

*For immediate release*

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## Spencer**METRICS** CHRONO DEBUTS AT IPMA - MILWAUKEE, WI *It's All About the Timing*

Melville, NY, 9 June 2014 — *SpencerLAB* DIGITAL COLOR LABORATORY, an internationally recognized leader in independent research and testing of digital imaging and printing system performance, is exhibiting *Spencer**METRICS** CHRONO* – the next step in Productivity Intelligence – at the IPMA Educational Conference & Vendor Fair at the Wisconsin Center, Milwaukee, Wisconsin from June 8 through June 12.

Incorporated within the *Spencer**METRICS** Version 4* update released today, **CHRONO** displays chronological events of press activities within any user-selected period through TimeLine functionality. Providing even greater visibility into press operations whenever minute-by-minute event sequences are desired, **CHRONO** reveals granular event-by-event press activity from any given moment in system usage history – including up-to-the-minute press activity captured in real-time. It is accessible for detailed analysis of a shift, day, or week’s activities. Data is presented in a TimeLine chart, continuing the *Spencer**METRICS*** focus on facilitating user understanding of complex data. Data is also presented in tabular format, providing easy access to detailed comments provided by operators in order to clarify operational circumstances, and facilitating simple portability of raw data into spreadsheet applications for further, customized analysis.



“Even trivial obstacles can hinder progress. **CHRONO** provides a level of detailed data that is extremely beneficial in performing root-cause analysis when evaluating press operations,” said David Spencer, President/CEO of *spencerLAB*. “The ability to dig deep into detailed operational data can help unearth valuable insights for Productivity Intelligence.”

*Spencer**METRICS*** is a powerful system that helps press owners by pinpointing opportunities to increase productivity, analyzing press operation and operator knowledge on the print shop floor, as well as providing more detailed, specific information than existing systems. A cloud-based system with on-demand real-time data analysis makes the information easily accessible – available anytime, anywhere, on a desktop, laptop, tablet, or even a smartphone.

**CHRONO** is available at no additional cost as an automatic update to all current *Spencer**METRICS*** licensees.

The *Spencer**METRICS*** team is at Booth #409, offering demonstrations of the system and other *spencerLAB* products and services. For further details, please contact [SpencerMetrics@spencer.com](mailto:SpencerMetrics@spencer.com).

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**ABOUT THE *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 premier, unbiased, independent digital image research and test service. Leading vendors also rely on *spencerLAB* to provide Usability and Reliability benchmarking as well as Throughput/Productivity metrics for a wide variety of printing technologies – liquid/dry inkjet, liquid/dry toner, laser/LED, thermal, photographic, etc. *SpencerLAB* provides leadership in qualitative as well as quantitative 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](http://www.spencerlab.com).

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