

**FOR IMMEDIATE RELEASE:**

**HDXPRT 2011 media benchmark now available!**

**Durham, NC – May 26, 2011** – The HDXPRT Development Community, which Principled Technologies (PT) administers, is pleased to announce the release of the HDXPRT 2011 benchmark. HDXPRT 2011 is a benchmark for evaluating the capabilities of PCs in consumer digital media usages.

PT will ship the release discs to all registered HDXPRT Development Community members. The public can access the benchmark via direct download from the official Community Web site, <http://www.hdxprt.com>.

The official global HDXPRT 2011 launch will take place in early June during Computex Taipei. Bill Catchings, CTO of PT, will lead informational seminars about the benchmark and its potential to shape the way we measure the performance of PCs manipulating consumer digital media.

Members of the HDXPRT Development Community significantly influenced the development of the benchmark by providing feedback on the initial design specifications and participating in Beta testing.

Visit the official HDXPRT Development Community Web site, <http://www.hdxprt.com>, to learn how you can participate in the development of future versions of HDXPRT and stay up to date on the latest information regarding the benchmark. The Community also has a presence on Facebook and Twitter.

**About HDXPRT**

HDXPRT, the High Definition eXperience & Performance Ratings Test, is a software tool for evaluating the capabilities of PCs at handling real-world digital media scenarios and common consumer applications. It includes tests for popular consumer usage models such as high-definition video transcoding, high dynamic range (HDR) photo manipulation, Windows 7 Drag and 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, Inc. is located in Durham, North Carolina, USA. For more information, please visit <http://www.principledtechnologies.com>.

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