

Enabling the HD Lifestyle



Simplay Labs™ and the HD Lifestyle

What is the HD lifestyle? It's the new digital entertainment paradigm: high-speed, high-bandwidth, and 100 percent high-definition. It's HD from start to finish, when you want it and where, on your terms. It's the future, and it starts right here.

At the vanguard of this revolution is Simplay Labs, leading the way to these new HD technologies and the new lifestyles they make possible. When it comes to high-definition equipment — whether you're manufacturing it, selling it, installing it, or simply enjoying it — Simplay Labs is here to make your life easier.

Simplay Labs delivers a comprehensive suite of solutions designed to make the HD lifestyle more rewarding for everyone in the purchase chain. Consumers can buy with more confidence. Manufacturers and retailers can deliver better products, with increased buyer satisfaction and fewer returns. And installers can set up a system with fewer hassles and no surprises. In short, a better HD experience for everyone.

Simplay HD™: Making HD Easy

Simplay HD Performance Testing makes it easier for consumers to purchase high definition home entertainment equipment with confidence. Verified products undergo a strict testing regimen — more exacting than other testing programs in the CE industry — to ensure the highest levels of performance and interoperability. In order to earn the Simplay HD designation, a device must demonstrate robust HDMI™ and HDCP performance, undergo plug-testing to ensure the widest possible interoperability with other verified components, and be evaluated for proper implementation of any advanced feature sets such as CEC, Deep Color, x.v.Color, Lip Sync, or wireless high-definition. Moreover, Simplay Labs stays ahead of new and emerging technologies, and develops new testing tools and protocols to support them as they are introduced.

While HDMI/HDCP compliance testing is an important first step to delivering great products, and a prerequisite for acceptance into the Simplay HD program, it's not enough to ensure the high levels of performance and interoperability that consumers demand. Simplay HD testing goes beyond the rudiments of compliance testing to address real-world usage scenarios and failure models, advanced feature sets, and multi-vendor interoperability. Verified devices have been proven to operate at the highest levels of performance and reliability, delivering consistently positive results to the end-user.

Testing is available for all types of high-definition components, including source, sink, and repeater CE devices, PCs and PC components, and HDMI cables. Manufacturers can choose from five worldwide testing laboratories located in Asia, Europe, and North America.

Only Simplay HD verified products are authorized to display the Simplay HD logo mark and benefit from Simplay HD marketing programs. When released to the public, products are also listed on the Simplay Labs web site, which contains other helpful content

designed to simplify the HD buying and set-up experience. Consumers know that when they buy a Simplay HD verified product, they can look forward to enjoying the performance of a lifetime from their new equipment.

Simplay Technologies: Accelerating HD Development

The role of Simplay Technologies is to help manufacturers build high-quality HD products that incorporate the latest functionality, and bring them to market sooner. A variety of software and firmware solutions are available, or are in development, for manufacturers to use within their existing R&D efforts, all leveraging the extensive experience of Simplay Labs. Examples include:

Plug & Play Technologies—for manufacturers seeking a more consistent plug and play experience with the broadest possible range of devices.

CEC Technologies—for successfully integrating Consumer Electronics Control functionality into HDMI products. CEC encompasses a variety of “one-touch” control functions that can drive multiple devices in a system.

A/V Networking Technologies—for manufacturers who want to go beyond point-to-point connectivity and implement true A/V networking in their products, whether wired or wireless.

A/V Performance Technologies—for manufacturers who want to ensure consistent A/V performance in their products.

Advanced Color Technologies—for manufacturers implementing Deep Color, x.v.Color, or other advancements in color space and depth.

Lip Sync Technologies —for exploiting the Lip Sync functionality introduced in HDMI 1.3, which allows automated correction for processor timing lags.

Simplay Consumer Support: Answering the Call

Digital home entertainment systems are getting more complex all the time, but consumers still expect an effortless, plug-and-play experience with every new purchase. When an installation doesn't go as expected, or a device fails to perform to its potential, customers demand answers. That's why we offer Simplay HD Consumer Support Services - to help customers get the no-hassle home entertainment experience they expect. We stand behind every Simplay HD verified product by offering frontline support, which in turn helps manufacturers and retailers minimize product returns and service calls.

Anyone who buys an end-to-end Simplay HD verified system can take advantage of hook-up and troubleshooting tips offered at no charge by Simplay HD. Since there are so many ways that users can combine components, typically involving a mix of new and pre-existing devices from a variety of manufacturers, our online connection guides and troubleshooting tips provide a valuable resource. And if these self-help tools don't get the job done, customers who still need assistance can contact Simplay HD's expert technicians for one-on-one phone support, free of charge for the first 120 minutes.

Simplay Tools: Streamlining HD Deployment

The role of Simplay Tools is to help manufacturers and installers of HD equipment save time and money. For manufacturers, we offer a variety of comprehensive, full-protocol pre-test and development tools that can help troubleshoot HDMI, HDCP, CEC, Deep Color, x.v.Color, and Lip Sync functionality, and detect potential performance issues in HD devices.

The Simplay Pretest System (SPS) is a compact, self-contained testing system designed to help manufacturers identify many performance and interoperability issues in-house, allowing them to ship better products faster by streamlining the development and de-bugging process. Its custom-designed test hardware and software can greatly improve a product's chances of passing Simplay HD testing on the first submission.

Simplay Services: Best Practices on Demand

Simplay Services provides system-level application engineering services, allowing manufacturers to leverage our deep experience in HD connectivity to bring the highest quality designs to production. Dedicated consulting engineers are available for design integration services, resulting in shorter cycles and faster time to market.

Simplay Services also provides consulting to CE Installers, helping them successfully deploy in the most complex environments by sharing our knowledge of best practices.





Simplay Labs Mission

At Simplay Labs, we're devoted to making the HD lifestyle more rewarding for everyone across the HD ecosystem:

Manufacturers rely on us to help them build better products and get them to market sooner. Our technology, consulting, testing, development and pre-test tools, and consumer services all help manufacturers deliver the high-performing, highly usable HD products that their customers demand.

Retailers count on us to help simplify the HD buying experience. The Simplay HD mark takes the guesswork out of selecting components, enabling salespeople to offer products with total confidence.

Installers turn to us for product recommendations and other expert advice, allowing them to deliver flawless installations on time, on budget, and ready to play.

Consumers know that the Simplay HD mark stands for quality, and that verified components are backed by the highest testing standards in the industry. We make it easier to buy, easier to set up, and easier to enjoy the HD lifestyle.

Our testing and verification programs ensure the highest possible quality at the point of sale. And we're also at work behind the scenes, sharing our tools, technologies, and best practices with forward-thinking manufacturers and installers. Across the board and around the world, Simplay Labs is committed to delivering on the promise of HD.

Visit us online at www.simplaylabs.com

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