

*For immediate release:*

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Spencer & Associates Publishing, Ltd.

## **SpencerLab Digital Color Laboratory Promotes Catherine Fiasconaro** ***Catherine Fiasconaro, Vice President—Operations***

Melville, NY, 23 May 2007 – Spencer & Associates Publishing, Ltd. takes great pleasure in announcing the appointment of Catherine Fiasconaro, Director of the *SpencerLab* Digital Color Laboratory <www.spencerlab.com>, to the additional position of Vice President – Operations.

With her increased responsibilities, Ms. Fiasconaro will be responsible for managing Spencer & Associates research and consulting projects for major clients. She will continue to direct all facets of competitive analysis and testing for *SpencerLab*, including Print Quality, Throughput Speed Performance, Consumable Life and related Cost-per-Print, and User Operability.

An 8-year veteran of Spencer & Associates, Ms. Fiasconaro has held roles of increasing breadth and responsibility. She is well known to many industry executives, our clients and employees as the person who understands their issues and provides thorough and timely solutions. “Whether directing a print quality focus group in Europe, participating in an ISO/IEC development committee for color yield benchmarking, managing scores and scores of printers for long-term ink efficiency, or determining competitive throughput at comparable print quality, Cathy is quietly in charge and extremely effective” noted David R. Spencer, president and CEO. He continued, “Cathy also excels at communicating complex technical analyses in clear, understandable language.”

Ms. Fiasconaro is also a technology analyst, experienced in office, desktop publishing, and vertical sector applications. She has been an active member of the ISO/IEC committees developing Monochrome and Color Cartridge Yield standards, and was an American representative to the JTC1 SC28 Plenary. Her previous experience includes companies such as Periphonics and Exxon Corporation. She is a Microsoft Certified Systems Engineer, and earned a BA in Economics from the State University of New York at Stony Brook.

### **About Spencer & Associates**

Spencer & Associates Publishing, Ltd. is 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.

For over eighteen years Spencer & Associates has been providing corporate users with color print system selection, printing workflow analysis, and usage optimization services, while providing strategic support to manufacturers in printer/MFP planning, product development, and product launch — all with the goal of improving print quality, throughput performance, cost-of-ownership, and ease-of-use.

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**About SpencerLab**

Recognized as a leader in unbiased, third-party digital color printer/MFP testing, the *SpencerLab* Digital Color Laboratory is an independent division of Spencer & Associates Publishing, Ltd. *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. For more than a decade, leading vendors have relied on *SpencerLab* to provide Color Print Quality analysis and comparative Consumable Yield testing with associated Cost-per-Print analyses for a variety of printing technologies — inkjet, laser, solid inkjet, LED, dye sublimation, etc.

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

For more information please visit <[www.spencerlab.com](http://www.spencerlab.com)>.

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