



## SmartViser Launches Industry's First Scoring Stamp Offering, for Smartphone Battery Life Rating

Rennes - May 21, 2019

SmartViser, the recognized expert in Automated Mobile Device Testing solutions, today has announced the worldwide release of its viSerMark Day-of-Use battery life rating stamp. This new offer includes a 3-level service ranging from a Smartphone Scoring Stamp and Benchmarking delivery to a deep dive report and customized Consultancy services.

Though, battery life is one of the most important features considered by the consumer when buying a Smartphone, it remains a difficult indicator to measure with a high level of reliability.

Indeed, to get trustable results, validation teams must consider a broad and complex set of variables such as device brightness, audio volume, charge level at start, screen timeout as well as mobile conditions like 3G/4G network, RSSI range, Wifi and many more.

Consequently, to help device manufacturers answer consumer-grade battery life expectations, tests are powered by SmartViser's technical experts under a strictly controlled scenario based on a real user's day of use.

.../...

This scenario is made of 15 daily activities including Calls, Web, Video & Music streaming, Gaming, Social networks, Picture capture, Idle, etc.

Once validated by SmartViser, brands will have the possibility to use the viserMark scoring stamp results for marketing and communication purpose (website publication, brochures, sales training kits, display windows in store, press releases, ...).

viSerMark professional scoring stamp and benchmarking offer was developed to give the technical and marketing teams the best asset to accelerate the consumers' battery life awareness and facilitate their buying decision.

### **About SmartViser**

SmartViser is a recognized expert in Mobile Device Test Automation.

The company has an extensive skillset in testing automation and provides Mobile Device Manufacturers and Network Operators with one of the most cost effective and time efficient complementary test solution in the market.

Worldwide companies of all sizes -including Orange, SFR, Elisa, Telia, Sony, Wiko, Fairphone and Hisense- trust SmartViser to help them assess and deliver the best Quality of Experience (QoE) and Quality of Service (QoS) to their customers.

[www.smartviser.com](http://www.smartviser.com)

### Contact

Christèle Arnoult

Marketing & Communication Mgr

**T:** +33 299 314 208

**E:** [christele.arnoult@smartviser.com](mailto:christele.arnoult@smartviser.com)