



Testing Innovation

ULTIMATE GUIDE TO SMARTPHONE TEST AUTOMATION

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Company Information

About Us

ViserMark was created by SmartViser and launched on 15th May 2020

Offering independent Battery Life Performance Scores using viSer Test Automation

Vision

To become the leading reference in Battery Life Performance

The first industry recognised label that helps translate battery mAh into days of usage

Missions For OEM's

To help our customers improve QoE and QoS for their end users

To help them simply communicate the Battery Life Performance with an easily understood score provided by an independent 3rd party entity

Testing History

Over 100+ smartphones successfully tested and verified so far

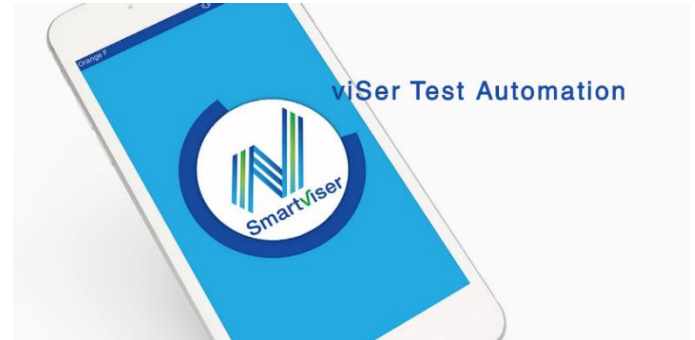
Android and iOS

Partners

Partnered with VCX (Value Camera Experience) since 2020 to offer camera scores as additional and useful information in our smartphone reviews



1 - Introduction: Why choose SmartViser as your Test Expert



SmartViser, leader in cutting edge mobile test automation, the smartest way to deliver high quality smartphone products and mobile network services on budget and on time achieving superior Quality of Service (QoS) and Quality of Experience (QoE).

Our testing automation solution viSer allows our customers to test, monitor, benchmark, troubleshoot, measure, and visualise Quality of Experience and Quality of Service while reducing costs and time and increasing quality.

We offer a full range of solutions from our plug-and-play viSerBatt battery life testing Apk to viSer with a full set of device validation packs, network monitor options, audio MOS and much more.

Our aim is to address the needs of teams of all sizes and help you succeed in today's fast pace technology with shorter cycles and increased complexity.

At SmartViser, we are asked to test more than 100 Smartphones every year, supporting Smartphone Manufacturers to improve their development efforts as well as offer superior value to their customers.

They Trust Us

Our customers are at the heart of our innovation. We work with Mobile Operators, Device Manufacturers, Media, Retailers, Transportation Companies...



2 - How Do We Test Battery Life and Performance of Smartphones?

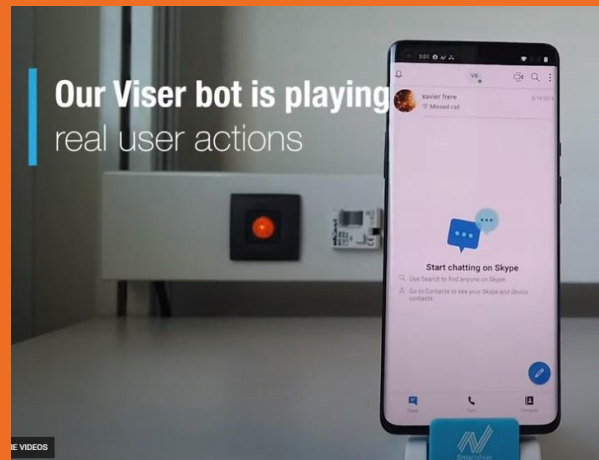
Why our Smartphone testing is unique?

Our primary objective is to support Smartphone Manufacturers to enhance their products' Quality of Experience and offer superior value to their customers.

As an independent lab SmartViser measures and validates key areas of user experience, enabling Smartphone Manufacturers to translate technical specifications, such as Battery Life and Performance into straight forward consumer benefits.

Our first label measures battery performance, translating mAh into direct battery life scores. Indeed, battery life is one of the key areas reviewed by end users when choosing a new Smartphone.

We can deliver an official rating and score delivered by a recognised test expert that provides an additional highly valuable marketing asset to Smartphone Manufacturer.



To have an independence, repeatable and rigorous testing protocol, ensures that there is no room for error. We ensure that all Smartphones are tested in the same way and utilise powerful ViserMark test automation.

This means all tests are performed under strictly controlled test conditions, under the supervision of our SmartViser technology executives with their immense operator and media test knowledge, automation, and battery performance expertise.

ViserMark has created one of the first labels to display the battery life performance of a smartphone.

An example of the label as shown below, shows the battery life measurement in days as well as an overall score rating.



3 – Why Choose ViserMark Battery Life and Performance

Introducing the ViserMark label

Our SmartViser technology executives use their years of experience to simulate real day life general usage of how a phone is used. The overall score is based on real smartphone usage from 100% battery level down to Power Off.

Our testing criteria includes common daily life activities, such as making calls, using the Web, video and music streaming, gaming, utilising social networks, picture & video capture as well as standby quality.



SCORE

This reflects the performance based on an open scale. It can be used to compare performance of different devices from 100% battery level down to Power Off

During our key testing every smartphone is evaluated for quality as follows using:

- A defined order and timeline throughout the testing protocol.
- The same strength mobile network, Wi-Fi band and signal strength conditions.
- All smartphones settings that are checked and set to the test specifications.
- External probes to measure and set the same value of screen brightness.

We like to keep the test results. It shows the most important outcomes as an easy-to-understand view of battery life performance. This label is designed to help an end-user to quickly work out whether a smartphone is right for them. Alternatively, the label can enable smartphone manufacturers to translate technical specifications into straight forward end user benefits.

How the smartphone battery life performance is visualised on our unique label.

RATING

This is expressed in “Days-of-Use” and reflects the time in days that a smartphone can be used from a full charge. It is usually expressed in multiples of 0.5



4 – viSer Test Automation

ViserMark believe that we can offer the best Smartphone Testing Automation for Smartphone Manufacturers, Network Mobile Operators, but don't take our word for it! – read our [testimonials](#).

viSer is a powerful, scalable, fully-automated, standalone virtual user solution that tests devices and networks as end user would use them. These might include common daily life activities, for instance: Calls, Web, Video and Music streaming, Gaming, Social networks, Picture & Video capture, standby.



Testing Innovation

Automation is our Key competence.
Increase Quality, Reduce Time and Costs

TEST	MONITOR	BENCHMARK	TROUBLESHOOT	MEASURE
<input type="checkbox"/> Devices <input type="checkbox"/> New technology 5G, VoLTE <input type="checkbox"/> Networks	<input type="checkbox"/> Network Performance <input type="checkbox"/> Network Stability <input type="checkbox"/> Device Performance	<input type="checkbox"/> Devices <input type="checkbox"/> Networks <input type="checkbox"/> MNO/MVNO <input type="checkbox"/> Battery	<input type="checkbox"/> Regression <input type="checkbox"/> Devices bug investigation <input type="checkbox"/> Network investigation	<input type="checkbox"/> Quality of Experience <input type="checkbox"/> Quality of Service

On live Network, in a Lab or Remotely

Our Automation Testing software viSer, is ideal for testing teams who need complementary Smartphone testing or support. Simply pay for additional Automated Testing services. Perfect for an in-depth consultation enabling a deeper dive into more complex Smartphone Performance or support for projects for companies who already have an in-house testing team but require additional resources.

5 – Smartphone Battery Life and Performance Score Rankings

Our Smartphone Battery Life and Performance Score ranking table identifies the best Smartphones on our website, according to our test results.

Our findings are based on our testing criteria includes common daily life activities, such as:

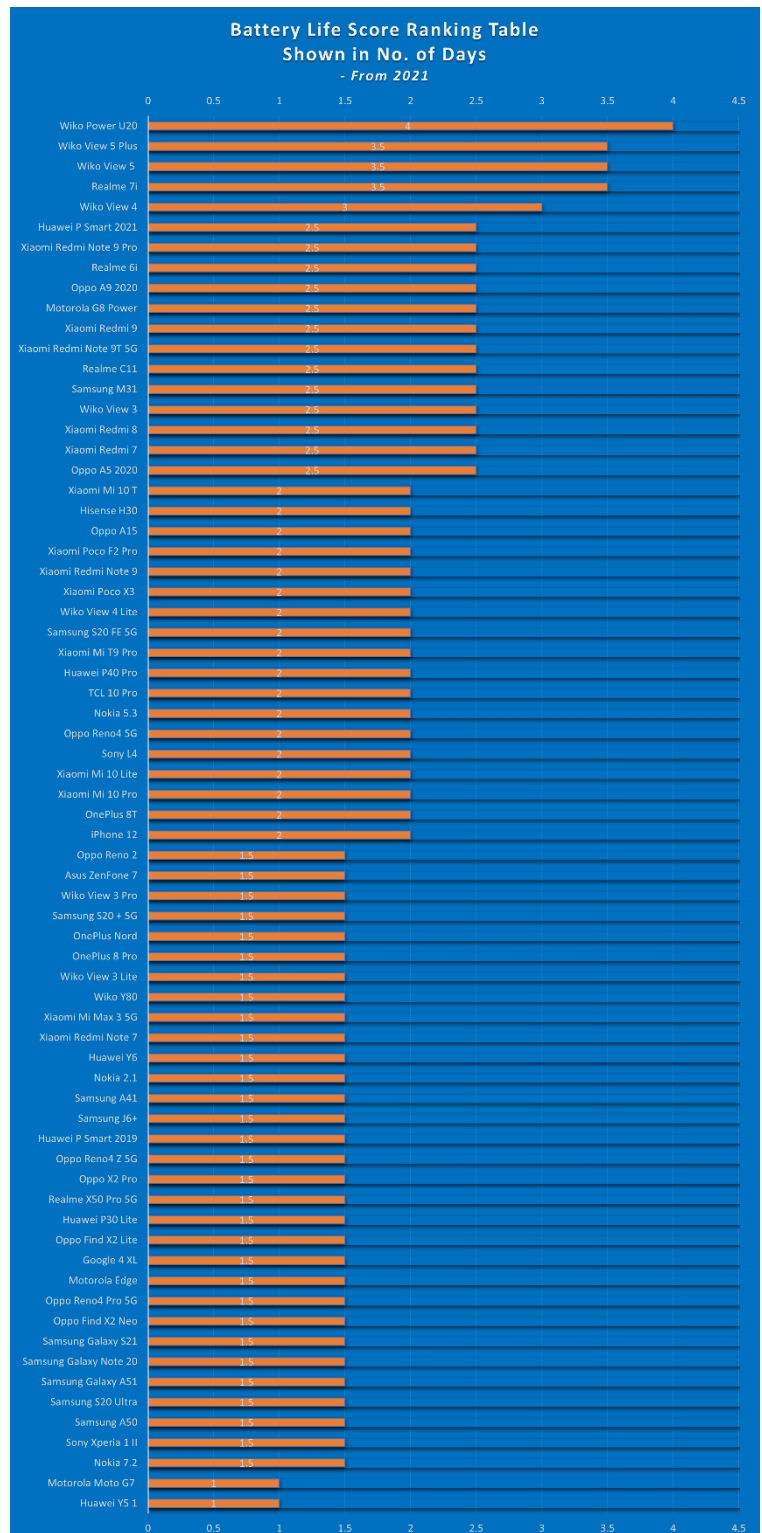
- Making calls
- Using the Web
- Video and music streaming
- Gaming
- Utilising social networks
- Picture & video capture
- Standby quality

We have tested the battery life performance of many smartphones. We have compiled a table, so you can see the battery life performance.

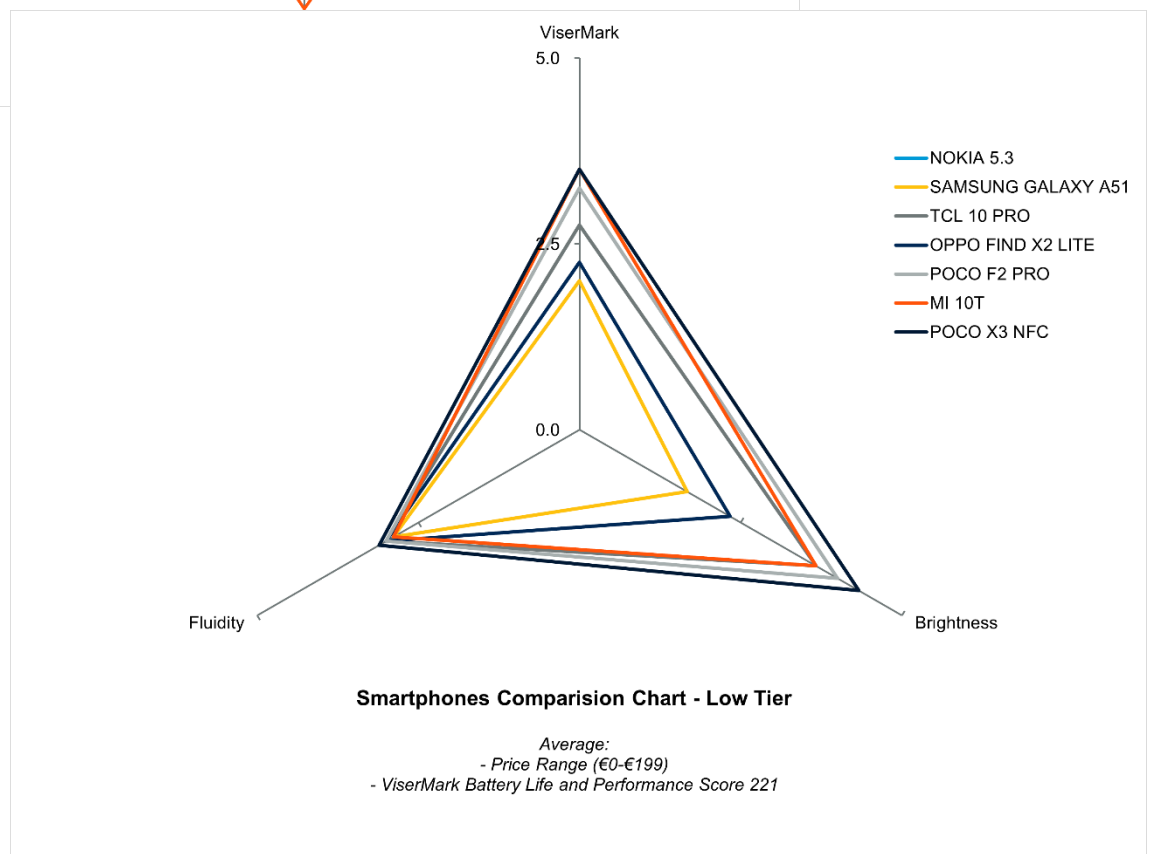
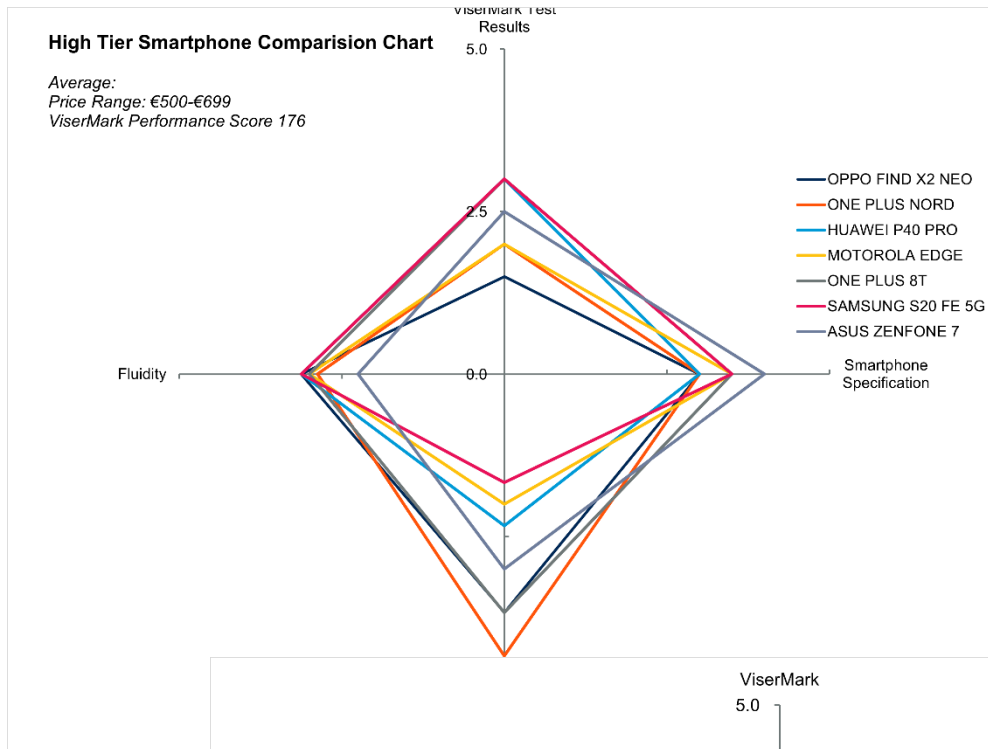
There are some incredibly good performance ratings shown that can help end-users and smartphone manufacturers succeed in today's fast changing technology environments.

Look at all our Smartphone battery life testing reviews and add your Smartphone for Smartphone users to review. [Read more: https://www.visermark.com/battery-scores](https://www.visermark.com/battery-scores)

Average Score Per Tier	Score
Low Tier (€0-€199)	221
Mid Tier (€200-€499)	207
High Tier (€500-€699)	176
Flagship/Pro (€700 +)	183



6 – Smartphone Battery Life and Performance Score Results



7 – Free Smartphone Testing Consultation

Take up our free Smartphone Testing Consultation to see how we can help you improve your Smartphone performance. Our team of expert telecommunication consultants can analyse your Smartphone performance and battery life set-up. They make suggestions for how best to improve as well as which additional services you may benefit from.



Our experts are experienced and highly skilled to offer their expertise so you can always be sure you are getting the best advice from people with vast telecommunications industry knowledge.

- **STAGE 1 - MEETING & DISCUSSION**

Starting the process, one of our Senior Consultants meets with you to discuss your business needs and Smartphone requirements. It's important that we are able to fully understand your business background and history, as well as your targets and goals you are wanting to achieve and your current testing setup.

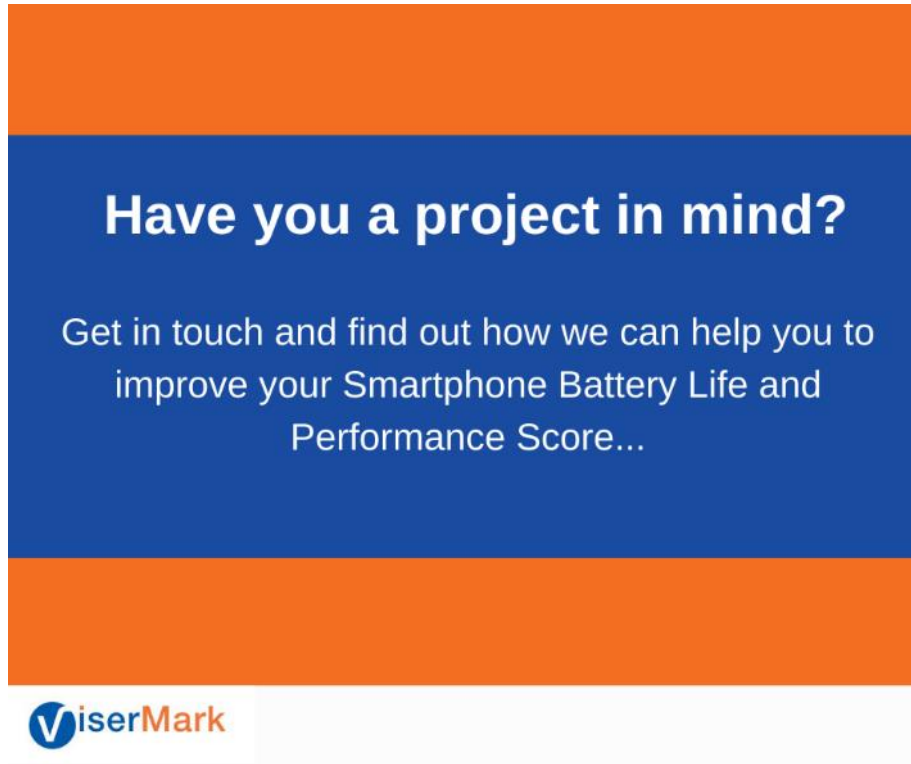
- **STAGE 2 – SMARTPHONE AUDIT**

Our testing team will conduct an audit on your Smartphone once it arrives in our testing labs. Using our Testing Automation software, viSer our experts are fully qualified to check your Smartphone against current industry standards, or competitors. Even have your ViserMark Smartphone Score listed on our Smartphone Ranking Table. With a full Smartphone Performance and Battery Life audit completed, we can identify any issues and provide solutions that may be beneficial to your business or may accelerate product launches.

- **STAGE 3 – REPORT & ANALYSIS**

For the last stage, we will look at our test results and look over the findings to decide if your Smartphone testing procedures and current infrastructure can deliver the Smartphone Performance and Battery Life to achieve your business goals.

8 – Here To Help



Have you a project in mind?

Get in touch and find out how we can help you to
improve your Smartphone Battery Life and
Performance Score...

ViserMark

ViserMark wants to hear from you, so whether you are new to Test Automation or are looking for Smartphone Performance and Battery Life advice just call or email us.



Get in Touch with us:

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