



MAXIMIZING THE HDMI EXPERIENCE

At the DEG's Spring meeting in New York, the Focus topic was Maximizing the HDMI Experience. To compli-

ment the recent DEG session on the "ABCs of HDMI," this Focus took a closer look at all of the various parameters that impact HDMI performance and interoperability.

Joseph Lias, President, Simplay Labs provided a detailed overview of The Simply HD Testing Program, which has been designed to ensure the best entertainment experience possible from HDMI-compliant products, devices and accessories. His presentation was followed by a panel discussion of

DEG members, who discussed the implications of this program in the marketplace.

See below for articles expanding on the Focus topic from Lias and Lee. Also, due to space constraints, parts two and three of Brian Vessa's series on "Sound - Completing the Filmmaker's Vision," are featured on the DEG Web site under, "Technology Resources."

The DEG Focus Panel on Maximizing the HDMI Experience featured (L-R): Allan Holland, JVC; Benn Carr, Walt Disney Studios Home Entertainment; Noel Lee, Monster Cable; Joseph Lias, Simplay Labs; and DEG Technical Director Marc Finer, who moderated the panel.



Ensuring the Consumer HD Entertainment Experience



Consumer electronics (CE) manufacturers and entertainment content providers both strive to provide the best experience possible to the consumer. Enabling consumers to enjoy the latest in high-definition (HD) movies, games, music, TV shows, and personal content can be a challenge. In a few short years, HDMI™ has become the de facto digital interface standard for the HD consumer electronics market, with more than 800 HDMI adopters worldwide. But not all high-definition CE devices are designed equally, allowing for various interpretations of standards and testing specifications by manufacturers. Just one misinterpretation can break the interoperability of an entire HD system.

Meeting consumer expectations is more than just asking "Does my product work?" Consumers want to know "Is this the high-performing, fully-interoperable product I was expecting?" Accordingly, Simplay's focus is ensuring a means by which consumers, manufacturers, and retailers can easily identify HD products delivering optimal performance and verified to be fully interoperable.

One of the promises of the digital revolution is to create increasingly intelligent consumer electronics devices and systems that can automatically configure themselves, correct errors, and free the con-

sumer from having to manage them. HDMI provides the framework for delivering on this promise, not only by drastically simplifying cabling, but by establishing a structural basis for system-wide intelligence.

Internal product testing by manufacturers typically uncovers about 35 percent of all product defects. Compliance testing typically uncovers an additional 30 percent of performance problems, leaving 35 percent of a premium product's performance defects for the consumer to discover. Consequently, the retailer may suffer high returns, which can quickly become a bad market proposition for the entire HD eco-system. While HDMI LLC Authorized Testing Centers (HDMI-ATCs) test for electrical parametric and protocol compliance against the HDMI specification, there is a need to build upon this basic testing with additional performance testing programs designed to simplify consumer purchase decisions and enhance the high-definition entertainment experience. Interoperability test coverage that is provided by Simplay Labs is an important aspect of thoroughness in final product performance testing. The main goal of Simplay HD's interoperability testing is to find compatibility failures. Simplay HD testing is designed to promote greater interoperability

between HD products from different manufacturers, as well as to help maximize the ability of these products to receive and play premium digital content.

Interoperability testing is not trivial, and in practice, this results in a situation where large areas of system interoperability performance behavior remain untested. Retailers and consumers want consistent and guaranteed performance levels for the HD entertainment experience. Therefore, a strong Quality of Experience (QoE) program and "eco-system" enabler is required so that ultimately, retailers and consumers can be confident that their HD components will deliver the promise of HD entertainment.

Now and going forward, the Simplay HD mark takes the guesswork out of shopping for HD, promising the easy setup and performance that consumers demand. Consumers will enjoy the performance of a lifetime from their home HD entertainment equipment.

Joseph Lias is President, Simplay Labs.



I was thrilled to be part of the distinguished speaking group in front of my first meeting at DEG. The night before was filled with meeting old acquaintances and new people — both content providers, film studio executives and hardware manufacturers — all working together in the unified cause of bringing an exciting high definition experience to consumers, a cause that I am passionate about.

In my speech to DEG, I discussed how Monster is in a strong position to help get the word out because of our unique reach in the industry and into the marketplace. We are perhaps the only manufacturer that is allowed to train those who

are most critical in bringing the message to the public — the retail sales floor of national and regional retailers all over this country. And in fact, our ability to train and motivate retail salespeople reaches beyond the U.S., to Europe, Asia, South America, Canada and other parts around the world.

I also expressed my concern that many of the people who are buying HDTVs today are not watching high definition. Even fewer people who are buying 1080p TVs are actually viewing 1080p. The sales of Blu-ray Disc players is exploding but it still pales relative to the sales of 1080p TVs, and, of course, of Monster Advanced for HDMI cables that are needed to transfer all of the 1080p signal

from the players to the 1080p HDTVs.

Monster has been delivering a very powerful message in our collaboration with Disney about the benefits of Blu-ray and 1080p "higher definition" home theater. We are unified in our goal to deliver the message of the need for a high definition source to go with a high definition TV, and for high definition Blu-ray Disc players to go with 1080p TVs, and as my distinguished colleagues discussed, the benefits of HDMI. And of course, the 1080p content for that amazing high definition experience.

The person who is front of the consumer at the

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