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SpencerLAB ANNOUNCES WINNER OF ITS DSCOOP8 iPad GIVEAWAY

Melville, NY – 8 March 2013 — The *SpencerLAB* DIGITAL COLOR LABORATORY, a division of SPENCER & ASSOCIATES PUBLISHING, LTD. specializing in the testing and analysis of digital color imaging and printing products, is happy to announce that Craig Hath of Zuza Marketing Asset Management in Carlsbad, CA was the winner of *spencerLAB*'s "Dscope8 iPad® mini Giveaway".

Craig is the "Port Master" at Zuza and visited the *spencerLAB* booth during the Dscope8 Solutions Showcase held February 21-23, in Nashville, TN, along with attendees from across the globe – North and South America, Europe, and Asia – as far away as New Zealand. Visitors had the opportunity to be among the first to see the newly debuted *SpencerMETRICS* iDPA (iMPROVE DIGITAL PRESS AVAILABILITY) productivity tool, to speak with the *spencerLAB* team, and to see firsthand the revenue increase possible with the use of the iDPA software. While at the booth, visitors had the opportunity to register in the iPad mini Giveaway. The random drawing was held at the *SpencerLAB* DIGITAL COLOR LABORATORY Headquarters in Melville, NY shortly after the Showcase closed.

Traffic at the *spencerLAB* booth was continuous, and understanding the potential additional revenue the *SpencerMETRICS* iDPA productivity tool could provide elicited many a "WoW". Press owners and managers also complimented the elegant simplicity of the system and many suggested additional ways in which the product could be valuable. With real-time measurement of shop floor productivity and anytime, anywhere analysis, improvement becomes intuitive – along with additional income. With the *SpencerMETRICS* iDPA, print shop providers have the tool to Measure–Analyze–Improve their shop and press productivity.

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//To measure is to know.//

//If you can not measure it, you can not improve it.//

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– Lord Kelvin (Sir William Thomson)
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As a reminder, the special Dscope8 show introductory pricing expires on March 31, 2013. Contact Spencermetrics@spencer.com to start on your course to Measure–Analyze–Improve.

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-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 spencerlab.com.