

*For immediate release*

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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](mailto: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](http://www.spencerlab.com).

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