FOR IMMEDIATE RELEASE:

Source code for HDXPRT 2011 is now available to members!

Durham, NC – September 28, 2011 – The HDXPRT Development Community, which Principled Technologies (PT) administers, is pleased to announce the availability to its members of the source code for the HDXPRT 2011 performance test tool. HDXPRT 2011 is a benchmark for evaluating the capabilities of PCs in performing a wide variety of common consumer digital media tasks. Members of the Development Community have significantly influenced this version of the benchmark by helping to prepare its design specification and by beta-testing release candidates.

The release of the source code for a widely available application-based benchmark such as HDXPRT marks a milestone in the benchmark ecosystem. By opening the benchmark's source code to its members, the HDXPRT Development Community is hoping to increase the transparency of the benchmarking process and to stimulate the participation of industry players and the public in the definition, development, understanding, and auditing of the benchmark.

Community members can download the benchmark's source code directly from the official Community Web site, http://www.hdxprt.com. (Members must first accept a license agreement that prevents them from releasing the code to the public.) Any non-members who would like the source code can join the Community for a very modest fee by going to [http://www.hdxprt.com/index.php].

In addition to downloading the source code of the current version of the tool, HDXPRT Development Community members can influence the design of future versions of HDXPRT and can even participate in the coding and development of these versions. Membership in the Community also keeps you up to date on the latest information regarding the benchmark. To learn more, visit the official HDXPRT Development Community Web site, http://www.hdxprt.com, and look for the Community's 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 involving 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 fact-based marketing and technology 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.

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