

*For immediate release*

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**DIGITAL PRESS BENCHMARKS: AVAILABILITY & ACTUAL PRODUCTION**

***A SpencerLAB WHITE PAPER***

**Melville, NY – 26 October 2011**— The *SpencerLAB* Digital Color Laboratory is excited to announce the release of a white paper summarizing the results of a unique benchmarking study of digital press Availability and Actual Production time – perhaps the first of its kind. The white paper is available by free download from the *spencerLAB* web site, <http://www.spencerlab.com/>.

Digital presses are increasingly able to produce very high print quality, as *spencerLAB*'s print quality analyses continue to demonstrate. Although having print quality over-the-bar for the targeted applications remains Priority One (and required to be competitive), maximizing Actual production time – the time actually spent printing sellable pieces – is becoming a pivotal issue in the value of a press. Higher operational Availability – the percentage of Actual production time to its Potential – equates to a higher Return-on-Investment with its associated financial advantages.

In spite of its considerable importance, meaningful benchmarks of digital press Availability have not emerged. *SpencerLAB* undertook the challenge with support from Xerox. After intensive research, *SpencerLAB* defined specific metrics and determined it was necessary to measure and collect these data daily over a period of time to accurately measure the Availability. *SpencerLAB* developed the methodology, performed on-site training of appropriate staff, and monitored compliance with data acquisition procedures.

***“With print quality becoming less of a differentiator among commercial digital presses, Availability and Actual Production time – that can be spent on printing sellable output – take on increased importance”***

– Catherine Fiasconaro, VP Operations & Director of *SpencerLAB*

The methodology enables press personnel, even in high-productivity commercial press environments, to collect the metric data without competitive bias (and without noticeably impacting their own productivity). It then allows quantitative determination of the two key components of Availability – the *Potential* and the *Actual* production time.

“With print quality becoming less of a differentiator among commercial digital presses, Availability and Actual Production time – that can be spent on printing sellable output – take on increased importance,” said Catherine Fiasconaro, Vice President of Operations and Director of *SpencerLAB*. “Through the reduction of setup, maintenance, service time, etc., the net increase in Availability offers print providers increased opportunity, competitiveness, and profit.”

For this initial implementation of Availability benchmarking, *spencerLAB* partnered with one typical commercial print install site per press. Metrics data was collected by the press operators for a period of four calendar weeks, reviewed and analyzed by *spencerLAB*. Among the evaluated commercial presses, the Xerox iGen4 achieved the highest machine Availability, notably outperforming an HP Indigo 5500 and an HP Indigo 7000, as detailed in the white paper. It is understood that these results may not represent the general population of press installs; however, they do provide insight into the Availability and Actual Production time of the tested presses.

**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 digital color imaging and printing. Its independent test division, the *SpencerLAB* Digital Color Laboratory, is internationally recognized as a leader in unbiased, third-party research and testing; the Laboratory follows strict guidelines in the integrity of both methodology and reporting. *SpencerLAB* provides leadership in quantitative and qualitative comparisons – research and evaluation services, compliance certifications, benchmark test software/hardware, and focus group management.

Leading vendors rely on *spencerLAB* to provide strategic support in product planning, development, and launch in areas such as Print Quality, Ink/Toner Yield and Cost-per-Print, Throughput Performance, Usability and Reliability; corporate users rely on *spencerLAB* for guidance in print system acquisition and usage optimization.

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