spencer*LAB*
DIGITAL COLOR LABORATORY

Version 4 is here!

Printer Test Suite Standard

Since their 1990 introduction, *spencerLAB* test documents have become generally accepted as a *de facto* standard to facilitate the evaluation of **Print Quality**. This success has made it clear that there is an acute need for a broader standard with which to identify continuing innovation in improving **Throughput Speed Performance** and **Ink/Toner Yield** with associated **Cost-per-Print**.

The *spencerLAB* division of Spencer & Associates is filling this void with an expanded suite of test documents. Assisted by a dozen key industry partners, *spencerLAB* has applied its expertise in the testing of Throughput Speed Performance and Cost-per-Print as well as Print Quality, to develop a suite of standard test documents. With these test documents, users and vendors have a common tool to allow real-world "apples-to-apples" comparisons.

Now it is easier than ever to **compare the print quality** of a wide variety of digital printing devices – without expensive test equipment. And beyond copies-per-minute, it is possible to learn **how long it really takes** to print real-world documents from everyday applications. Beyond the "5% page", it is also possible to learn **how much ink or toner** and other consumables cost to make real-world prints – even in color!

Building on earlier versions of the test suite, extensive testing expertise, and feedback from the most significant printer manufacturers, *spencerLAB* is uniquely positioned to respond to this critical industry need.

WHAT IS THE *spencerLAB* PRINTER TEST SUITE STANDARD?

The complete *spencerLAB* Printer Test Suite standard comprises test documents for many styles of printing – home, office, production, and graphic arts. Documents reflect representative uses of Microsoft Word, Excel, and PowerPoint; Adobe Acrobat, Illustrator, Photoshop and InDesign, etc. Documents are available in international A4 as well as US domestic Letter A sizes, with some in Tabloid B and international A3, and optionally large-format. Black-and-white (monochrome) as well as ordinary color and calibrated (tagged) color users are supported. Test-quality images including skin tones, memory colors, highlight detail, shadow detail, etc. are provided in grayscale, sRGB, SWOP, and CIElab calibrations. Test documents are generally provided in both native formats and PDFs – in all, over 2 gigabytes of data! And there's more...

Print Quality *Throughput Speed* *Ink/Toner Yield Cost-per-Print*

The complete *spencerLAB* Printer Test Suite standard is currently available as an electronic download. Functioning as an upgrade of both our *CHQF* and *HQE* Test Suites, the *spencerLAB* Printer Test Suite integrates significant additional features into a single superset. Our custom-programmed PostScript Print Quality test documents are also provided in test-quality PDF versions to support a wide range of protocols, including HP PCL, Windows- and Mac OS-based environments.

HOW IS THE *spencerLAB* PRINTER TEST SUITE STANDARD USED?

Achieving accurate and valid results when evaluating Print Quality, Throughput Speed, and/or Cost-per-Print is essential. A clean and detailed test methodology using standardized test documents is vital to ensure the integrity of results. This includes proper setup of applications, establishment of a consistent and unblemished workstation, operating system, and communications environment, as well as thorough evaluation. Test Methodology must establish an environment consistent with the intended product use, and a level playing field for equitable comparison. Issues range from appropriate document types to choices of workstation and connectivity, print modes, and product-specific options. *spencerLAB's* expertise and experience is also available to improve your in-house capabilities and for outsourcing your special needs.

ABOUT *spencerLAB* AND SPENCER & ASSOCIATES

Spencer & Associates has earned an international reputation for expertise in Color Print Quality assessment. Test software that facilitates unbiased evaluation of color and monochrome printing devices was developed in conjunction with the *Color Hardcopy Quality Factors* series and the *Hardcopy Quality Enhancement* study reports. By the mid-90's the *CHQF* and *HQE* software test suites were in use by most printer development firms throughout the world, as well as by large end-users for whom printing is mission-critical.

As its reputation grew, Spencer & Associates was called upon to leverage these exacting skills for the benchmarking of Throughput Speed Performance and Ink/Toner Yield with associated Cost-per-Print. The *spencerLAB* Digital Color Laboratory was established as an independent testing division of Spencer & Associates. Many new test documents were developed and refined at *spencerLAB* in support of laboratory projects in all three areas. Projects have analyzed Consumer photo inkjet and Office color laser printers, Enterprise copier/printers, Graphic Arts proofers, and Production digital presses, encompassing over a dozen technologies. During the development of the *spencerLAB* Printer Test Suite, pre-release versions of test documents were often used in rigorous testing for major clients; many results have been published.

For more information about the services and products of Spencer & Associates and the *spencerLAB* Digital Color Laboratory, please visit our web site at <http://www.spencerlab.com>.

Print Quality   *Throughput Speed*   *Ink/Toner Yield Cost-per-Print*

For further information or to discuss licensing, please contact:

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