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Spencer & Associates Publishing, Ltd.

SpencerLab Digital Color Laboratory Announces New Web Site
Facilitates Access to Enhanced Offerings and Free Educational Material

Melville, New York – 23 April 2008—*SpencerLab* Digital Color Laboratory, the premier consulting, test and analysis organization for the digital imaging industry, announces the launch of an updated and expanded web site at www.spencerlab.com.

The updated home page makes it easy for both first-time visitors and long-time clients to quickly find information they seek. The new combination of tabbed/drop-down navigation and direct hyperlinks enables efficient access to the many parts of the extensive site.

“We are extremely excited about our new web site and what its increased functionality means to our visitors”, said Catherine Fiasconaro, Operations VP and Director of the Laboratory. “Our priority on redesign of the site was to enhance our users’ experience by providing them with easy access to our wide range of services, knowledge pages, and public reports. Our ultimate goal is supporting our clients in realizing their goals, and allowing them to compete in this increasingly challenging business environment.”

In addition to unique tabs for access to CONSULTING and TESTING expertise areas, there are direct hyperlinks to access five major specialty core services, including test and analyses of Print and Image Quality, Ink/Toner Yield & Cost-per-Print, Throughput Speed Performance, Ease-of-Use & Functionality, and Reliability.

With unlimited free access, the LEARN knowledge area has been reorganized and expanded to facilitate the availability and sharing of *SpencerLab’s* knowledge of digital printing and imaging. Major sections discuss Color, Printer Architecture & Technology, Print Quality, Consumable Yield & Cost-per-Print, Throughput Speed Performance, Usability & Functionality, and User-Oriented Testing issues.

As always, whenever sponsored research, test and analysis results can be made public, REPORTS are freely available for reading and download directly from the site. The updated site still contains the password-protected *MySpencerLab*, where clients may individually access the *SpencerLab* Printer

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Test Suite and their unique, safeguarded files. In addition to more detailed corporate information, the ABOUT tab gives access to Success Stories, with sample projects and what clients actually have to say about working with the *SpencerLab* Digital Color Laboratory.

For the user who can self-identify, the home page contains updated audience entry links for the Manufacturer, Dealer or VAR, Corporate User, Financial & Legal, and Press & Analyst, each leading to information and services specific to their industry interests.

Other new features of the site include breadcrumb navigation for at-a-glance location reference and improved site architecture for quicker paths to relevant information. And don't miss the latest installment of Cathy's Blog.

SpencerLab will continue to add features and functionality to the site. One of the developments already underway is the addition of an online survey of relevant digital imaging issues and topics. This is just the start of the dynamism of the web site.

SpencerLab wants to hear your feedback on the new web site. "This web site is for our visitors and clients, and as in all we do, we strive to provide the highest quality product. We anticipate that the user will regularly re-visit our site and find updated and relevant industry information", said Fiasconaro.

The *SpencerLab* Digital Color Laboratory

With nearly 20 years in the industry, Spencer & Associates Publishing, Ltd. has earned an international reputation for expertise in the areas of Color Print Quality and Consumable Yield. The *SpencerLab* Digital Color Laboratory, an independent testing division of Spencer & Associates, is recognized as a leader in unbiased, third-party digital color printer/MFP testing. *SpencerLab* provides leadership in quantitative and qualitative product comparisons – test and evaluation services and compliance certifications, benchmark test software/hardware, and focus group management. Leading vendors have relied on *SpencerLab* to provide Color Print Quality, Cost-per-Print, Throughput Speed, and Usability benchmarking for inkjet, laser, solid inkjet, LED, dye sublimation, photographic, and many other printing technologies.

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