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Spencer & Associates Publishing, Ltd.

Eight-Color Inkjet Prints Preferred by Consumers *SpencerLab Photo Print Quality Research Summary*

Melville, New York, October 6, 2003— The results of further research into consumer preferences regarding photographic print image quality were released by Spencer & Associates Publishing, Ltd. This research was performed by the *SpencerLab* Digital Color Laboratory division under the sponsorship of HP*, in order to assess consumer preference regarding the image quality of digital prints produced by the new 8-color HP Photosmart 7960 photo inkjet printer using HP Premium Plus Glossy Photo Paper as compared to digital prints produced by conventional processing and by current competitive 6-color photo inkjet printers. A secondary objective was to assess the importance of Richness, Realism, Sharpness, Exposure, and Smoothness in influencing print quality preferences.

Unbiased consumer preference data, based solely upon print image quality, was acquired and analyzed. This *SpencerLab* study, conducted over five months on two continents, identified a series of key trends regarding the new 8-color inkjet print system:

- ◆ Participants preferred the digital image print quality of the 8-color HP Photosmart 7960 photo inkjet printer with HP Premium Plus Glossy Photo Paper over that of conventional centralized photo processing.
- ◆ Print quality of the 8-color HP Photosmart 7960 photo inkjet printer was preferred over that of current competitive 6-color photo inkjet printers, each with recommended glossy photo paper in high quality modes.
- ◆ Photo enthusiasts and other consumers were similarly positive in their print quality preference for the 8-color HP Photosmart 7960 photo inkjet printer.
- ◆ Preference for the 8-color HP Photosmart 7960 photo inkjet prints was strongly supported by Exposure, Sharpness, and Realism, while Richness and Realism drove preferences higher on color-intensive images.

Research Methodology

Photo enthusiasts and other consumers who take photographs were asked to rank photographic prints according to their individual preference for print image quality. Study participants compared prints of six different digital images that were printed on each of the print systems, which included conventional digital central processing and inkjet printers with their recommended high quality photo papers.

This study involved 367 participants, at least 120 each in the United States, France, and Italy. These participants provided 2,200 valid, independent preference rankings and ratings, each involving 21 pair-wise comparisons between print systems – some 46,210 print comparisons.

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The Summary Report for this study is available free from the *SpencerLab* Digital Color Laboratory website <http://www.spencerlab.com>.

Spencer & Associates is a premier IT consulting boutique bridging the application and technology of digital color printing. *SpencerLab* specializes in the analysis of print quality, throughput speed, and cost-per-print – in all market segments and technology classes, from personal inkjets to commercial digital color presses. In addition, *SpencerLab* provides benchmark test suits to standardize and facilitate such evaluations.

□ Hewlett-Packard Company (HPQ)

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