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SpencerLAB INTRODUCES SpencerMETRICS iDPA AT DSCOOP8
Measure Digital Press Shop Productivity with Anywhere, Anytime Analysis

Melville, NY, 21 February 2013 — The *SpencerLAB* DIGITAL COLOR LABORATORY, the internationally recognized leader in unbiased, third-party research and testing of digital imaging and printing system performance, announces the U.S. introduction of *SpencerMETRICS iDPA*™ (improve Digital Press Availability). The system enables press shop operators and owners, perhaps for the first time, to actually measure the productivity of their digital presses – as they are used on the shop floor.

A Dscope Bronze Partner, *SpencerLAB* is exhibiting at Dscope8 being held at the Gaylord Opryland Convention Center in Nashville, Tennessee, through February 23. The Dscope (Digital Solutions Cooperative) 2013 annual conference is an independent three-day educational and networking event for the global community of HP graphic arts business owners and technical professionals.

The innovative *SpencerMETRICS iDPA* (IMPROVE DIGITAL PRESS AVAILABILITY) is a patent-pending measurement and analysis tool that provides press owners and managers with real-time data, knowledge to increase return-on-investment, revenue and profit – Measure, Analyze, Improve. Through simple data collection and instantaneous cloud-based analysis, managers have an immediate view into the efficiency of their digital press operation – as it is actually in use.



Measure press performance, pre-press errors, media problems, etc., along with information only the operator knows; analyze the data in real time and present the results in an intuitive graphical format. Data collection is semi-automated with highly efficient touch entry via a provided tablet. Through the interactive display, analysis of shift, day, week, and month performance can be accessed via any web-enabled device – anywhere, anytime.

Revenue and profit rely upon Availability of the press; the actual time a press is producing sellable prints is key. “Each 1% improvement in operation could translate to thousands of dollars in increased revenue for a print provider”, notes Catherine Fiasconaro, *SpencerLAB* Vice President of Operations. “We are excited to demonstrate the *SpencerMETRICS iDPA* system to the press owner and operator community. Beta-site feedback is quite positive, and the significant product benefits can now be made available to cut-sheet press users. And yes, a web press version is in development.”

The *SpencerMETRICS iDPA* team will be at Booth #644, offering demonstrations of the system and other *spencerLAB* products and services. The system will be available at significant Dscope8 discounts through month-end. Booth visitors will also be offered a chance to win a new iPad® mini.

For further details, please contact SpencerMetrics@spencer.com.

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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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