

For Immediate Release

## **DxO Labs Demonstrates Complete Image Quality Test Lab for Cameraphones and Camera Modules at 3GSM**

*DxO Analyzer provides full characterization of the camera Image Quality  
Mobile operators, cameraphone and camera component manufacturers  
can see DxO Analyzer version 3 in action!*

**Paris, France, February 8, 2007** – DxO Labs will demonstrate at 3GSM a functional **image quality test lab operated with DxO Analyzer version 3**, its breakthrough, turn-key image quality measurement solution addressing the key attributes of image quality required to characterize a digital camera.

Using an average meeting room, DxO labs will turn it into a controlled DxO Analyzer image quality testing environment including test targets, lighting, meters and testing protocols and analysis software. DxO Labs will be inviting mobile operators, and cameraphone and camera component manufacturers to live, custom demonstrations of the DxO Analyzer solution in action.

“Companies in the mobile imaging sphere will see the power of the analysis and reporting software in real-time for themselves,” says Nicolas Touchard, Vice President, Marketing, Image Quality Evaluation at DxO Labs. “Participants in the demos will see how the solution goes step-by-step through a detailed analysis that is comprehensive, repeatable and consistent.”



“DxO Labs has widely recognized scientific expertise in measuring the key imaging properties and optical faults of image capture devices, from camera phones to Digital-SLRs. This expertise is the cornerstone of the DxO Analyzer line of products,” says Jerome Meniere, CEO and Founder of DxO Labs.

DxO Analyzer v3 solution provides full characterization of digital cameras in terms of color, optics, contrast, sharpness, resolution and noise—all key attributes relevant from a consumer standpoint. DxO Analyzer test protocols ensure robust, repeatable, consistent test results over time. Mobile operators can use this information to build objective cameraphone comparisons—a strong demand from the buying public. For cameraphone and cameraphone component manufactures, DxO Analyzer metrics serve as acceptance test protocols for a company’s sourced products.

For additional information about DxO Analyzer v3, the comprehensive image quality evaluation solution, or to reserve a demonstration of the DxO Analyzer image quality test lab during 3GSM, contact: [info.analyzer@dxo.com](mailto:info.analyzer@dxo.com)

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#### About DxO Labs

DxO Labs supplies products and solutions that ensure excellence in digital imaging. DxO Labs develops and licenses intellectual property serving the entire digital imaging chain: licensing of optics and silicon architectures for embedded still and video image processing; image quality evaluation and measurement tools and methodologies; and image quality enhancement software for consumers. The company’s key customers and partners include:

- Consumer Electronics Manufacturers such as digital camera vendors and cameraphone vendors
- Imaging components suppliers: camera module manufacturers, sensor vendors and processor vendors
- Demanding photographers, as well as photography journalists and imaging experts.

DxO Labs’ product portfolio is steadily finding a place at the heart of advanced Consumer Electronics and world-class Industry imaging systems where **“Image Science by DxO”** becomes a reference for quality.

For more information, visit DxO Labs online at [www.dxo.com](http://www.dxo.com)

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