spencerLAB
DIGITAL COLOR LABORATORY

Xeikon Aura

NEWS RELEASE

For immediate release

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SpencerLAB JOINS XEIKON AURA PARTNER NETWORK
Productivity and Software Tools Available

Melville, NY, 16 May 2013 — *SpencerLAB* DIGITAL COLOR LABORATORY, the internationally recognized leader in unbiased, third-party research and testing of digital imaging and printing system performance, announced its participation in the Xeikon Aura Partner Network.

Expanding its integration with the digital press community, the partnership of *SpencerLAB* and Xeikon provides Xeikon users access to exclusive benefits on *SpencerLAB* tools and services, including the recently announced *SpencerMetrics*™ iDPA software productivity tool.

The Xeikon Aura Partner Network is designed to bring together information about Xeikon partners and their integrated products into a centralized location. It is based upon non-exclusive relationships with industry-leading partners in the key areas of software, consumables and tools, print media, and equipment. Goals of the Aura Partner Network are to provide a transparent overview on all tested and approved solutions integrated by Xeikon and its industry partners, and to provide Xeikon customers open accessibility to the services they require.

With 25 years in the digital printing industry, *SpencerLAB* has built strong, long-term relationships with printer manufacturers, press shop owners, paper mills, and toner and ink suppliers. "The partnership with Xeikon enables us to respond to the Xeikon customer's specific needs and requirements", said Catherine Fiasconaro, *SpencerLAB* Vice President of Operations. "In addition to software and test tools, our diverse experience allows us to offer comprehensive analyses and custom solutions to the press community."

spencer METRICS
DIGITAL PRESS AVAILABILITY

Among the available *SpencerLAB* products, *SpencerMetrics* iDPA is a patent-pending system to improve Digital Press Availability – the productivity of digital presses as they are used on the print shop floor. With real-time analysis of the additional data available to the press manager, improved productivity can be realized by operators, better press performance by managers, and increased profit and revenue by owners, all without any increase in resources.

SpencerLAB is a Xeikon Aura Software Partner, for Xeikon's Labels & Packaging and Document & Commercial Printing segments. See Xeikon Aura under Program Partners at www.spencerlab.com/testing/productivity/.

ABOUT *spencerLAB* DIGITAL COLOR LABORATORY

Celebrating more than two decades of industry service, SPENCER & ASSOCIATES PUBLISHING, LTD. has earned an international reputation for expertise in Color Print Quality and Consumable Yield/Cost-

per-Print. *SpencerLAB* DIGITAL COLOR LABORATORY, its independent test division, is recognized as a leader in unbiased, third-party digital image testing. Leading vendors also rely on *spencerLAB* to provide Throughput Speed Performance, Cost-per-Print, Reliability benchmarking, and Availability metrics for a wide variety of printing technologies – inkjet, laser/LED, thermal, and photographic, to name a few. *SpencerLAB* provides leadership in quantitative and qualitative comparisons – test and evaluation services, focus group management, compliance certifications, benchmark test software/hardware, and custom consulting.

For more information, please visit www.spencerlab.com.

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