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# Press Release

## In-Visions Technology Selects The Stratecon Group to Market New DPL HD Performance Certification Program

### Stratecon Will Launch Aggressive Consumer and Industry Outreach Program

Metuchen, NJ, January 28, 2008: The Stratecon Group, Inc. (Stratecon) announced today that it has signed an agreement to provide strategic marketing services to In-Visions Technology, International (In-Visions). Specifically, Stratecon will work with In-Visions to launch a new testing and certification program called the DPL (Digital Performance Level) HD Performance Testing & Certification Program.

The Stratecon Group, Inc. (Stratecon) was founded by Ted Green, a long time industry sales and marketing veteran with extensive marketing experience in consumer electronics in general, and the custom integration segment specifically. Stratecon provides sales & market planning, material design & creation, marketing communications & support services to companies of all sizes and types including manufacturers, retailers, distributors, sales representative organizations, and integrators/installers.

HDMI™ or High Definition Multimedia Interface, is a major industry step forward in providing a robust digital connectivity solution that ensures maximum HDTV a/v performance while at the same time protecting the Intellectual Property rights of content creators. But while HDMI™ was a big step forward technologically, its radical departure from previous interface designs has created a level of confusion within the industry that has slowed its adoption. In addition to this, HDMI's™ sophisticated technology forces manufacturers to adhere to rigorous design and manufacturing tolerances to ensure

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acceptable product performance for end users. Unfortunately, high industry returns suggest that not all companies' HDMI™ products are delivering acceptable performance, creating problems for consumers and headaches for the retailer and installer channels that sell these products to them.

The solution to this situation is to create an objective technical standard for product performance with a testing and certification program to test advanced digital products such as HDMI™ cable products and rank their performance. That solution is the DPL HD Performance Testing & Certification Program developed by In-Visions.

With honest and independent performance testing and published results, the DPL program ensures that consumers and other cable buyers will be able to gauge true product performance based on technical excellence and not marketing hype. DPL will also help ensure that consumers can easily select the proper level of cable performance for any given application.

The DPL program was originally created by Jeffrey Boccaccio, the industry's foremost expert on advanced digital technologies such as HDMI™, and his engineering team at In-Visions Technology...a leading engineering group.

Jeffrey Boccaccio, commented on the Stratecon agreement, *"The DPL program is all about helping consumers make an informed HDMI purchasing decision based on true product performance – not 'smoke and mirrors' claims from manufacturers' marketing departments.*

*Bringing Ted Green and The Stratecon Group on board should be viewed by the industry as a sign of the strength of our commitment to making DPL the industry standard for the testing and certification of advanced digital products such as HDMI. Stratecon brings marketing communications resources to bear that will guarantee that our consumer and industry outreach programs spread quickly throughout the country."*

Stratecon President, Ted Green, added *"DPL represents our industry at its finest. It's an honest and objective certification program that will help millions of consumers and countless retailers and integrators feel comfortable with the level of HDMI performance in which they are investing.*

*“The entire team at Stratecon is enthusiastic and ready to get the message out. Consumers need to know that a DPL rating is their best assurance of HDMI performance quality.”*

#### About In-Visions Technology International

In-Visions Technology International, a diversified technology engineering group, was founded by Jeffrey Boccaccio. In-Visions developed the DPL program to create an objective performance standard for advanced digital products such as HDMI™ and to conduct thorough, rigorous and independent testing so that these products can be properly rated based on their level of performance. The DPL certification seal lists a performance ranking from one (1) to five (5), with a rating of five representing superlative performance. Look for the DPL performance certification seal as your assurance of quality product performance.

Manufacturers participating in the DPL program are companies dedicated to providing their customers with the highest possible level of product performance. They are equally committed to helping reduce the level of confusion that consumers face as they try to select the proper level of product performance for their needs.

To get a list of participating manufacturers as well as more details on this program, see online at: <http://www.dplrating.org> or call 386/615-2434.

#### About The Stratecon Group, Inc.

Founded in 1999 by industry veteran Ted Green, The Stratecon Group, Inc. (Stratecon) has helped quality companies **connect with their customers** and their markets...driving their business to unprecedented levels of success. Serving the consumer electronics industry in general, and the custom integration channel specifically, Stratecon is a business and marketing consultancy offering a wide array of marketing services to manufacturers, distributors, sales representatives, retailers, and installers/integrators.

Stratecon can be reached via phone at 732/321-4181, fax at 732/321-0378, email at [info@stratecongroup.com](mailto:info@stratecongroup.com), or on the web at [www.stratecongroup.com](http://www.stratecongroup.com).

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