

Intellikey Labs Releases First Ever Blu-ray AMP(TM) and Ultimate DVD Testing Matrix and AMP(TM)

Matrix 7.0 provides definitive representation of domestic DVD players sold

GLENDALE, Calif., March 12 (SEND2PRESS NEWSWIRE) – Intellikey Labs, a recognized leader in optical disc quality assurance content testing, announced today the launch of Intellikey DVD Testing Matrix 7.0. The first ever Blu-ray AMP(TM) and along with the latest Standard Def matrix enables Intellikey to provide the most definitive AMP(TM) rating system available for DVD testing on domestic players. Matrix 7.0 is the most representative DVD testing matrix ever released.



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Intellikey Blu-ray Matrix 7.0 includes every player manufactured and available, or 100.00% of the Blu-ray player installed base, as reported by US sales figures through 2007. Intellikey is also launching its first ever International Blu-ray matrix.

Intellikey Matrix 7.0 includes an array of over 125 domestic DVD players and consoles. Testing using Intellikey DVD Matrix covers 89.13% of the DVD player installed base, as reported by U.S. sales figures, for the 3-year time period

of 2005 through 2007. The top 100 NTSC 1 players in Matrix 7.0 represent 87.07% of that installed base.

Content tested on both Blu-ray and/or domestic DVD players receives the Intellikey AMP(TM) rating which effectively calculates the percentage of players sold affected by errors discovered during testing. This proprietary AMP(TM) (Affected Market Percentage) calculation allows clients to know their risk exposure for content errors that remain uncorrected.

About Intellikey Labs

Intellikey Labs has been providing independent quality assurance testing for formats of optical media and downloadable content since 1997, and has been on the forefront of next-gen testing. The Lab offers testing for both domestic and international regions, including a definitive Hi-Definition DVD player matrix for both domestic and international markets.

Intellikey Labs has been recognized by global entertainment, media, hardware manufacturers, application developers and software companies as the market leader in quality assurance testing for their projects and products. Intellikey Labs provides expertise in content quality assurance testing for DVD, downloadable and streamed media, and Blu-ray-DVD on a wide range of platforms and devices including ROM, website, portable media players, computers and hardware.

For more information, visit: www.intellikeylabs.com.

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