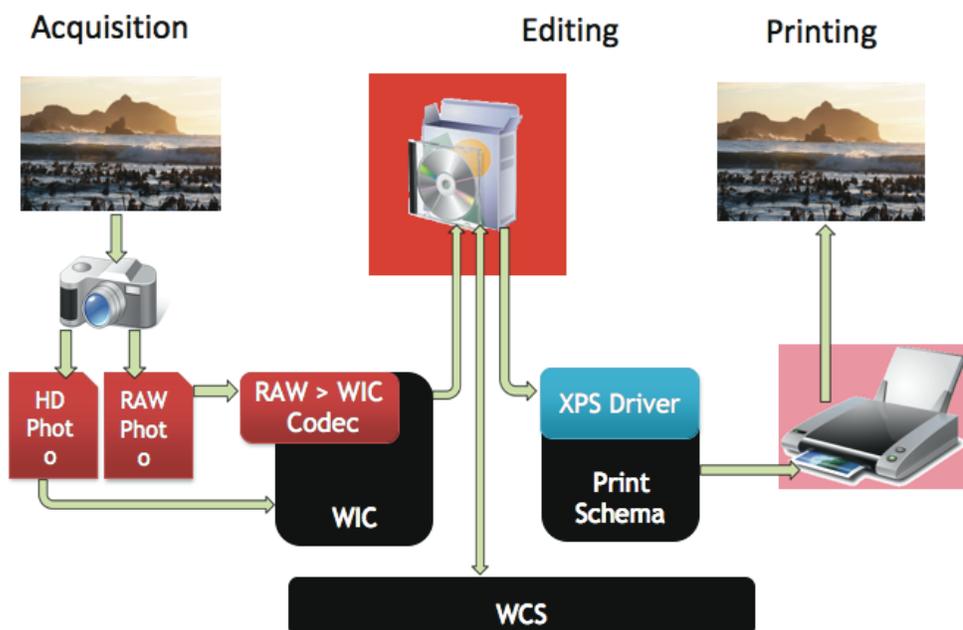
Introduction

The purpose of the Windows® HD Imaging Additional Qualification (AQ) is to allow end users to identify devices and applications that exploit the latest imaging and printing enhancements in Windows to provide the best end-to-end digital imaging experience.

Cameras, printers, and applications that qualify for the AQ preserve the full color fidelity of high definition photos through image capture, import, editing, and printing.

This guide is designed to help your company use the product messaging that confidently communicates the benefits of the Windows HD Imaging AQ. If you have any questions about using these assets, please send an e-mail message to winhdimg@microsoft.com

Windows HD Imaging Ecosystem





Windows HD Imaging Usage Guidelines

Promoting Windows HD Imaging

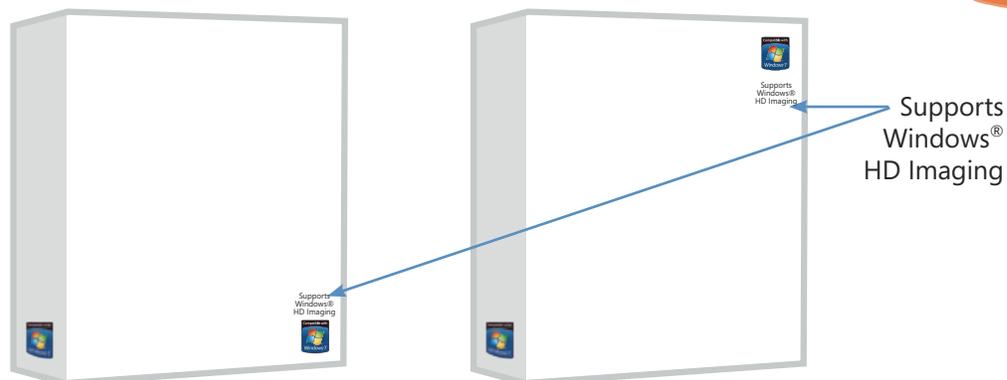
Microsoft recommends that Windows® HD Imaging messaging be displayed in the following places that customers will encounter in the product evaluation and presales process. To help customers understand the features and benefits of Windows® HD Imaging products, messaging on page 6 can be used where appropriate. When using the messaging in the following areas, please follow the guidelines below.

Side tips and tricks:

Make sure you include "Supports Windows HD Imaging" in your system requirements

Product packaging

Microsoft recommends that Windows® HD Imaging messaging on page 6 be included in the text bullets describing key features of the product



Web pages

Windows® HD Imaging messaging may be used in association with qualifying products throughout your company's Web pages. Please follow these guidelines:

- The messaging needs to appear in association with the specific product that meets all program requirements and is licensed under the applicable LLA.
- The messaging may be used throughout the website adjacent to products that have passed testing including, but not limited to, home page, product pages, and search results.
- The messaging can be used on company-level Web pages as a click-through to Windows® HD Imaging product-specific and product-family pages.





Usage Guidelines *(Continued)*

Other product marketing collateral

The messaging may be incorporated into all product manuals, specification sheets, flyers, and other print outreach efforts when used in association with the specific product that has met the program requirements.



Messaging Guidelines

Following are guidelines for how to properly promote products that have qualified for the Windows HD Imaging AQ. Following these guidelines is important to set appropriate expectations for the customer and to clarify the meaning of the AQ.

When describing your products

When describing your licensed product, do:

- Use “[Insert Product Name] supports Windows® HD Imaging.”
- Use “[Insert Product Name] has been tested to meet all of the technical requirements to support Windows HD Imaging.”
- Use the term “Supports Windows HD Imaging” in headlines and other call-outs related to licensed products, as appropriate.

To avoid customer confusion, do not:

- Describe products as Windows® HD Imaging 7 Certified.
- Describe products as Windows® HD Imaging Compatible.
- Include or substitute alternate terms such as optimized, powered, or ready in communications about products that have qualified for the Windows® HD Imaging AQ.
- Abbreviate or otherwise alter the language in the messaging.

Please take advantage of the copy below to clearly communicate the benefits of your Windows® HD Imaging product. Please choose the most appropriate bullet point to describe how you support Windows® HD Imaging in your marketing materials. They may be used verbatim.



Messaging Guidelines *(Continued)*

Digital Still Cameras

Features

- “Supports Windows® HD Imaging”
- “Supports Windows® HD Imaging for high-precision digital image capture”
- “Supports Windows® HD Imaging; high-fidelity color is preserved through image editing and printing”

Printers

Features

- “Supports Windows® HD Imaging”
- “Supports Windows® HD Imaging; high-fidelity color captured by camera is preserved through image editing and printing”
- “Supports Windows® HD Imaging for precise printing of high-fidelity images”
- “High-quality, high fidelity printing from the latest Windows® HD Imaging cameras and applications”

Applications

Features

- “Supports Windows® HD Imaging”
- “Supports Windows® HD Imaging; high-fidelity color captured by camera is preserved through image editing and printing”
- “Supports “Supports Windows® HD Imaging for high-fidelity image acquisition and printing”
- “Supports Windows® HD Imaging; preserves high-fidelity color detail of HD Photo and RAW format images through editing and printing”



Resources

Obtaining the Messaging

To obtain and use Windows® HD Imaging messaging in your marketing, products must first meet all technical requirements of the program and successfully complete the testing process. Information on getting started can be found at the following sites.

- **For independent hardware vendors (IHVs)**—www.microsoft.com/whdc/getstart

Need help?

If you have questions about messaging or guidelines for the Windows® HD Imaging AQ please send an e-mail message to winhdimg@microsoft.com