



DXOMARK
Excellence At Your Service

Media Kit – Smartphone Quality Evaluation protocols

Independent Quality Evaluation Laboratory

DXOMARK is a French technology company and the international leader in quality assessment of smartphone camera, display, audio, battery, and other electronic devices such as DSLR cameras, lenses, wireless speakers, videoconference and home surveillance devices.

Our Vision: Meaningful Technology for Everyone

We advocate for meaningful and useful technology. Indeed, we believe that innovation should only focus on satisfying and anticipating user's needs and expectations.

Our Mission to Users

We provide users with objective and independent data based on which they can build their own opinion and choose wisely the device that best suits their needs. Our ambition is to assess how smartphone technological innovation is relevant to the user.

How do we do proceed?

By meticulously testing devices through rigorous, repeatable and scientific protocols, and making our findings available to manufacturers and consumers so that they can make informed choices.

Our Mission to Manufacturers

We provide OEMs with a consistent and objective benchmark to position the devices they manufacture in their competitive landscape, challenging them to upgrade their quality.

For 15 years, DXOMARK has been setting the industry's standards for electronic devices quality and working with all camera and smartphone manufacturers to spur them to innovate and develop products with optimized quality for the benefit of end users.



A User-Based approach to Evaluation

Regardless of the components used, the embedded technologies or even the selling price, all smartphones, speakers, and cameras undergo our formal and specific testing procedures and analysis. DXOMARK's goal is to impartially assess the quality of the devices, and thus the end-user experience.



It all starts with the consumer!

The DXOMARK scores, trusted by the industry, reflect the device's performance and the quality of the user experience.

Our test protocols are specifically designed to be relevant:

- In terms of **user-centricity** to match real usages. Indeed, DXOMARK's protocols are built to represent consumers' daily usage.
- In terms of **technology** to keep-up with the latest trends and innovation breakthroughs. We evaluate the newest technologies embedded in the electronic devices we test.

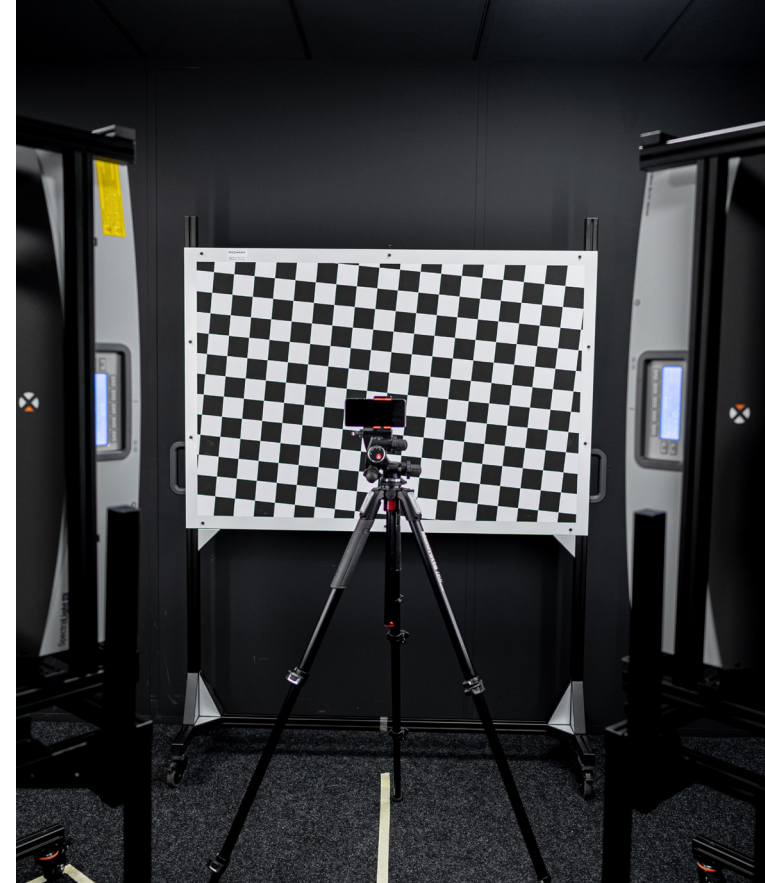
We go one step further in our mission to provide useful information to consumers. To ensure a better readability and accessibility to end-users, all our scores are now on the same scale, and our website has been re-designed to ensure smoother navigation paths and include user-friendly features and layout.

For the sake of **transparency**, the formulas used to finalize each DXOMARK score – along with the protocols' structure – are public. Now, everyone can better understand how they are built and even break them down or re-constitute them.

Scientific approach & cutting-edge equipment

To meet its quality requirements, DXOMARK's team of 120 people, including a hundred highly qualified engineers, designs, operates, and optimizes 16 state-of-the-art engineering laboratories near Paris. More than 150 laboratories have been sold worldwide to smartphone manufacturers, component manufacturers and others, such as NASA. Our experts in image, audio, display, and battery quality evaluation have developed a dozen original product tests protocols.

Photo by Shingi Rice on Unsplash



Our website: a reference guide for the consumer

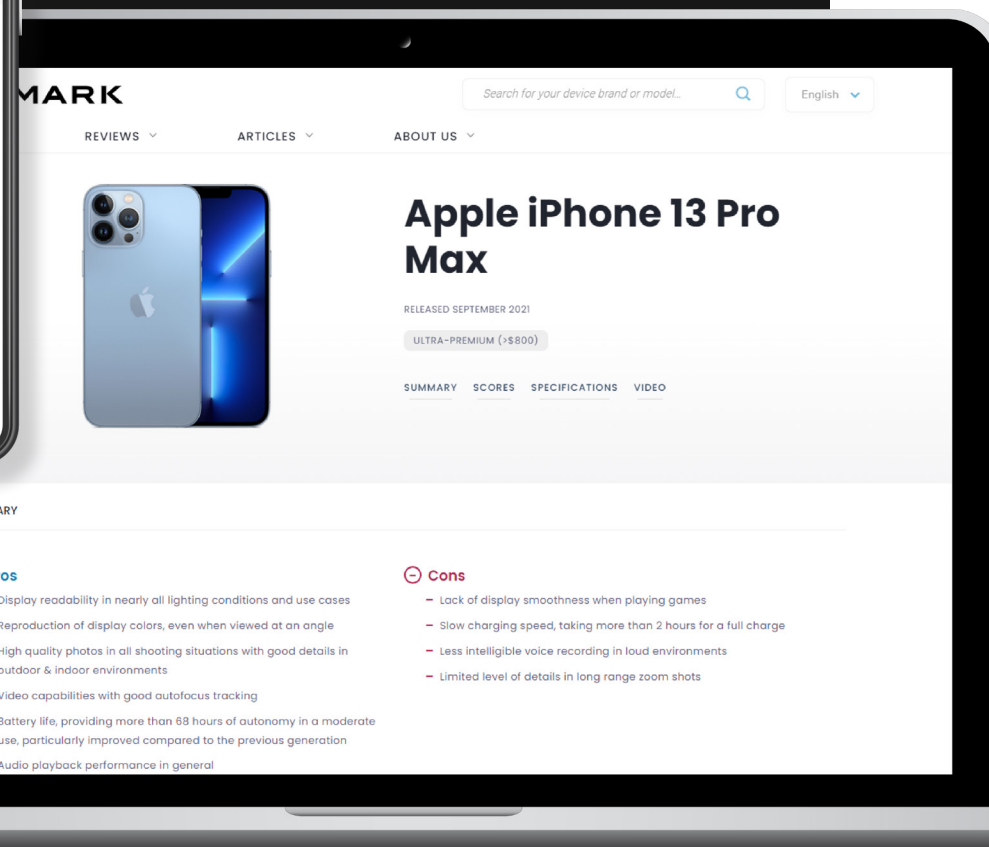
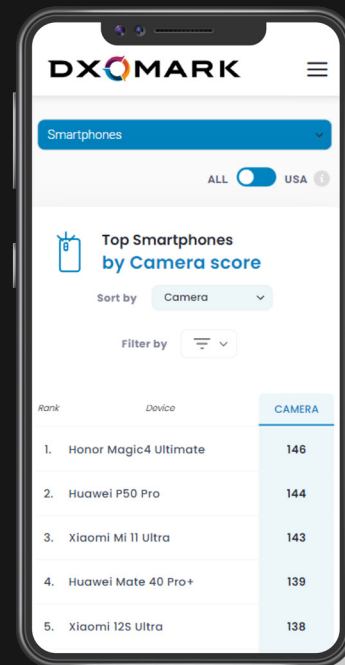
Towards user-centricity, we actively maintain an updated quality benchmark database available on dxomark.com, .cn, and .fr.

Our mission to end users is providing them with a reference guide for choosing the electronic device that best suits their needs.

Accessible and synthetic content

Our product pages are purposefully designed to provide a comprehensive and relevant overview of tested devices to end-users and written to be particularly accessible to a non-technical readership.

Our website also offers filtering and ranking tools to allow users to easily access the DXOMARK database and compare the quality of devices that are available on the market.



Our business activities

1

Design, production and sale of proprietary laboratories to OEMs and any manufacturers which products include camera, audio, display or battery.

2

Quality test evaluation of prototype devices from which we provide and sell technical reports of tests results to OEMs: available only to the manufacturers that sent us their own prototype samples.

3

Quality test evaluation of commercial devices (purchased by DXOMARK in retail stores) from which we provide and sell technical reports of tests results to OEMs. They are available for sale to any manufacturer or other party interested.



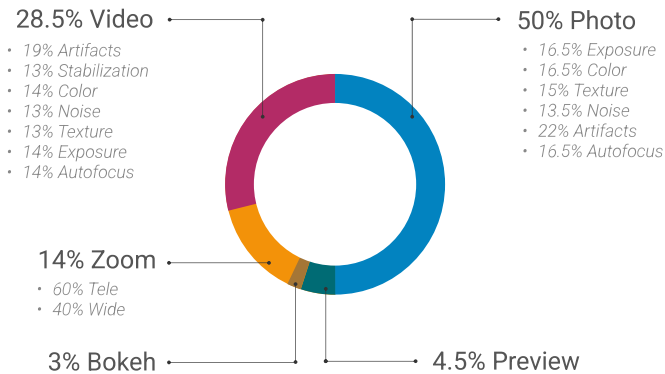
DXOMARK: Influencing the evolution of smartphone photography

The 2010s marked a turning point in the quality of smartphone cameras. With more and more smartphone manufacturers providing devices whose image quality can now rival that of professional cameras.

With more than two decades of expertise in image quality solutions, DXOMARK is proud to have actively contributed to manufacturers' search for imaging excellence for the benefit of all users, and to have played a significant role in developing international standards for evaluation.



Our 5 Smartphone Protocols



Camera

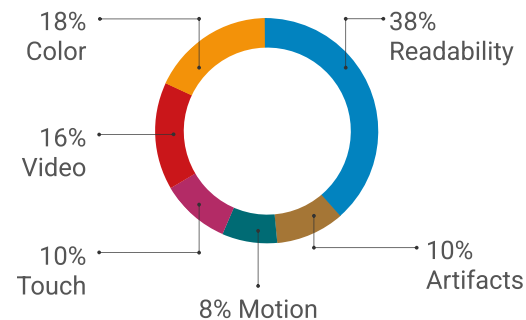
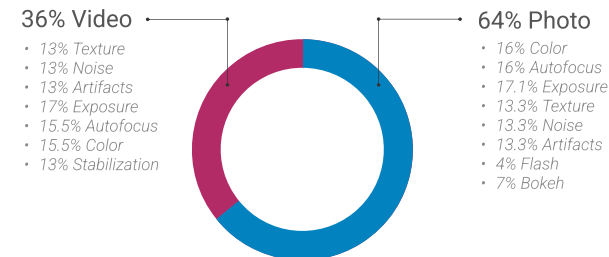
Photo, Video & Zoom

84 hours of testing
3000 photos
2.5 hours of video

Selfie

Photo & Video

50 hours of testing
2000 photos
2 hours of video



Display

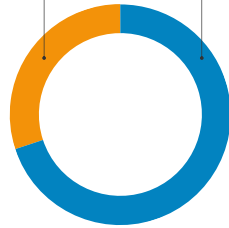
Gaming, Video & Photo

35 hours of testing
6 hours of video rendering
2.5 hours of gaming

Our 5 Smartphone Protocols

30% Recording

- 8.3% Life Video
- 8.3% Selfie Video
- 3.4% Voice Memo
- 5% Meeting
- 5% Concert



70% Playback

- 23.3% Music/Podcast
- 31.2% Video Streaming
- 15.5% Playing Games

Audio

Playback & Recording

30 hours of testing
20 hours of perceptual evaluation
8 use cases

Battery

Autonomy, Charging & Efficiency

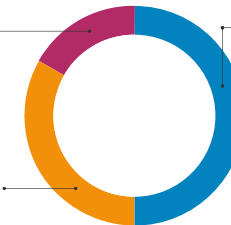
150 hours of charge / discharge
3.5 hours of mobility test
20 hours of calibrated test

17% Efficiency

- 8.5% Charge Up
- 8.5% Discharge

33% Charging

- 16.5% Full Charge
- 16.5% Quick Boost



50% Autonomy

- 27% Stationary
- 6.5% On the go
- 16.5% Calibrated

Contact us

About DXOMARK

Founded by engineers and researchers with a passion for photography, DXOMARK was born in the early 2000s as the image quality assessment division of DxO Labs.

DXOMARK became an independent company in 2017, focusing on assessing the quality of electronic products. It is located just outside of Paris in Boulogne-Billancourt, on the banks of the Seine.

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