

## **FOR IMMEDIATE RELEASE:**

### **Principled Technologies, Inc. announces the formation of the HDxPRT Development Community**

**Durham, NC – November 2, 2010** – Principled Technologies (PT), a leading provider of independent technology marketing and assessment services, has announced the formation of the HDxPRT Development Community. This group will help shape future versions of HDxPRT, a benchmark for evaluating the capabilities of PCs using real-world media scenarios and common consumer applications. Intel Corporation developed HDxPRT, the latest release of which, HDxPRT 2010, is the fifth. Members of the Community, which Intel is sponsoring, will be able to contribute to the definition of future versions of the benchmark. PT will create and administer the Community Web site, where anyone can learn more about HDxPRT or join the Community, collect input to help define future versions of HDxPRT, and coordinate and work with the members.

PT brings a long history of expertise in benchmarking and performance evaluation to the HDxPRT effort. "PT's experience with industry-standard benchmarks will benefit both HDxPRT and the industry," said Bill Catchings, CTO and co-founder of Principled Technologies. "The goal of HDxPRT is to address the need for relevant media and consumer-oriented usage scenarios. Our hope is that we can build on Intel's work with HDxPRT and increase its value for consumers and for the industry. We look forward to working with a wide range of industry partners on future versions of HDxPRT."

The HDxPRT Community will provide a forum for members to provide feedback and guidance for the ongoing evolution of the benchmark. Membership will be open to anyone willing to pay the nominal annual membership fee. "There has been a long-standing need for a consumer-oriented benchmark like HDxPRT, which is based on end-user workflows with emphasis on user experiences communicated in plain language rather than the more traditional technology-focused metrics. Intel is delighted that HDxPRT Community efforts can help these user experience metrics reach a wider audience." said Shervin Kheradpir, General Manager of Intel's Performance Benchmarking and Analysis Group.

The current plan is to make HDxPRT 2011 generally available in the second quarter of 2011. The official Web site for this program, <http://www.hdxprt.com/>, will provide more details as they are available.

#### **About HDxPRT**

HDxPRT, the High Definition eXperience & Performance Ratings Test, is a software tool for assessing the capabilities of PCs at handling real-world media scenarios and common consumer applications. In 2005, realizing a need for a benchmark to accurately assess how well PCs handle the rapidly evolving digital media usage models, Intel started developing the technology that led to HDxPRT. HDxPRT 2010, which Intel released in July, is the fifth revision. It includes tests for popular consumer usage models such as 1080p high-definition video transcoding, High Dynamic Range (HDR) photo manipulation, Windows 7 Drag & Drop transcoding for portable media players, and HD Flash video playback.

#### **About Principled Technologies, Inc.**

Principled Technologies, Inc. is a leading provider of technology marketing and assessment services. The founders, Mark Van Name and Bill Catchings, have worked together in technology assessment for over 25 years. As journalists they published over a thousand articles on a wide array of technology subjects. They created and led the Ziff-Davis Benchmark Operation, which developed such industry-standard benchmarks as Ziff Davis Media's Winstone and WebBench. They have also co-founded or led several other technology testing firms including ZD Labs, eTesting Labs, and VeriTest.

Principled Technologies is located in Durham, North Carolina USA. For more information, please visit <http://www.principledtechnologies.com>.

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