FOR IMMEDIATE RELEASE:

MobileXPRT 2013 benchmark now available!

Durham, NC – August 12, 2013 – The BenchmarkXPRT Development Community, which Principled Technologies (PT) administers, is pleased to announce the release of the MobileXPRT 2013 benchmark.

MobileXPRT 2013 is a benchmark for evaluating the capabilities of Android computing devices. MobileXPRT runs five performance scenarios (Apply Photo Effects, Create Photo Collages, Create Slideshow, Encrypt Personal Content, and Detect Faces to Organize Photos) and five user-experience scenarios (List Scroll, Grid Scroll, Gallery Scroll, Browser Scroll, and Zoom and Pinch). It also gives you overall measures by generating a single score for performance and one for the user experience.

The benchmark is now available to everyone at http://www.MobileXPRT.com. Prior to today's public release, the benchmark was available exclusively to members of the BenchmarkXPRT Development Community and was used in multiple media reviews to evaluate a wide range of devices.

Members of the BenchmarkXPRT Development Community significantly influenced the development of the benchmark by providing feedback on the initial design specifications and participating in beta testing. To learn how you can participate in the development of future versions of our benchmarks and stay up to date on the latest information, visit our Web site or look for us on Facebook and Twitter.

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, WebXPRT, and MobileXPRT 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 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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