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SpencerLAB SHOWCASING SpencerMETRICS iDPA AT PRINT 13 A PRINT 13 “MUST SEE ‘EMS” Award Winner

Melville, NY, 28 August 2013 — *SpencerLAB* DIGITAL COLOR LABORATORY, the internationally recognized leader in unbiased, third-party research and testing of digital imaging and printing system performance, will be exhibiting *SpencerMETRICS iDPA*™ at PRINT 13. Held every four years, PRINT will take place at McCormick Place in Chicago, Illinois, through September 12.

SpencerLAB is embracing the PRINT 13 theme “Innovate, Integrate, Communicate” with the *innovative SpencerMETRICS iDPA* (improve DIGITAL PRESS AVAILABILITY) a fully *integrated* system that can function with any press and instantly *communicates* actual productivity measurements to press owners and managers – anytime, anywhere.

The *SpencerMETRICS iDPA* system, a “MUST SEE ‘EMS” award winner, is a patent-pending measurement and analysis tool that provides press owners and managers with real-time data, measuring the productivity of their digital presses as they are used on the shop floor. Through simple data collection and instantaneous cloud-based analysis, *iDPA* offers an immediate view into the efficiency of digital press operation as it is actually in use.

Measure, Analyze, Improve – Productivity is crucial to revenue, profit, and ROI. Measurement and analysis of pressroom activities can lead to identifying obstacles that limit productivity, and provide valuable information for critical decision-making.



“Knowledge is power, but first you need to collect the data to get the knowledge”, said Catherine Fiasconaro, *SpencerLAB* Vice President of Operations.
“Bottlenecks can be minimized, but only if they are known. We want all print providers to be empowered to make better informed decisions.”

The *SpencerMETRICS iDPA* team will be at Booth #4741, offering demonstrations of the system and other *spencerLAB* products and services. See the system and ask about PRINT 13 specials.

For further details, please contact SpencerMetrics@spencer.com.

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 Color Print Quality and Consumable Yield/Cost-

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per-Print. *SpencerLAB* DIGITAL COLOR LABORATORY, its independent test division, is recognized as a leader in unbiased, third-party digital image testing. Leading vendors also rely on *spencerLAB* to provide Throughput Speed Performance, Cost-per-Print, Reliability benchmarking, and Availability metrics for a wide variety of printing technologies – inkjet, laser/LED, thermal, and photographic, to name a few. *SpencerLAB* provides leadership in quantitative and qualitative comparisons – test and evaluation services, focus group management, compliance certifications, benchmark test software/hardware, and custom consulting.

For more information, please visit www.spencerlab.com.

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