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Samsung Blu-ray player first to earn Simplay HD logo

Samsung can now claim bragging rights to the first Blu-ray Disc player that's been Simplay HD verified. The new BD-P1200 player recently passed our testing program, making it the first Blu-ray device to earn the Simplay HD designation. The new player, which features HDMI 1.3 technology, underwent our rigorous series of tests for performance, robustness, and interoperability, and passed with flying colors. A second-generation Blu-ray player, the BD-P1200 incorporates a number of technical advances. Its video processor is capable of true 1080i to 1080p de-interlacing, and can deliver high-quality results even from non-Blu-ray formats. It also offers Samsung's Anynet+ functionality, which exploits the CEC connection in HDMI to allow one-touch remote control of multiple Samsung devices. The BD-P1200 joins a growing list of Samsung components that are authorized to wear the Simplay HD logo, including the R155 DVD recorder and the LN-T3253H LCD. For a more complete list of commercially available products that have been Simplay HD verified, please see our [website](#).

Q&A with Joseph Lias

Before taking the top position at Simplay Labs in 2006, Joseph Lias served as the president of THX, Ltd., developing technologies, certification programs, and quality assurance standards for the entertainment industry. Today he's working to help Simplay Labs achieve the same kind of success in the world of HD devices, and this interview provides a brief look into his strategic thinking.

What are you trying to achieve with Simplay Labs? Everything we do here is aimed at consumer satisfaction. It's more than "Does it work?" Consumers want to know "Is this the HD lifestyle I was expecting?" Simplay Labs is here to make sure the answer will always be "Yes—and it's beautiful every time."

In addition to the testing program, what else does Simplay do? Simplay Labs offers a broad suite of services that includes not only HD performance and interoperability testing but also pre-test tools, drop-in firmware, software, and consulting services. All of this enables CE and PC manufacturers to develop more robust, better-performing products, with greater interoperability and compatibility among devices. And as HD technology becomes more sophisticated, the need is only increasing. We are leading the industry in qualifying consumer-driven improvements such as HD content storage and movement, Deep Color and Lip Sync performance measures, CEC routing and interoperability, graceful HDCP error recovery, and intelligent application/presentation between devices.

Who are your customers? Simplay Labs has already signed up many top-tier CE manufacturers and service providers, including Bose, LG, Mitsubishi and Samsung. We've created a collaborative, start-up environment for our customers that translates into faster time-to-market and higher quality production designs. We are proud that there are more than 130 Simplay HD-verified products out there, and 40 more in the testing queue. We also understand that service providers are an integral link for the HD experience and are forging partnerships with satellite, CATV Providers and European service providers.

How do you add value beyond standard HDMI and HDCP testing? Simplay Labs has always worked with HDMI to push beyond the current protocol specifications to create the best possible consumer HD experience. We were the first organization to develop an HDMI interoperability test, and interoperability is still to what we do. We were also the first to implement HDCP protocol testing. Now that Intel-DCP LLC has started testing for HDCP compliance, we can put more reliance on the licensors of HDMI and HDCP to guarantee baseline protocol stability, and focus more on issues of interoperability, performance, and advanced functionality. Our emerging challenge is to evaluate how well products perform in creating the HD lifestyle that consumers expect.

Retailers and consumers alike want consistent and guaranteed performance for new features like Deep Color™, Lip Sync, and fast refresh. We are committed to developing a "Quality Assurance eco-system" that adds reliability to these features across the entire supply chain, from product design through pre-testing and testing, all the way to sales and installation. With our history and experience, we are in a unique position to help deliver what everyone in the business wants: HD devices and systems that work as expected, without surprises, and without exception.

What does the future hold for HD development and testing? As the home entertainment center becomes more complex and extends beyond the home, HD content movement and management will become critical. Consumers want flexibility to access and manage their HD content from any device, and peace of mind that the newest products will be backward compatible to their existing home theatre equipment. Simplay Labs will play a leading role in defining how HD content maintains quality as it moves within the home and across the expanding realm of portable devices, whether wired or, ultimately, wirelessly.

Upcoming Events

CEA PlugFest - In cooperation with the HDMI and HDCP licensing authorities, Simplay Labs will be sponsoring the CEA 861/HDCP PlugFest, April 23-27 in Milpitas. PlugFest is an engineering event that focuses on real-world product interoperability, with a wide range of manufacturers represented in many different system configurations. [\[details\]](#)

Mitsubishi Dealers Summit - Simplay Labs will be exhibiting at Spectrum 07, the Mitsubishi Dealers Summit, in Champions Gate, Florida, April 15-18 at the Omni Orlando Resort. [\[details\]](#)



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