



Spring is full of new beginnings and here's your chance to try something new at Simplay Labs:

[CEC Solution Suite](#)

software technology, development & pre-test tools, testing and consulting services.

["Take the Spring Break Test Challenge"](#)

a special promotion happening now through the end of June.

[Simplay Pretest System](#)

new software release with additional functionality.

CEC Solution Suite

Simplay Labs quickens time-to-market for manufacturers by packaging the elements of its offering into a comprehensive end-to-end solution. Consumer Electronics Control (CEC) is our first complete offering. CEC serves as a bi-directional communication channel between all HDMI devices. With CEC, devices can automatically control and configure with each other, greatly simplifying end user operation, and allowing one remote control for multiple devices.

Simplay Labs is pleased to introduce the industry's first CEC Solution Suite, which includes four major components. The CEC technology IP is a drop-in software stack; The CEC Explorer Development Tool and the CEC Pretest Tool make it easier for engineers to debug and pretest CEC; Performance and interoperability testing are done at the Simplay HD lab, and consulting services are available to engineers implementing CEC technology. A CEC software evaluation unit is also available.

Visit the [CEC page](#) on our Simplay Labs website for more information.

Take the Challenge - there's nothing to lose...everything to gain

Step up and take the Simplay HD test challenge. If your product fails the industry's most rigorous interoperability and performance test - the test is FREE. That means there's nothing to risk and nothing to lose by submitting your product for Simplay HD verification testing. Only if your product passes will you pay our fee - and that's being discounted by a full 50% off our regular price.

PLUS your passed and verified product gets to display the Simplay HD mark, distinguishing it for optimal performance and ease of use. Your product is also promoted on the Simplay Labs website.

And you get the benefits of Simplay Labs Membership, with detailed test reports, and our technical, marketing, and customer care expertise. That's a win-win. If you want to resubmit your failed product for retesting, there's even a steep discount on resubmittal fees.

Eligible products can be in later stages of development or already in the market, and include: Digital camera, digital camcorder, A/V receiver (maximum 3 inputs/1 output), HTIB, Projector, Set-top box, portable media player, game console.

All challenge submissions must be booked directly with our Project Coordinator at 408-616-4000 ext 4517 or 1-888-436-4411. Details can be found on our [promotions](#) website.

New Software Release for Simplay Pretest System

Simplay Labs is pleased to announce the availability of its new software release of the Simplay Pretest System (SPS). Designed for manufacturers, the SPS helps manufacturers ship products faster with better-performing, more reliable, more widely interoperable products. Pre-testing saves time and money by letting you identify and debug problems prior to formal testing and production. This new software version of the SPS includes additional test functionality that more closely replicates the actual testing being conducted in the Simplay HD Test Center.

Running the tests is as simple as a few mouse clicks. Results are available within minutes. The SPS has been designed for ease of use, with no extensive learning curve.

For more details, or to order the next generation SPS, please send email with your request to admin@simplaylabs.com

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