

Intellikey Labs Experiences Blu-ray Testing Demand

BURBANK, CA – June 5 (SEND2PRESS NEWSWIRE) – The entertainment industry's upcoming release of next-gen Blu-ray product has accelerated quality assurance testing at Intellikey Labs. Intellikey, the first and most established DVD testing lab, is on the forefront of the new product testing.



Send2Press® Newswire

Fluctuating release dates set by manufacturers and studios for next generation Hi-def players and HD-DVD content had consumers anxiously anticipating product. "As the first Hi-def products have come to market and now with the first Blu-ray releases expected this month," commented Intellikey Labs President Lauren Evers, "the demand for testing, Blu-ray in particular, has increased dramatically for us."

Intellikey technicians prepared well in advance to gain the necessary edge in testing the next-generation technologies. For months, Intellikey has worked directly with Hi-def player manufacturers and content producers to test both Hi-def players and discs.

"We're very proud to be associated with our Hi-def developers and are impressed by their ability to turn our testing results into a product which incorporates not only the best Hi-def testing expertise available, but QA advice which supports in every way, the technological challenges that these new formats achieve." states Intellikey President, Lauren Evers.

The experience and insight gained from this early testing has placed Intellikey well ahead of other labs, as Intellikey continues to provide the critical step in the release of an error-free high-definition product.

About Intellikey Labs

Since 1997, Intellikey Labs has been recognized by global entertainment, media, manufacturing and software companies as the market leader in quality assurance testing for optical and audio media content. Intellikey Labs provides expertise in DVD, CD, HD-DVD and BD-DVD quality assurance content testing on a wide range of platforms like ROM, website, portable media players, consumer electronic devices, computers and hardware.

Intellikey offers a base of over 250 DVD set top and computer configurations, and a broad menu of operating systems, browsers, and equipment. No other independent lab in the world has more variations available for comprehensive testing. Intellikey's proprietary and unique AMP(TM) value (Affected Market Percentage) is available for Region 1 DVD testing, with efforts underway to offer the only AMP(TM) available for both HD and BD testing.

For more information, visit www.intellikeylabs.com

News issued by: Intellikey Labs

#

Original Story ID: (1712) :: 2006-06-0605-008

Original Keywords: Blu-ray, Blueray, HD-DVD, Intellikey Labs, tessting, Lauren Evers, quality assurance content testing, California, DVD testing lab Intellikey Labs