

**Rob Tobias**  
**President, HDMI Licensing, LLC**



As president of HDMI® Licensing LLC, Rob Tobias leads an organization that is charged with marketing, promotional, licensing and administrative services for the HDMI Specification. Rob is also the chief evangelist for HDMI, educating the consumer electronics, mobile, PC and entertainment industries on HDMI technology today and where it is heading in the future. His group also works closely with over 1,600 HDMI adopters and the consumer electronics manufacturers, distributors, retailers, and other ecosystems partners who are responsible for creating an installed base that now approaches 6 billion units of HDMI-enabled products worldwide; and to ensure the highest quality digital audio and video products interoperate and provide a seamless entertainment experience.

Prior to his appointment as President, Rob Tobias was President of the MHL Consortium (Mobile High-Definition Link), which enables mobile devices to deliver 4K video and digital audio to HDTVs. Before MHL, he was responsible for overseeing strategic marketing and standardization of Silicon Image's connectivity technologies, including HDMI® and MHL. During that time, he was also the Marketing Vice Chairman for the HDMI Forum, Inc. He has held various management positions at Mirra, IBM Microelectronics, LSI Logic, Fawcette Technical Publishing, and Mixman Technologies. Mr. Tobias started his career as a design engineer at Stanford Telecommunication. Mr. Tobias holds a Bachelor's Degree in Electrical Engineering from UC Davis and an MBA from Santa Clara University.