

**Kopin Corporation**  
**DIGITAL iVISION Brand Guidelines**  
**July 2006**

**OVERVIEW**

DIGITAL iVISION™ (or DIGITAL i VISION WITH KOPIN TECHNOLOGY™) trademarks and logos are owned by Kopin Corporation. These trademarks and brands are important and valuable intellectual property of Kopin and must be used properly.

This document defines the guidelines intended for use by manufacturers of video eyewear or similar products that incorporate Kopin's components or subsystems for consumer, industrial or military applications. These guidelines apply to those who have signed the Trademark Licensing Agreement with Kopin. Nothing in these DIGITAL iVISION™ Brand Guidelines is to be deemed a license or waiver of Kopin's trademark rights. These guidelines are also published on our web site at: [www.kopin.com/digitalivision/guidelines](http://www.kopin.com/digitalivision/guidelines) and may periodically be updated by Kopin without notice.

**KOPIN TRADEMARK BASICS**

The basics of the DIGITAL iVISION™ Brand Guidelines are:

1. The DIGITAL iVISION™ trademarks shall be used in accordance with the guidelines outlined in this document in all advertising, web, broadcast and other media when products incorporating Kopin DIGITAL iVISION™ components or subsystems are featured or shown.
2. The DIGITAL iVISION™ mark consists of elements, words and symbol, which are to be used together without changes to scale, position, typeface or color, other than what is set forth in this set of guidelines.
3. All references to DIGITAL iVISION™ shall be used as an adjective followed by a generic noun and not as a noun.

Acceptable examples are:

“DIGITAL iVISION™ technology”  
“DIGITAL iVISION™ subsystem”

Unacceptable examples are:

“DIGITAL iVISION™ is the technology of choice”  
“The product is enabled by DIGITAL iVISION™,”

- a. All written references to DIGITAL iVISION™ must be properly and fully spelled

out and accompanied by a <sup>TM</sup> (preferably superscript or otherwise “(TM)”).

- b. All references to DIGITAL iVISION<sup>TM</sup> and to the DIGITAL iVISION logo must be used in the ways they were intended to be used, i.e., not for products for which they were not originally intended, and may not be used in any way that would portray them in a negative light.
4. The first reference in body copy to DIGITAL iVISION<sup>TM</sup> technology should be “Kopin Corporation DIGITAL iVISION<sup>TM</sup> technology”. Thereafter, reference to the brand should be “DIGITAL iVISION<sup>TM</sup> technology” (the trademark symbol needs to be used.)
5. Do not incorporate the DIGITAL iVISION<sup>TM</sup> brand name into your own product names, service names, trademarks, logos, or company names, and do not adopt marks or logos that are confusingly similar to Kopin’s marks and logos. All of the trademarks must not imply ownership to another party other than Kopin. The use of trademarks must not imply Kopin has ownership of the product.

Examples of how **not** to use the DIGITAL iVISION<sup>TM</sup> brand with your product name:

- DIGITAL iVISION<sup>TM</sup> AB123
- <Company Name> DIGITAL iVISION<sup>TM</sup> <Product Name>

6. The first reference in body copy to the Kopin Corporation should be “Kopin Corporation”. Thereafter, reference to the name can be “Kopin.”

## TRADEMARK VERSIONS

There are three versions of trademark logos for DIGITAL iVISION.

### Version 1



This is the primary logo to be used in most applications including product placement and advertising. The logo consists of elements, words and symbol, to be used together without changes to scale, position, typeface or color, other than what is set forth in this set of guidelines.

### Version 2



**DIGITAL iVISION™**  
WITH KOPIN TECHNOLOGY

The logo version that includes the words “with Kopin technology” is not to be used on the product itself. This version is to be used on product packaging only.

### **Version 3**

The symbol without the words DIGITAL VISION shall be used only on the “hinge” ends of eyewear stem. When a manufacturer chooses this option, the symbols should be placed on both the right and left eyewear stems. On the right eyewear stem, the following right-looking logo should be used,



while the following left-looking logo should be used on the left eyewear stem.

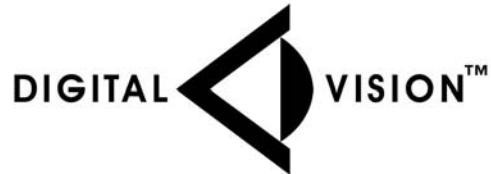


This is the only example of when the symbols are to be used without the words by an eyewear manufacturer.

### **PRODUCT**

When displaying the DIGITAL iVISION™ trademark on the product, the minimum size of the

DIGITAL iVISION™ logo shall be 1.0 (w) x 0.3 (h) inches or 2.54 (w) x 0.76 (h) centimeters as shown below.



The DIGITAL iVISION™ logo shall be conspicuously and permanently imprinted onto the front of the product (or on the same side of the product as the manufacturer's name) unless otherwise approved in writing by Kopin. The manufacturer's name shall be more prominent than the DIGITAL iVISION™. If your company's logo is smaller than the DIGITAL iVISION™ logo, please contact your Kopin Customer Representative for instructions on using the DIGITAL iVISION™ logo.

## **PACKAGING**

When displaying the DIGITAL iVISION™ trademark on a package the minimum size of the DIGITAL iVISION™ mark shall 1.0 inches (w) x 1.0 inches (h), or 2.54 (w) x 2.54 (h) centimeters as shown below



## **PRINT MEDIA**

When displaying the DIGITAL iVISION™ trademark in any print medium, the Kopin DIGITAL iVISION™ logo shall be used by all manufacturers and distributors of DIGITAL iVISION™ based products.

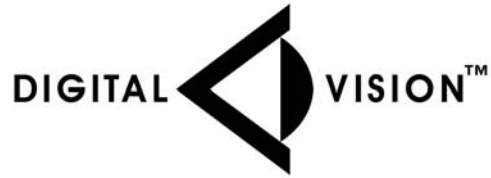
### Size

The minimum size of the Kopin Digital iVision logo in all print shall be 1.0 (w) inch or 2.54 (w) centimeters wide.

In larger displays, the aspect ratio should be maintained.

### Color

The provided one color DIGITAL (logo) VISION™ mark artwork must be used. The mark may be used on a dark or black background and can be reversed.



The use of the DIGITAL iVISION™ mark in two colors, has five versions. These are to be used only for advertising and marketing purposes, but not on products, or product packaging.



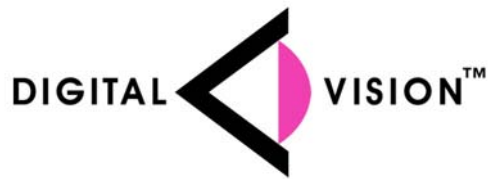
For the green two-color usage the eye shall always be Pantone 3275.



For the purple two-color usage the eye shall always be Pantone 2582.



For the orange two-color usage the eye shall always be Pantone 1495.



For the magenta two-color usage the eye shall always be Pantone 232.



For the lilac blue two-color usage the eye shall always be Pantone 2725.

Please consult style guideline updates as they may appear on the web as mentioned above.

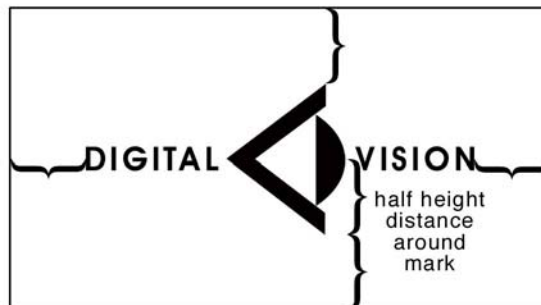
Black and White

When printing in a black and white medium (e.g. newsprint), the provided black and white version should be used.



Usage

The space around the DIGITAL iVISION™ mark shall be no less than half-height of the mark



The DIGITAL iVISION™ logo cannot be featured in a strip of other marks, e.g. graphic representations referring to awards, associations, or products.

#### Multi-product/catalog usage

When multiple products are featured, DIGITAL iVISION™ may be reduced to the minimum size of 0.8 (w) x 0.24 (h) inches or 2.0 (w) x 0.6 (h) centimeters.

#### Acknowledgment

Always use the following footnote stated in each piece of print material (omitting appropriate trademarks that are not used):

“DIGITAL iVISION™, the DIGITAL iVISION™ logo, and CyberDisplay® are trademarks of Kopin Corporation.”

### **BROADCAST**

#### Web

When a product enabled by Kopin DIGITAL iVISION™ is featured on a web site or in online advertising:

- The Kopin DIGITAL iVISION™ shall be used and its smallest acceptable pixel size is 72(w) x 22 (h).
- The DIGITAL iVISION™ logo shall be linked to the appropriate Kopin DIGITAL iVISION™ web page.
- The DIGITAL iVISION™ logo can be white when the background is black or dark.

#### Radio and Television

When airing a commercial on radio or television that features a product enabled by the Kopin DIGITAL iVISION™ technology, the words “DIGITAL iVISION™ technology made by Kopin” shall be used when referring to the technology. When the Kopin DIGITAL iVISION™ logo is aired on television, the same shall be featured in color as stated in the Print Media section.

### **CYBERDISPLAY**

#### Usage

Reference to the CyberDisplay® microdisplay shall only be made in the context of the role of the device within DIGITAL iVISION™ technology. When writing about DIGITAL iVISION™ technology, refer to the technology as DIGITAL iVISION™ technology and to the chip as the CyberDisplay® microdisplay. The terms DIGITAL iVISION™ technology and CyberDisplay® are not interchangeable.

Acceptable examples are:

“Kopin DIGITAL iVISION™ technology features the CyberDisplay™ microdisplay”  
“The CyberDisplay™ microdisplay is at the heart of Kopin Digital iVision™ technology...”

## **PRESS RELEASES**

The following text is the approved description of Kopin DIGITAL iVISION™ technology for inclusion in press releases:

“At the heart of Kopin DIGITAL iVISION™ technology is the CyberDisplay® microdisplays. Built with nanotechnology, the CyberDisplay® family of microdisplays offer low-power, transmissive AMLCD with the highest resolution for the size. Kopin's DIGITAL iVISION™ technology is ideal for a range of portable consumer, industrial and military applications such as video eyewear for watching movies, music video, and TV on the go, playing games and browsing the Web and checking email.”

The approved profile of Kopin Corporation is as follows:

Kopin Corporation produces lightweight, power-efficient, ultra-small liquid crystal displays and heterojunction bipolar transistors (HBTs) that are revolutionizing the way people around the world see, hear and communicate. Kopin has shipped more than 20 million displays for a variety of consumer and military applications including digital cameras, personal video eyewear, camcorders, thermal weapon sights and night vision systems. The company's unique HBTs, which help to enhance battery life, talk time and signal clarity, have been integrated into billions of wireless handsets as well as into WiFi, VoIP and high-speed Internet data transmission systems. Kopin's proprietary display and HBT technologies are protected by more than 200 global patents and patents pending. For more information, please visit Kopin's website at [www.kopin.com](http://www.kopin.com).