

# the testing group™

## SPRING 2010 NEWSLETTER

### REVAMPING THE BD-AMP™

Each month, TTG collects market share data for BD players being sold at retail throughout the U.S.

Currently we track over 150 Blu-ray players in more than 70 U.S. cities. Our BD matrix is updated quarterly based upon the cumulative data. BD players are ranked according to their BD-AMP™, and further grouped into tiers of 10 for testing. The highest-ranked players are placed in Tier 1.

Based on the data for the current quarter, three players have been added to our Blu-ray matrix: the Toshiba BD-X200, LG BD270 & JVC XV-BP10. The Toshiba is now ranked in Tier 1, while the LG and JVC are in Tier 3.

This quarter shows the first 3D and 3D-Ready players to be tracked: the Panasonic DMP-BDT300, Samsung BD-C6900, Sony BDP-470 and Sony BDP-S570. These four 3D players will remain in Tiers 5 or 6 until they gain greater exposure, or when there are appropriate 3D applications on which to test them.

This quarter, TTG also introduces the first BD-AMP™ for Region B. We currently track over 100 players for Region B, and have added 13 players to our matrix based upon the data collected. These players now appear in our 36-player International Blu-ray matrix.

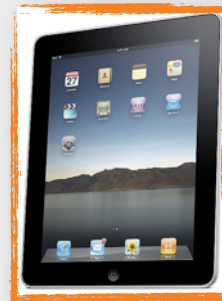
### BLU-RAY 3D READY

With the recent box office success of theatrical 3D features, our testing partners are ramping up the release of BD-3D products. TTG is fully compliant for BD-3D testing, having the latest 3D TVs and players from Panasonic, Sony and Samsung. More players and equipment are slated to be added to the lab as they become available. Through our relationships with these and other prominent BD and BD-3D manufacturers, we have access to pre-release firmware and software to ensure that testing is current and comprehensive. This includes testing on CyberLink's PowerDVD.



### FORWARD COMPATIBILITY

The Blu-ray player market is constantly evolving, and we understand that you want your upcoming DVD titles to be tested on the latest cutting edge players that consumers are buying. That's why The Testing Group now includes our Tier 1 matrix of market-share leading Blu-ray devices within our 100 player matrix tested for all domestic DVD projects.



### THE IPAD COMES TO THE LAB

In an effort to enhance security and efficiency in the lab, each employee has now been issued

their very own iPad. This allows us to greatly minimize the amount of computers in our lab, which translates to decreased access to USB ports, DVD drives, and the Internet.

The iPads also make life easier and more efficient for our testing staff. Assignments, testing protocols and client specification sheets are made instantly available at their fingertips. Testing checklists can now be completed on a mobile touchscreen interface with results emailed to our managers, eliminating the need for paper printouts. Issue entry can be performed instantly without the need to find or log in to a computer. It also provides our lab with a new interoffice communication tool, making it easier than ever for our testers to efficiently collaborate on testing projects. Thanks to the iPad, TTG has an even more productive and secure test environment.

### ASK TTG

Email TTG your questions about Blu-ray testing. We will publish answers to selected questions in our next newsletter! Email your questions to: [pc@thetestinggroup.com](mailto:pc@thetestinggroup.com)

**STAY TUNED FOR OUR SUMMER NEWSLETTER** where we will discuss our upcoming Japan BD-AMP™ and more!