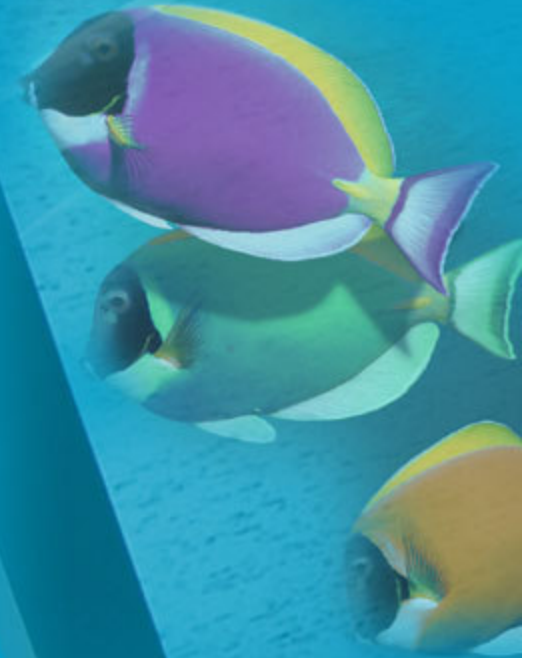




SimplayHD Program Overview

Prepared for CPTWG
May 31, 2006



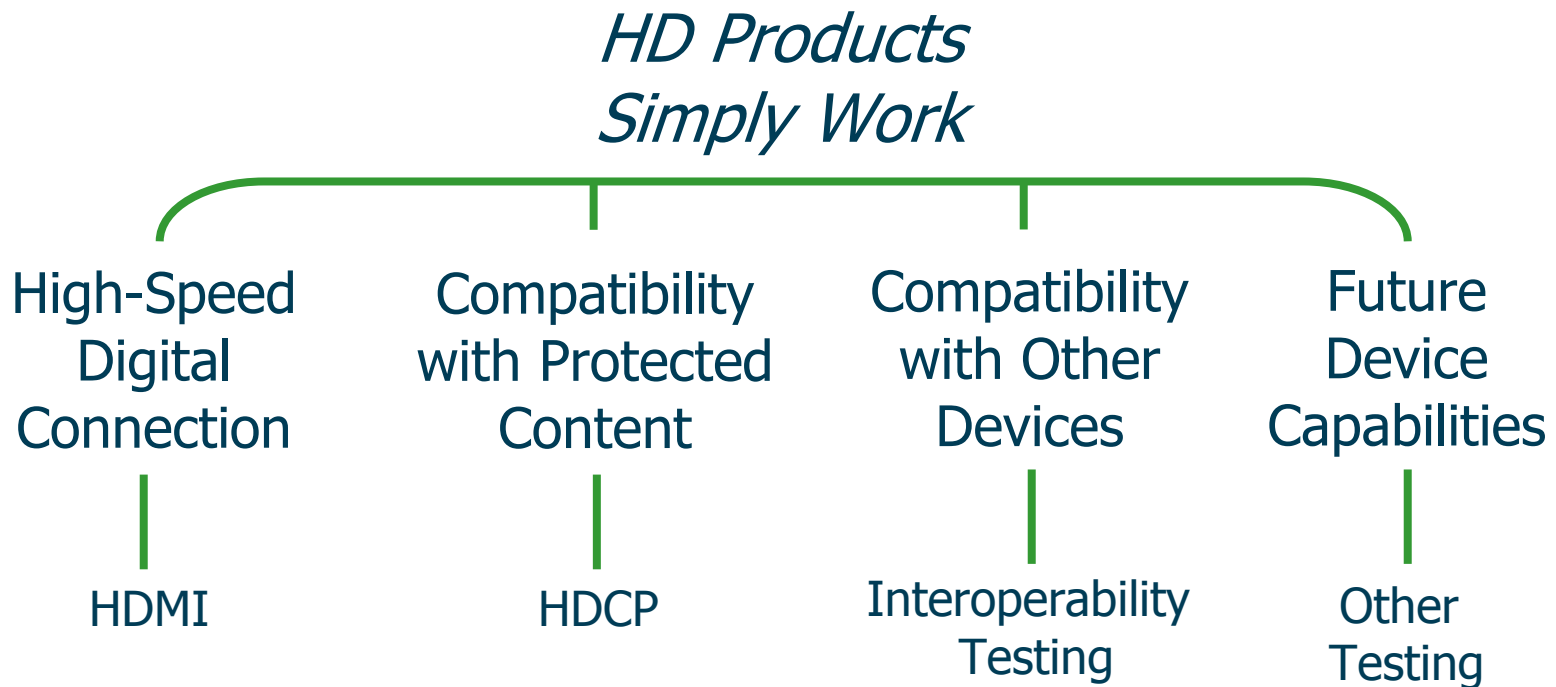
Why Simplay HD?

- HDMI specification has potential for a great experience if implemented correctly
 - As an open industry standard, HDMI enables manufacturers to differentiate through quality designs
 - But not all HDMI devices are designed equally
 - Just one bad device can break interoperability of the entire system
- Consumers & retailers need easy way to identify products verified to be fully compatible
- SimplayHD logo verifies:
 - HDCP is available and fully compliant
 - Devices implement other important functions properly to yield seamless plug & play interoperability

Who Benefits from SimplayHD?

- **Consumers**
 - Simplay HD logo easily identifies consistently interoperable HD devices
 - Simplay will be information resource for consumers
 - Buying guide with database of compatible HDMI products & features
- **Manufacturers**
 - Simplay Labs offers “one stop shopping” for comprehensive tests related to compatibility & better performance to help manufacturers fix design problems before shipping
- **Retailers**
 - Working products = fewer returns & return business

Simpleplay HD Means ...



Simpleplay will continually evolve to test other capabilities brought into future CE devices

Common HDMI Problem: Repeater Support

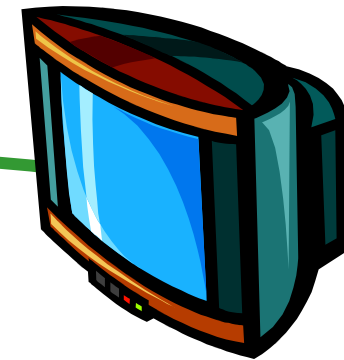
- Consumer plugs HD Set Top Box into HDTV via HDMI: Ok

**Cable
Set Top Box**



HDMI

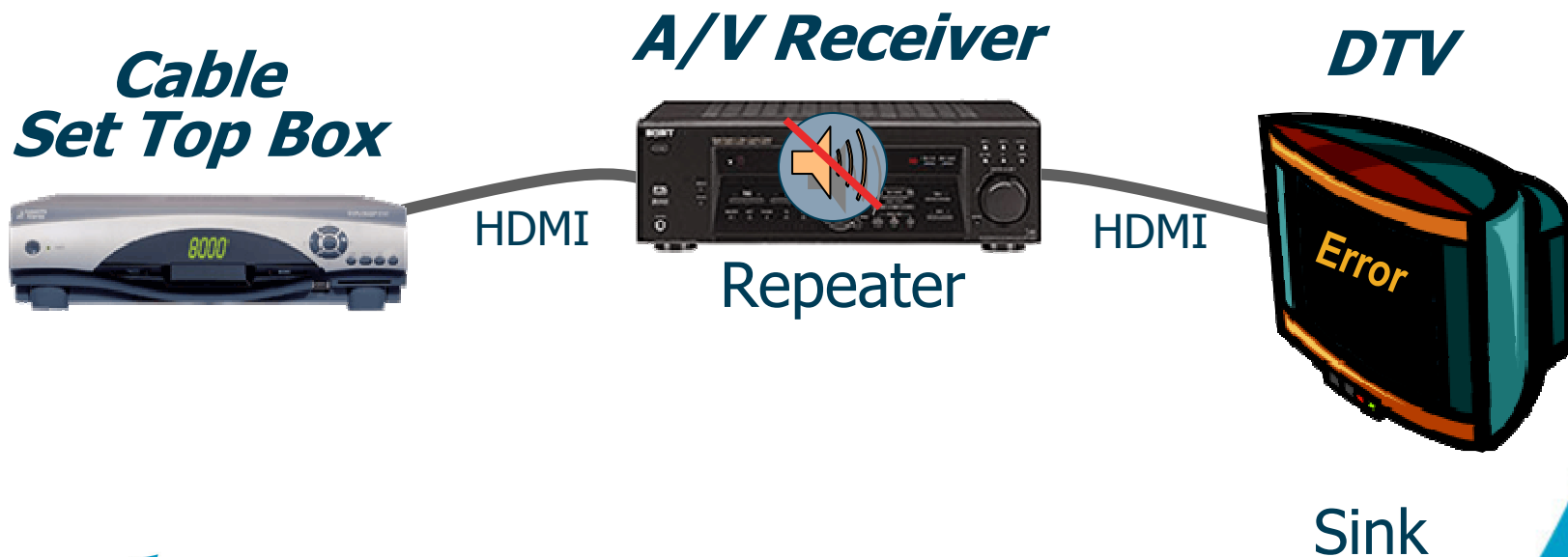
DTV



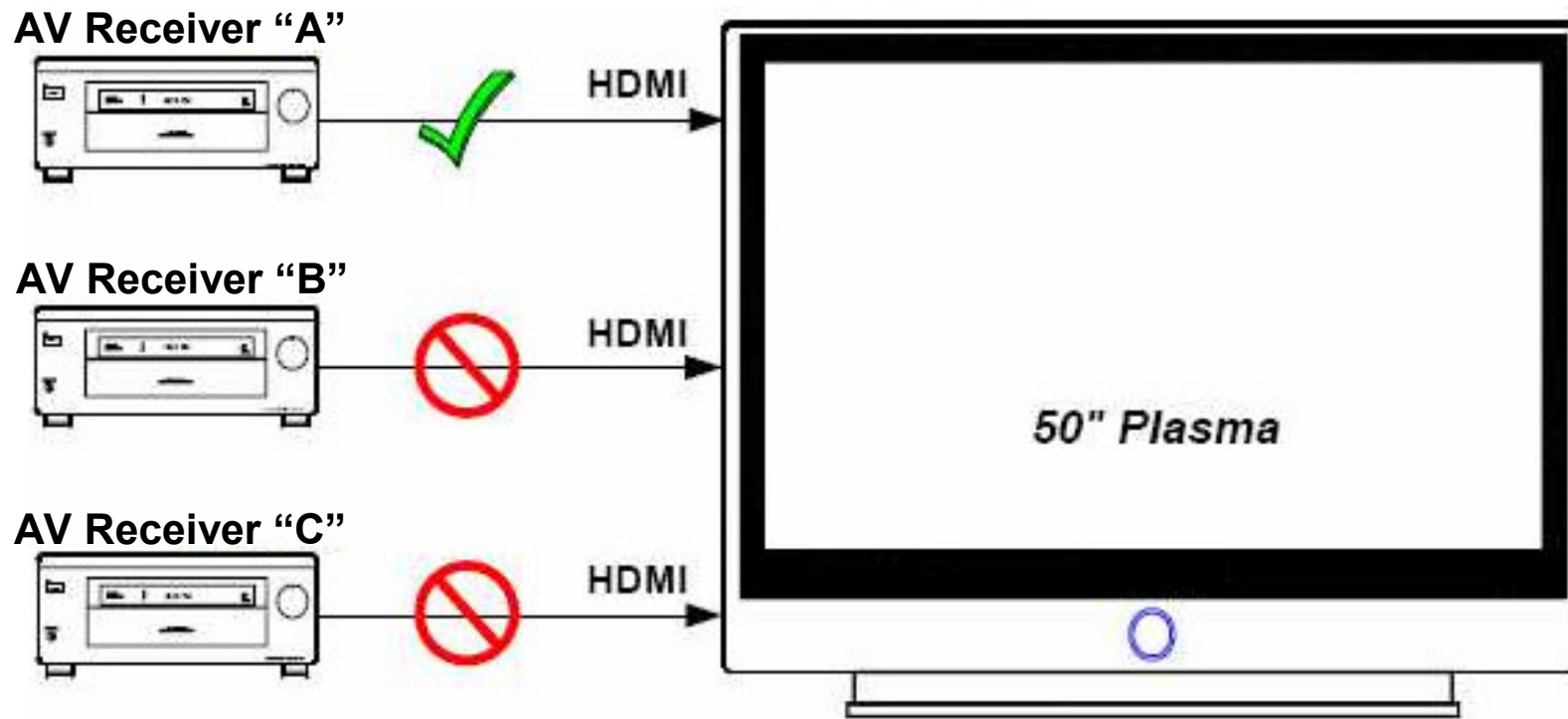
Sink

Adding an A/V Receiver

- Consumer uses HDMI A/V Receiver (available today <\$500) between source & TV
 - Common result: No sound in receiver, no picture on TV



Other Problem: 480i support



Consumer Facing Website



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- Consumer education of HD CE products and interoperability
- www.SimplayHD.com Features include:
 - HD technology primer and updates
 - Simplay HD verified products and retailers
 - CE Buying Guide

Simpleplay HD Test Centers



Summary

- Supplemental compliance testing of CE devices helps consumers, retailers & manufacturers
 - HDMI devices must yield consistent plug 'n play experience to ease consumer transition to secure digital interface
- Simplay HD complements HDMI & DCP testing programs
 - Low cost testing of additional functions related to compatibility
 - Discussions to also be authorized DCP Test Center
 - Simplay logo easily identifies compatible products
 - Focused retailer & consumer education efforts

Industry Support for Simplay HD

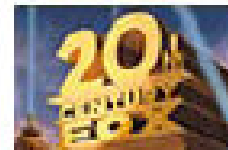
The Industry Endorses Simplay HD

World leaders in home entertainment strongly support Simplay HD testing and certification.

MEMBERS



SUPPORTERS



Bring it home. Plug it in.