

For immediate release:

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Spencer & Associates Publishing, Ltd.

SpencerLab offers Testing of Ink and Color Toner Cartridge Yield per New ISO Standards

SpencerLab Executives Instrumental in Standards Development

Melville, NY, 7 February 2007 — The *SpencerLab* Digital Color Laboratory <www.spencerlab.com> is pleased to announce its support of the new international standards for measuring both ink and toner color print cartridge yields. As the leading independent test laboratory in cartridge yield measurement, *SpencerLab* now offers test services fully compliant with these new ISO/IEC standards.

Published jointly by ISO (the International Organization for Standardization) and IEC (the International Electrotechnical Commission), the three interrelated standards are: ISO/IEC 24711 for ink, ISO/IEC 19798 for color toner, and ISO/IEC 24712 for the shared color test page suite. *SpencerLab* now certifies testing compliance with these standards, as well as with the monochrome toner cartridge yield standard, ISO/IEC 19752.

Together, these international standards offer a technically robust, consensus-driven, measurement methodology for color as well as black print cartridge yields. We believe rigorous, worldwide standards to measure ink and toner cartridge yields will help customers make more informed purchase decisions by allowing objective and accurate evaluation of print cartridge yields.

David R. Spencer, president of Spencer & Associates Publishing, Ltd. (the parent company of *SpencerLab*), was a founding co-editor of all three interrelated standards. Catherine Fiasconaro, director of *SpencerLab*, was also a member of all three standards development teams. Mr. Spencer and Ms. Fiasconaro both participated in the earlier development of the monochrome toner cartridge yield standard, ISO/IEC 19752.

SpencerLab's new testing services for ISO/IEC-standard color ink and toner yield augment its premier range of proprietary yield testing methodologies as well as its ISO/IEC-standard monochrome toner yield testing services.

For over a decade leading vendors have relied on *SpencerLab* to provide certified yield testing and associated Cost-per-Print analyses. Recognizing the importance of a standardized yield test page, in 1991 *SpencerLab* developed perhaps the first true 5% digital coverage monochrome test file. This was followed by the development of standard color test pages, incorporating the graphics and coverage representative of real user printing. As the *SpencerLab* Printer Test Suite grew, a photographic suite was developed incorporating the basic range of consumer photos while representing typical user coverage and color range.

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SpencerLab offers specialized programs that compare consumable yield and associated Cost-per-Print among a variety of printing devices of varying technologies, including ink jet, solid ink jet, laser, LED, dye sublimation, etc. For more information please visit <www.spencerlab.com>.

About SpencerLab

Recognized as a leader in independent, third-party digital color printer testing, the *SpencerLab* Digital Color Laboratory is a division of Spencer & Associates Publishing, Ltd. — a premier research and consulting boutique bridging the application and technology of digital color imaging, providing services to firms for which printing is mission-critical: strategic support to improve print quality, throughput performance, cost-of-ownership, and ease-of-use.

SpencerLab provides leadership in quantitative and qualitative product comparisons — unbiased product test and evaluation services and compliance certifications, benchmark test software/hardware, and focus group management.

Manufacturers and corporations for whom printing is mission-critical have relied upon our independent research and testing of print quality, throughput speed, yield/cost-per-print, and ease-of-use since 1989.

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