

*For immediate release*

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**KODAK NEXPRESS PRESS ACHIEVES TOP PHOTOGRAPHIC PRINT QUALITY**

*A SpencerLAB WHITE PAPER*

**Melville, NY – 10 January 2012**— The *SpencerLAB* Digital Color Laboratory is excited to announce the release of a white paper summarizing the results of a new comparative study on Digital Press Photographic Image Print Quality. The white paper is available by free download from the *spencerLAB* web site, <http://www.spencerlab.com/>.

Since the introduction of digital presses nearly two decades ago, *spencerLAB* has witnessed their continuing improvement in photographic image print quality. As digital presses matured, precise testing methodology became increasingly more critical, along with increased importance of the strict guidelines in the integrity of both methodology and reporting that *spencerLAB* follows. In this latest study, commissioned by Eastman Kodak Company [NYSE:EK], various configurations on the KODAK NEXPRESS SX3300 Press, the HP IN-DIGO 7500 Digital Press, the XEROX iGen4 Press, and the XEROX Color 1000 Press were evaluated.

To incorporate the variety of press options available during the print quality study, *spencerLAB* analyzed output from the respective presses in CMYK [with Standard Finish], CMYK with Matte Finish, and CMYK with Clear Dry Ink.

In order to minimize non-representative output from each of the tested presses, all of the printing devices were tested at in-house sites and each press run was conducted by well-trained technicians. Each manufacturer selected appropriate print settings intended to produce best photographic image quality on each press. All print runs were supervised on-site by *spencerLAB* personnel.

“Print Quality is paramount in the value a press provides, but the versatility of the press also adds to this value,” said Catherine Fiasconaro, Vice President of Operations and Director of *SpencerLAB*. “Evaluating multiple configurations and press options offers a broader perspective of what a press can provide.”

Output from all presses were evaluated on seven different image quality attributes with a weighted overall average. Attributes and weighting incorporated knowledge of preferences gained from numerous focus group events *spencerLAB* has performed with consumers, photo enthusiasts, and professional photographers. The KODAK NEXPRESS SX3300 Digital Production Color Press achieved a highest overall rating in photographic print quality output and demonstrated the best performance across the majority of attributes evaluated among the multiple high-quality digital press configurations tested.

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

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## 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, Availability, Reliability and Usability; corporate users rely on *spencerLAB* for guidance in print system acquisition and usage optimization.

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