

EEMBC – Guidelines for press releases, advertising, and other marketing communications media as of January 23, 2008.

Subject	Guideline
Identifying EEMBC	The organization should be identified on the first reference in body text as the Embedded Microprocessor Benchmark Consortium (EEMBC). The acronym EEMBC is acceptable by itself for use in headlines and on second and subsequent references in body text. When the acronym EEMBC is used as an adjective, i.e. "The EEMBC® scores for the new device show how it will perform in networking applications," the registered trademark symbol should accompany the acronym in the first such instance. In paragraphs identifying ownership of trademarks at the end of press releases, please add "EEMBC is a registered trademark of the Embedded Microprocessor Benchmark Consortium."
The EEMBC boilerplate	<p>Please use the version provided in the latest version of this document, which is posted to the members area of the EEMBC web site:</p> <p>EEMBC, the Embedded Microprocessor Benchmark Consortium, develops and certifies real-world benchmarks and benchmark scores to help designers select the right embedded processors for their systems. Every processor submitted for EEMBC benchmarking is tested for parameters representing different workloads and capabilities in communications, networking, consumer, office automation, automotive/industrial, embedded Java, and network storage-related applications. With members including leading semiconductor, intellectual property, and compiler companies, EEMBC establishes benchmark standards and provides certified benchmarking results through the EEMBC Technology Center.</p>
Certifying agency	Communications regarding benchmark scores must indicate that EEMBC scores were "certified by the EEMBC Technology Center" or "certified by EEMBC."
Silicon scores	References to scores based on real hardware must include device name and the device operating speed as tested and certified. References must also indicate whether scores were obtained according to an "out-of-the-box" or "optimized" method.
Simulated scores	Scores based on simulation techniques, and the clock speeds associated with these scores, must be identified as being based on simulation techniques.
Uncertified scores	EEMBC rules prohibit the public disclosure of any benchmark score which has not been certified by EEMBC. Under NDA, EEMBC members can share scores with anyone, but if scores have not been certified by EEMBC, this must be stated.
Other EEMBC trademarks	<p>The following are trademarks of EEMBC and should be followed by the TM trademark symbol on the first reference in headlines and body text</p> <p>AutoBench Automark ConsumerBench Consumermark DENBench DENmark EnergyBench GrinderBench Grindermark</p>

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