



Testronic Labs Debuts New 3D Test Lab

Quality Assurance Leader Safeguards Home 3D Viewing Experience

January 4, 2010 (Burbank, CA) Testronic Laboratories, the global leader in quality assurance and testing services to the Blu-ray and Broadcast industries, has announced the opening of its new 3D Test Lab. Set to launch in the first quarter of 2010, the Testronic 3D Test Lab will be housed in the company's 1st Street Facility, located in Burbank, CA.

The Blu-ray Disc Association's (BDA) recent announcement of a finalized 3D enhancement to the Blu-ray specification has set the stage for the proliferation of 3D in the home this year. With dozens of 3D movies awaiting release on Blu-ray or in production, and broadcasters actively preparing to deliver 3D content, consumers are eagerly awaiting a true high definition 3D experience for the home that will do justice to what they have been enjoying in the theater.

Recognizing the inevitability of 3D in the home, Testronic Labs has spent the past year consulting with the leaders in the field, including major studios, broadcasters, hardware manufacturers, 3D technology pioneers and authoring facilities, to prepare test plans and procedures for the new technology.

"As a Contributing Member of the BDA, we were confident that 3D would make it into the home in 2010," says Seth Hallen, President of Testronic Labs US. "We knew we had to prepare to meet our clients' needs. We invested in developing a deep knowledge base in the technology and putting the 3D Test Lab infrastructure into place."

With the cooperation of the company's 3D supply chain partners, the equipment at the new Testronic 3D Test Lab will include pre-release 3D players and monitors. The facility will thoroughly test Blu-ray discs for the entire 3D and 2D viewing experience to ensure quality for the consumer.

"Testronic Labs has been on the forefront of every technology shift in home entertainment from the day that these new things called DVDs were unloaded off the truck, to the launch of BD-Live," says Adam Lesh, Chief Technology Officer of Testronic Labs US. "In that sense, 3D is no different. We will continue to lead the industry in safeguarding the consumer experience for our clients."

About Testronic Labs

Testronic Laboratories, established in 1998, is the worldwide leading Quality Assurance provider of choice for the software, hardware, digital media and entertainment industries. Services cover DVD, Blu-ray and video game QA, along with a range of services for telecommunications, e-learning, interactive software and hardware products, as well as a suite of certification standards.

Testronic Labs' skilled team provides testing of any content across any medium to any end device. Based in Burbank, CA; Pinewood Studios and Central London, UK; Diepenbeek, Belgium; and Warsaw, Poland; Testronic Labs is the only global Quality Assurance company operating across the entire digital media industry.

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