



TiVo Permanency Standard

for Labels Applied to TiVo Products

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Purpose

1. To establish and define standards for labels and marks applied to TiVo products.
2. To ensure that UL controlled labels applied to TiVo products meet the requirements of UL 969.
3. To provide guidelines for Engineers, Contract Manufacturers and Vendors, to define how to determine a pass or fail.

Scope

This specification applies to all marks and labels applied to products manufactured for TiVo, Inc. and TiVo partners.

Procedure

3.1 Test Procedure

All labels shall be able to demonstrate acceptable permanence and legibility. Table 1 shows accepted test procedures for specific types of labels.

Table 1 Test Procedure	
Type of Label	Test Procedure
<ul style="list-style-type: none"> • All safety related labels including UL marks, hazards, warnings, cautionary markings, installation instructions electrical ratings etc. • All logos, compliance marks, partner's marks and other trademarks. • All patent numbers and bar codes. 	<p>Alcohol Rub Test</p> <ul style="list-style-type: none"> • Rub label with alcohol 30 times • Compare label condition with the requirements shown in Table 2. <p><i>This is an accepted method to test the permanent printing of UL Controlled labels.</i></p>
<ul style="list-style-type: none"> • All other labels applied to TiVo products and packaging. 	<p>Dry Rub Test</p> <ul style="list-style-type: none"> • Rub label several times with a dry cloth. • Compare label condition with the requirements shown in Table 2.





3.2 Evaluation of Permanence and Legibility

Results of either the dry rub test or the alcohol rub test shall be compared to the following table to determine if the label meets TiVo requirements.

Table 2 Evaluating Results of Rub Tests		
	PASS	FAIL
Adhesion	Label remains securely adhered to test surface.	<ul style="list-style-type: none"> Label shows any lifting, peeling, tearing, curling or loosening.
Legibility	<ul style="list-style-type: none"> All characters maintain legibility and clarity. Small amount of ink may wipe off. <p><i>(Note: If any ink wipes off, the label is at risk of failing and the label vendor and TiVo should be notified.)</i></p>	<ul style="list-style-type: none"> Any characters or symbols become illegible.
Trademarks, patent numbers, logos and bar codes	<ul style="list-style-type: none"> Remain unchanged with no distortion or smearing. 	<ul style="list-style-type: none"> Any change to a trademark, patent number, logo, or bar code including any smearing, distortion or discoloration.

