



February, 2007

New Simplay Test Center Opens in London

In the highly competitive, fast-moving world of HD manufacturing, a few weeks can make a big difference in time-to-market. That's why Simplay Labs™ operates testing facilities in multiple locations, so manufacturers can get their products verified as quickly as possible, without undue shipping delays. To that end, we are pleased to announce our first Simplay HD™ testing facility in Europe. Located in London, the new lab should allow European manufacturers to trim a week or two from their product launch cycles, while maintaining the high level of confidence that comes from Simplay HD testing. The new London facility brings the number of Simplay HD test centers to four. There are two in China, located in Shenzhen and Shanghai, and another at our headquarters in Sunnyvale, California. For more information on submitting products for testing and verification, please visit the [Simplay Labs web site](#).

Simplay Labs Expands to Offer Technologies, Tools and Services

While product testing remains a key activity at Simplay Labs - with over 100 HD products tested so far and dozens more in the pipeline - testing is not the whole story. Our mission has grown to include a number of related engineering functions, where we work closely with manufacturers and installers to help improve the HD product experience in new and innovative ways.

Simplay Labs Technologies™ creates software and firmware solutions that manufacturers can use to accelerate their R&D efforts. For manufacturers who want to incorporate the latest functionality and do it quickly, these technologies can simultaneously streamline the development process and boost competitive advantage.

Simplay Labs Tools™ creates pre-test and testing tools designed to help HD manufacturers and installers save time and money. For manufacturers, we offer full-protocol pre-test tools that help troubleshoot HDMI and HDCP interoperability, and detect potential performance issues in HD devices (as recently demonstrated at CES).

Simplay Labs Services™ provides consulting services to HD manufacturers and installers. Dedicated consulting engineers are available for system-level application engineering to help expand product functionality, accelerate time-to-market, and streamline complex installations. Manufacturers can now leverage our deep

experience in HD connectivity to bring the highest quality designs to production. And installers can draw on our knowledge of best practices to successfully design and deploy the most sophisticated home theater systems imaginable.

And of course there is **Simplay HD**, our testing and verification program, designed to streamline the HD buying experience and improve customer satisfaction. Taken as a whole, these activities are all designed around a single purpose: to help make HD technology more rewarding for everyone in the purchase chain.

Retail Giant Moves to Make Compatibility Testing Mandatory

“Inconsistent implementation” of HDMI makes it difficult for Best Buy customers “to trust the standard,” according to Mike Vitelli, the retailer’s Senior Vice President of Merchandising. To correct the problem, Best Buy will soon be requiring its vendors to submit proof of testing and certification, such as Simplay HD testing, for all HDMI-enabled products. “The burden is on retailers and vendors - working together - to make the transition to HD programming as easy as possible for consumers,” Vitelli noted in a recent interview with [Consumer Electronics Daily](#). “We feel the certification requirement is necessary, not only to ensure current customer satisfaction, but also to provide a solid platform for growth into the future.”



Published by Simplay Labs, LLC

© 2007 Silicon Image, Inc. All rights reserved. Silicon Image, the Silicon Image logo, Simplay, Simplay HD and the Simplay HD logo are trademarks or registered trademarks of Silicon Image, Inc. HDMI, the HDMI logo and High-Definition Multimedia Interface are trademarks or registered trademarks of, and are used under license from, HDMI Licensing LLC. All other trademarks and registered trademarks are those of their respective owners.

You may download one copy of this newsletter onto a single computer for your own personal non-commercial use. You may not copy, modify, republish or distribute the contents of this newsletter. This newsletter has been compiled in good faith for general informational purposes; however, this newsletter is provided solely on an “as is” basis. No representation or warranty is made as to the completeness, reliability or accuracy of the contents of this newsletter. To the fullest extent permitted by applicable law, all liability and all representations and warranties (express and implied) are expressly disclaimed. This newsletter is free and therefore you agree by receiving this newsletter that this disclaimer is reasonable. This newsletter does not constitute information technology consultancy or professional advice. Any reliance on the contents in this newsletter is at your sole risk.

This newsletter may contain content and promotions of third parties and links to third party websites. Silicon Image and Simplay Labs, LLC disclaim all responsibility and liability with respect to such third party content, promotions and websites.