



Testronic Labs Debuts Digital Entertainment Test Lab to Ensure Consumer Experience Across a Multitude of Platforms

3rd Party Quality Assurance Lab for Digital Supply Chain Deliverables Set to Open Summer, 2010

June, 2010 (London, UK) Testronic Laboratories, the recognized global leader in quality assurance and testing services for home entertainment, gaming, websites, hardware and software, has announced the opening of their new Digital Entertainment Test Lab (DETL). In keeping with Testronic Labs' dedication to safeguarding the consumer experience, the first of its kind lab will feature a groundbreaking test bed to facilitate the QC of a broad scope of content across an array of digital platforms and end user environments. Content owners and distributors who utilize the Testronic Digital Entertainment Test Lab can confidently deliver tested and assured media to their customers through every available digital outlet; including web portals, mobile devices, and broadcast-cable-VOD platforms. The new facility, to be housed in one of Testronic Labs' Burbank, CA locations, is scheduled to open July 1, 2010.

As the entertainment supply chain has evolved towards a multi-platform, multi-media universe, Testronic Labs has been focused on preparing its clients for new workflows and delivery paradigms. The DETL builds on Testronic Labs' unrivaled depth of experience and knowledge of content creators, multi-platform home entertainment delivery, and hardware and software testing. Seth Hallen, President of Testronic Labs US, said, "This is just the latest step in a long-held commitment to help our clients distribute content that consistently surpasses consumer expectations. The DETL is an innovative and much needed development that will enable our customers to confidently deliver digital content, regardless of how it is ultimately consumed."

The Testronic DETL has been crafted on a carefully designed pipeline of industry standard and non-standard technologies, devices, and online environments. Adam Lesh, CTO of Testronic Labs US, noted "The DETL provides a carefully designed environment for our dedicated team of experts to not only test standard functionality and the quality of digital applications and files, but also to effectively simulate error conditions and perform destructive testing. By exposing both standard and non-standard issues, we can deliver bulletproof product into the digital distribution ecosystem." The multi-faceted test lab will simulate a variety of end user environments and network settings utilizing the latest WAN emulation software, test DRM security and compatibility, thoroughly vet new applications, and process a host of testing scenarios for compatibility variables present in the digital environment. The Testronic DETL team will also be developing and implementing automated test tools to bring added efficiencies to this highly specialized area of testing.

The announcement of the Digital Entertainment Test Lab is the latest technology advancement in a long line of standards-defining protocol by Testronic Labs. "It is our job to ensure that the consumer enjoys a quality experience, regardless of the platform," noted Hallen. "Whether content is delivered via a standard definition DVD, a video game, a 3D Blu-ray disc, an online download or a mobile stream, our clients can be confident that their media and distribution systems will be tested to the highest standards of quality and assurance. We see the DETL as the mechanism that enables us to serve as the protector for content deliverables as they run the entire gamut of the entertainment supply chain."





About Testronic Labs

Testronic Laboratories, established in 1998, is the leading global Quality Assurance provider of choice for the digital media and entertainment industries. With a distinguished history in DVD, Blu-ray and game testing, TL is able to draw on 10 years of software and hardware testing experience in order to provide state-of-the-art digital content and system QA and knowledgeable consultancy services at the heart of the rapidly converging entertainment ecosystem, across all platforms and boasting a comprehensive suite of interoperability 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.

For more information please contact:

Lisa Ravenscroft
Head of Marketing, Testronic Labs
+447595056385
lisa.ravenscroft@testroniclabs.com

