



# VCX-Forum Press-kit

## Summary

VCX was founded as a nonprofit organization in 2017 to create and maintain an independent, objective, and transparent standard for smartphone camera assessment. It plays a role in creating and disseminating an environment so that the forum member companies can collaborate to develop fair test procedure standards putting competition aside.

VCX (Values Camera eXperience) is on its way to becoming the industry and de-facto standard for quality assessment of mobile phone cameras.

All the test processes to produce VCX scores are objective and transparent. With that, we provide a benchmark to the public through the same test procedure for cameras regardless of the product brand and market power.

All this has been a group effort by the VCX members to provide a meaningful quality evaluation for buyers of cell phones who want to know about its camera quality.

VCX already is the most objective and versatile evaluation procedure.

We hope you are satisfied with our work and help spread the word about its existence. Should you have comments or wishes, please do not hesitate to contact us.

## Published results

The tests are performed by Trusted Labs. This means that there are regulations regarding the objectivity of a lab, the required equipment, and the quality assurance to make sure that the results from all trusted labs are constant and comparable between the different labs. The published test results are the benchmark for the phones. With a maximum score of 100, the results are split with a maximum of 80 going to main camera image quality and performance and 20 to the selfie camera.

The image quality part addresses various typical capture conditions from daylight all the way to nightlight conditions and of course flash situations as well.

The scores and the details are available on the official website, though those who want to check the detailed result reports, especially for press publications, are also available under a specific license.

## Continuous development

All of us have noticed the increase in image quality produced by cell phone cameras especially under low light conditions over the past years. This also means that test procedures need to evolve and keep track of technological developments. To make sure that VCX produces meaningful results in the future the standard department which consists of engineers and specialist from the members' companies meets every week at online conferences and in person at least three times a year and discusses and implements new test procedures. On a yearly basis, VCX tries to update the whole procedure and take it to the next generation. We are currently at version 2020, and working on the development of upcoming versions. The implementation will then also take several months until a good amount of results get published on the website.



With its effort, VCX offers an objective consumer-oriented test procedure for mobile phone cameras that are widely accepted and used in the industry and known for their high-quality results. The publications on the website do not only contain the benchmarking numbers but also many of the images that were captured to achieve the results. That way consumers and other visitors to the website can objectively compare the quality themselves.

**Vision:** To create and maintain an independent, objective and transparent standard for smartphone camera assessment from the perspective of the end-user by collaborating with industry experts and customers. VCX stands for Valued Camera eXperience.

**Foundation:** July 2017 in Germany as a non-profit organisation

**Office:** Im Gleisdreieck 5, 50169 Kerpen-Horrem. Germany.

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**Board:** Dietmar Wüller, Vijay Kishan Rao, Kate Jen, Joe, Uwe Artmann, Rachel Kim, Anthony Orchard

**Co-ordinator:** Benjamin Pak

**Members<sup>1</sup>:** in the last 5 years, almost all mobile phone, PC cam manufacturers as well as several ISP vendors and test institutions joined the initiative and tested the procedure. Most of them use it internally for the benchmarking of their new developments versus the competition. Besides the internal testing the VCX forum tests the leading phones on the market and publishes the results on the [www.VCX-forum.org](http://www.VCX-forum.org) website.

**Scoring:** VCX score is only a quantification value, it does not include subjective evaluation. The VCX score is a value between 0 and 100, where 100 would be the *ideal camera*. This score is calculated on image-quality parameters and partly on the image capturing experience like shake-reduction, focus speed etc.

The five **tenets** of VCX are

1. Out of the box experience – test the device with the default configuration
2. 100% objective – once the parameters are set, there is no human intervention
3. Transparent – formulae, procedure and process are open to all members
4. Independence of labs
5. Continued improvement

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<sup>1</sup> VCX currently has currently 29 companies as members among which are: AACtechnologies, Cisco, Dell, Instituto de Pesquisas Eldorado, , Fairphone, Google, HP, Huawei, Image Engineering, Imatest, Intel, Lenovo, MediaTek, Meta, Microsoft, Motorola, Nomicam, Oppo, PAL acoustics, Qualcomm, Realtek, Samsung, Sony, TCL, Vivo. Vodafone, Xiaomi, Carl Zeiss and unpublished members.



## Contents

In order to provide a further level of detail we have put together a press kit that can be found and downloaded here:

- Official website      <https://vcx-forum.org>
- VCX score:            [\[Click to visit the score page\]](#)
- Images:                [\[Click to select images\]](#) VCX Logo, Promotion and member meeting scenes included
- Additional info:      [\[VCX Overview\]](#) VCX book for general information

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