

For immediate release:

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WORKGROUP COLOR PRINTERS STUDY PUBLISHED

SPENCER & ASSOCIATES' LATEST *CHQF* PRINTER ANALYSIS

Melville, New York – April 1997 – Spencer & Associates Publishing, Ltd. is pleased to announce availability of its latest in-depth Study Report, ***Workgroup Color Printers***. This report is a Special Edition of the ongoing ***Color Hardcopy Quality Factors (CHQF)*** study series, which commenced in 1990.

This Special Edition focuses on the latest products in the Workgroup segment of the color printer market, including color laser, liquid inkjet, and solid inkjet printers. It includes over 170 original print samples, as well as approximately 250 pages of information and analysis. Color workgroup printer reviews include color laser printers from Apple, Canon, Digital, Hewlett-Packard, Lexmark, QMS, Tektronix and Xerox, a liquid inkjet printer from Hewlett-Packard, and solid inkjet printers from Tektronix.

Workgroup Color Printers includes an individual review of each printer as well as an overall comparative analysis, drawing on Spencer & Associates' unique combination of technical expertise and broad understanding of the market. Each printer's technical description is followed by a detailed analysis of print quality, including a graphical presentation of gamut measurements, as well as the results of controlled throughput testing. All quality and throughput testing was performed in Spencer & Associates' independent test lab, allowing the results of the Study to be objective and of the highest quality.

Spencer & Associates' resolution- and device-independent Test Software Suite, a *de facto* industry standard, was used as the primary tool in standardizing the quality testing of the color printers. Hardcopy print samples of these files are included for each printer, enabling the reader to make additional quality comparisons as needed.

In addition, the Report includes updated tutorials on the *Nature of Color*, *Color Output Technology*, and on the use of the ***CHQF*** Test Software Suite.

Workgroup Color Printers is available at \$4,495; additional copies are \$2,995. The ***CHQF*** Test Software Suite can be licensed for individual use for \$995; it is being made available in conjunction with the Report for \$4,995; additional software licenses are \$495. Study Report availability is limited to the original production run, less pre-publication sales.

Spencer & Associates is noted for its expertise in digital color technology, and particularly in print quality evaluation. The company provides custom consulting to major users and vendors of digital color printers.

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**SPENCER & ASSOCIATES FORMS SALES ALLIANCE
WITH INFORMATIK, INC. OF JAPAN**

Melville, New York – April 1997 – Spencer & Associates Publishing, Ltd. is pleased to announce that it has formed a strategic sales alliance with Informatik, Inc. of Tokyo. Informatik is authorized to sell and distribute Spencer & Associates' information products and consulting services throughout Japan.

According to Informatik vice president Toshio (Ted) Inoue, "We believe there is an increasing demand for in-depth information about color printers here in Japan, where many of the color print engines are developed as well as sold. Spencer & Associates' Study Reports and Test Software are already being used in key laboratories across Japan. We are pleased to be able to provide enhanced distribution and local support."

This alliance coincides with the publication of Spencer & Associates' latest study report, a ***Color Hardcopy Quality Factors (CHQF)*** Special Edition on ***Workgroup Color Printers***.

In addition to publishing independent Study Reports and licensing Test Software Suites, Spencer & Associates provides custom consulting to management in Digital Color Technology. The alliance with Informatik will make it easier for both new and existing Japanese customers to receive information about these services and to engage Spencer & Associates custom consulting.

According to David R. Spencer, President and CEO of Spencer & Associates, "We are quite pleased to be able to make our company's products and services more accessible to clients in Japan. Informatik is very highly regarded within the Japanese printer industry. Japan has been our largest market outside of the US, and I believe this alliance with Informatik will facilitate further growth."

Informatik is located at Grande Maison Akasaka 601, 2-17-52, Akasaka, Minato-ku, Tokyo 107.

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