

FOR IMMEDIATE RELEASE:

New benchmark to evaluate smartphone performance

Durham, NC — February 25, 2013 — Principled Technologies (PT) and the BenchmarkXPRT Development Community, which PT administers, are pleased to announce a new benchmark, PhoneXPRT 2013. This benchmark, which the community will be developing, will evaluate the capabilities of small form-factor devices. “We’re excited to be announcing this exciting new initiative during Mobile World Congress 2013,” said Bill Catchings, Chief Technology Officer of PT. “As popular as smartphones already are, the market is still developing, and today's offerings differ widely in performance and responsiveness. The new benchmark will provide a fair and consistent basis for comparing the growing range of smartphones on the market.”

Community feedback will shape the new benchmark. Like all the BenchmarkXPRT benchmarks, PhoneXPRT 2013 will be based on real-world user scenarios and provide user-relevant metrics and results. The first operating system it will support is Android, but the intent is to support additional operating systems in the future.

“We invite all interested parties to participate in the creation, evaluation, and testing of this new benchmark,” Catchings said. Anyone can participate in the Development program by registering as a member of the BenchmarkXPRT Development Community. Community members have the opportunity to help shape future versions of the benchmarks. To register for the BenchmarkXPRT Development Community and begin participating in the creation process of the new benchmark, go to <http://www.benchmarkxpert.com> and follow the instructions in the ‘Join us’ section of the right-hand navigation menu.

To see the latest information on the benchmark’s development, visit <http://www.phonexpert.com>.

About the BenchmarkXPRT Development Community

The [BenchmarkXPRT Development Community](#) is a forum through which interested parties can contribute to the ongoing evolution of the BenchmarkXPRT suite of benchmarks. Community members play a vital role in ensuring that benchmarks such as HDXPRT, TouchXPRT, and WebXPRT incorporate the latest in the field of user-experience benchmarking and meet the needs and interests of a range of individuals and organizations.

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 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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