Windows Media Logo Programs

The Microsoft® Windows Media® Logo program is available to help customers easily identify software and hardware products that deliver the high-quality digital media experiences enabled by Windows Media.

- Windows Media Player Download Button Logo
- Plays Windows Media Logo
- Windows Media Compatible Logo

Content creators and Website developers will want visitors to have the latest Windows Media Player with support for the latest Windows Media Audio and Video codecs.

Create an easy way for Web site visitors to get a free version of the Windows Media Player.

Find out how to use the Windows Media Player Download Button Logo

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For consumer electronics devices and software players that playback Windows Media-formatted content, the Plays Windows Media Logo lets consumers know your product delivers great digital media experiences.

Types of Product

Consumer Electronic Devices: Find out how to use the logo
- Digital Audio Players
- Car Stereos
- Stereos

Player Software: Find out how to use the logo
- Jukeboxes
- Players

For Independent Software Vendors (ISV), Original Equipment Manufacturers (OEM) who create Windows Media-enabled products, the Windows Media Compatible Logo helps customers identify products and solutions powered by Windows Media.

Types of Product

Creating & Editing Software: Find out how to use the logo
- A/V Editors
- Encoding Tools
- Digital Recording Applications

Windows Media Services Add-ons: Find out how to use the logo
- Log reporting tools
- Playlist management software

Integrated Circuit Products: Find out how to use the logo
- gital signal processors
- Microprocessors

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Storage Products: Find out how to use the logo
- Removable media storage devices
  such as Flash RAM or CD-R

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Caching Devices: Find out how to use the logo
- Products facilitating the delivery of Windows Media-formatted content by caching,
replication or distribution of media.

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Note: In order to obtain the Plays Windows Media or Windows Media Compatible logos, in some cases you must
first execute a Windows Media SDK redistribution licensing agreement. For more information about licensing
Windows Media components, review Licensing and Logos. After you have signed and returned the license
agreements, you may then apply for the relevant logo license.

For information on how and when to use the Windows Media name and trademark, go to Windows Media
Trademark Guidelines.

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