

For immediate release

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**A SPENCERLAB WHITE PAPER – MONOCHROME PRODUCTION
COMPARATIVE PRINT QUALITY ANALYSIS**

Melville, NY, 24 October 2008 — The *SpencerLab* Digital Color Laboratory has released a White Paper summarizing its analysis of the *Xerox Nuvera® 288 EA Perfecting Production System*. The White Paper is available at Graph Expo 2008 at Chicago’s McCormick Place South, Booth 1219, and by download, at no charge, from the *SpencerLab* website.

SpencerLab was commissioned to perform an independent test and analysis of the comparative print quality of the Xerox Nuvera 288 EA Perfecting Production System, the Océ VarioPrint 6250 digital presses, and Sheetfed Offset technology. *SpencerLab* analysis found that the overall Print Quality of the Nuvera 288 Print Quality surpassed that of the VarioPrint 6250 and was competitive with Offset quality for target applications, sometimes even exceeding it.

The evaluation consisted of printing and analyzing a series of test files from the *SpencerLab* Printer Test Suite, as appropriate for the varied range to the intended applications. Comparative print quality was analyzed by a skilled team of trained *SpencerLab* analysts, noting the attributes of Text and Lines, Tints and Blends, Images, Black Density and Specular Gloss, on both coated and uncoated media. To view or download the full report, please go to www.spencerlab.com/reports.

“Significant improvements in digital printing technologies have opened up new alternatives to the printing world. In some market segments digital presses can now compete with Offset, oft regarded as the ‘gold standard’”, said Catherine Fiasconaro, *SpencerLab* Operations VP and Director of the Laboratory. “Depending on utilization of the printed output and the target markets, digital presses offer a number of advantages including lower setup costs and cost-effective short-runs, quick turnaround, and one-to-one marketing with personalized variable data. Some of these presses are also capable of bringing quality output – the ‘whole package’ – to the table.”

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ABOUT THE SPENCERLAB DIGITAL COLOR LABORATORY

The *SpencerLab* Digital Color Laboratory is an independent testing division of Spencer & Associates Publishing, Ltd., and is an internationally recognized leader in unbiased, third-party digital color printer/MFP evaluation. The Laboratory follows strict guidelines in the integrity of both its methodology and reporting; commissioning a study does not guarantee favorable results.