

*For immediate release*

**For further information, contact:**

Jennifer Piano <press@spencer.com>

1-631-367-6655; Fax: 1-631-367-2878

## **SpencerLAB REPRESENTED AT XEROX DRUPA RIBBON CUTTING CEREMONY**

**Düsseldorf, Germany – 3 May 2012**— SPENCER & ASSOCIATES' President and CEO, David Spencer, was in attendance as a special guest of Xerox at the debut of the new Xerox iGen™ 150 digital press. A ribbon cutting ceremony was held earlier today at the Xerox booth during drupa 2012, the international printing industry trade fair held every four years at the Düsseldorf Fairgrounds.

Also in attendance at the ceremony were Armando Zagalo de Lima, president of Xerox Technology; Jeff Jacobson, president of Xerox Global Graphic Communication; and Kevin Horey, vice president of Production Products, Training & Competitive Marketing; along with other Xerox corporate executives, customers, press and analysts, and guests. The iGen 150 is built on the Xerox iGen platform and is being billed as one of the most productive digital cut-sheet color presses.

David was invited to the event to represent the *SpencerLAB* DIGITAL COLOR LABORATORY that has performed Availability and Actual Production studies of various Xerox and competitive products utilizing *SpencerLAB*'s methodology and analytics. With its proprietary process, *SpencerLAB* is capable of engaging a commercial press site in the collection of data and in obtaining a quantitative determination of Potential and Actual Production time — key components of the printing of sellable pieces, and therefore of the business' competitiveness and profitability. The *SpencerLAB* process is performed without competitive bias, and can be applied to both digital and offset devices.

A copy of a *SpencerLAB* DIGITAL COLOR LABORATORY Availability White Paper may be downloaded, free of charge, at [www.spencerlab.com/reports](http://www.spencerlab.com/reports).

### **ABOUT *spencerLAB* DIGITAL COLOR LABORATORY**

Through more than two decades of industry service, SPENCER & ASSOCIATES PUBLISHING, LTD. has earned a premier reputation for its expertise in evaluating 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 comparative analysis of digital imaging and printing system performance; the laboratory strictly adheres to the integrity of its methodology, even in commissioned studies. *SpencerLAB* provides leadership in quantitative and qualitative comparisons, benchmarking key performance metrics of digital printing systems in all technology classes, from desktop printers to digital color presses – providing research and evaluation services, compliance certifications, benchmark test software/hardware, and focus group management.

Leading vendors and firms for whom printing is mission-critical rely upon *spencerLAB* to provide strategic support and benchmarking of Print Quality, Ink/Toner Yield and Cost-per-Print, Throughput, Availability, Reliability and Usability for ink- and toner-based as well as other printing technologies. Corporate users rely upon *spencerLAB* for guidance in print system acquisition and usage optimization.

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