

Simplay Labs extends its leadership in performance and interoperability testing by offering the industry's only complete suite of HD solutions. These solutions encompass five key areas of expertise:

- Simplay HD Testing Services, offered at five testing labs in the U.S., Europe, and Asia, provide troubleshooting and quality assurance, combining protocol testing with real-world user experience testing.
- Simplay Labs Technologies allow manufacturers to easily integrate the most robust HD feature sets into their products.
- Simplay Labs Pre-Test and Development Tools enable manufacturers to save time and money in the design and development of new products.
- Simplay Labs Consulting Services deliver system-level application consulting that can improve product functionality, accelerate time-to-market, and streamline complex installations.
- Simplay Labs Consumer Support Services extend product support beyond the point of sale, giving end-users direct access to Simplay Labs expertise as they install and configure their end-to-end Simplay HD verified system in the home.

To find out more

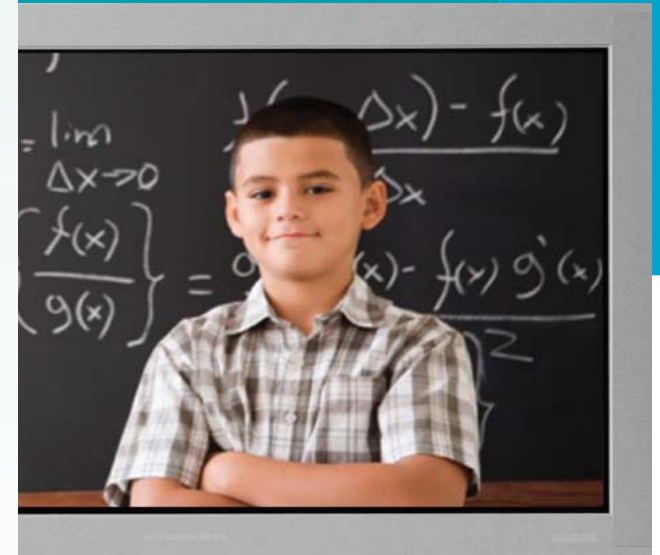
about The Simplay Labs Solutions Suites, please email admin@simplaylabs.com, or visit the Simplay Labs website at www.simplaylabs.com.



Simplay Labs, LLC
1090 E. Arques Avenue
Sunnyvale, CA 94085 USA
1-888-436-4411

Copyright © 2008 Silicon Image, Inc. All rights reserved. Simplay Labs, Simplay HD, the Simplay Labs logo are trademarks or registered trademarks of Silicon Image, Inc. in the United States and/or other countries. HDMI and High-Definition Multimedia Interface are the trademarks or registered trademarks of HDMI Licensing, LLC in the United States and/or other countries. All other trademarks and registered trademarks are the property of their respective owners. Product specifications are subject to change without notice.
Printed in the U.S.A. Solutions 01/08_1K

A Comprehensive Suite of Solutions for Advanced HD Features



CEC (Consumer Electronic Control) Solutions Suite

The Simplay Labs™ CEC Solutions Suite includes the most robust set of testing, technologies, tools, and consulting services available to manufacturers. The promise of CEC — to deliver a highly usable, fully integrated home theater experience to consumers — can be effectively and efficiently realized by leveraging the expertise of Simplay Labs.

Simplay Labs helps manufacturers implement this popular but complex technology by offering expanded HDMI™ CEC command codes and multi-application support in the form of IP middleware source code and support, CEC testing services, and pre-test R&D tools.

Testing	Tools	Technology	Consulting	Consumer Support
✓	✓	✓	✓	✓

Lip Sync Solutions Suite

The Simplay Labs Lip Sync Solutions Suite ensures high performance Lip Sync functionality for devices featuring Lip Sync adjustment, eliminating the need for additional correction devices and delivering an optimal viewing and listening experience.

The Lip Sync function introduced in HDMI 1.3 affords a means to compensate for differences in processing times between audio and video, but delivering this functionality can pose a challenge. Simplay Labs provides tools and testing solutions that allow manufacturers to implement Lip Sync correction easily and quickly.

Testing	Tools	Technology	Consulting	Consumer Support
✓	✓	✓	✓	✓

Deep Color Solutions Suite

The Simplay Labs Deep Color Solutions Suite can help manufacturers achieve the widest product compatibility while delivering the highest quality color display features included in the HDMI 1.3 specification. As new color display enhancements become available, Simplay Labs is committed to providing solutions for the successful deployment of these technologies.

Simplay Labs offers HD panel-level color performance testing, pre-test R&D tools, and product development R&D consulting, aimed at minimizing time-to-market and maximizing customer satisfaction.

Testing	Tools	Technology	Consulting	Consumer Support
✓	✓		✓	✓

x.v.Color Solutions Suite

The Simplay Labs x.v.Color Solutions Suite will help manufacturers ensure optimal performance, consistent delivery, and broad interoperability when implementing this advanced color display feature included in the HDMI 1.3 specification. Simplay Labs provides a complete solution for manufacturers looking to successfully deploy x.v.Color functionality.

Simplay Labs offers HD panel-level color performance testing, pre-test R&D tools, and product development R&D consulting, designed to reduce cost and time-to-market for the manufacturer.

Testing	Tools	Technology	Consulting	Consumer Support
✓	✓		✓	✓

Wireless High-Definition Solutions Suite

The Simplay Labs Wireless High-Definition Solutions Suite delivers this advanced feature that offers unmatched ease of installation and use in HD home entertainment systems. Manufacturers featuring wireless high-definition functionality in their products will have a “one-stop shop” at Simplay Labs for delivering this technology quickly, reliably, and cost-effectively.

Quality of Experience (QoE) is the key value proposition on which manufacturers must differentiate their products in the wireless CE marketplace. The Simplay Labs Wireless HD performance testing program encompasses many vital QoE factors, including customer expectations of interoperability, performance, and usability. Along with our other wireless high-definition solutions, it is designed to help manufacturers deliver an optimal wireless CE experience to the consumer.

Testing	Tools	Technology	Consulting	Consumer Support
✓	✓	✓	✓	✓

