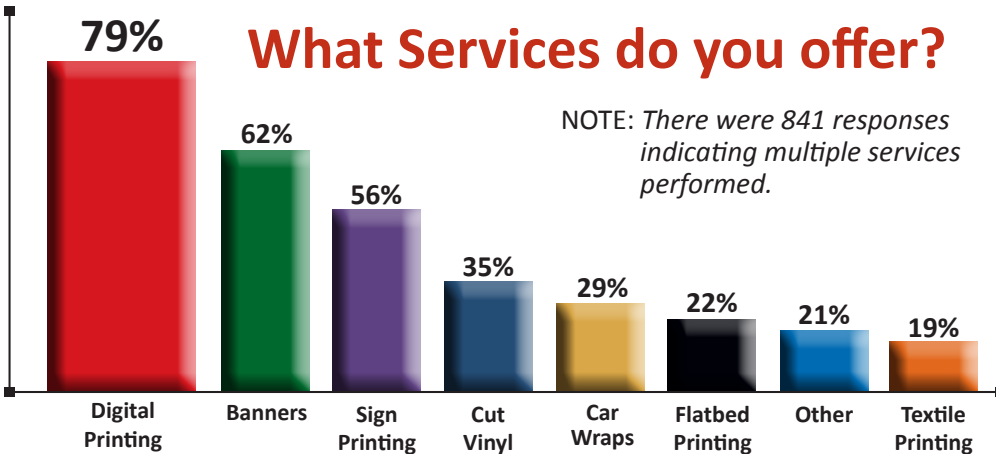


WIDE-FORMAT IMAGING

2011 DIGITAL PRINTER SURVEY



OTHER RESPONSES FROM SURVEY PARTICIPANTS WHO SAID THEY PLAN TO PURCHASING A DIGITAL PRINTER:

What will be the main criteria you have when purchasing your new Digital Printer?

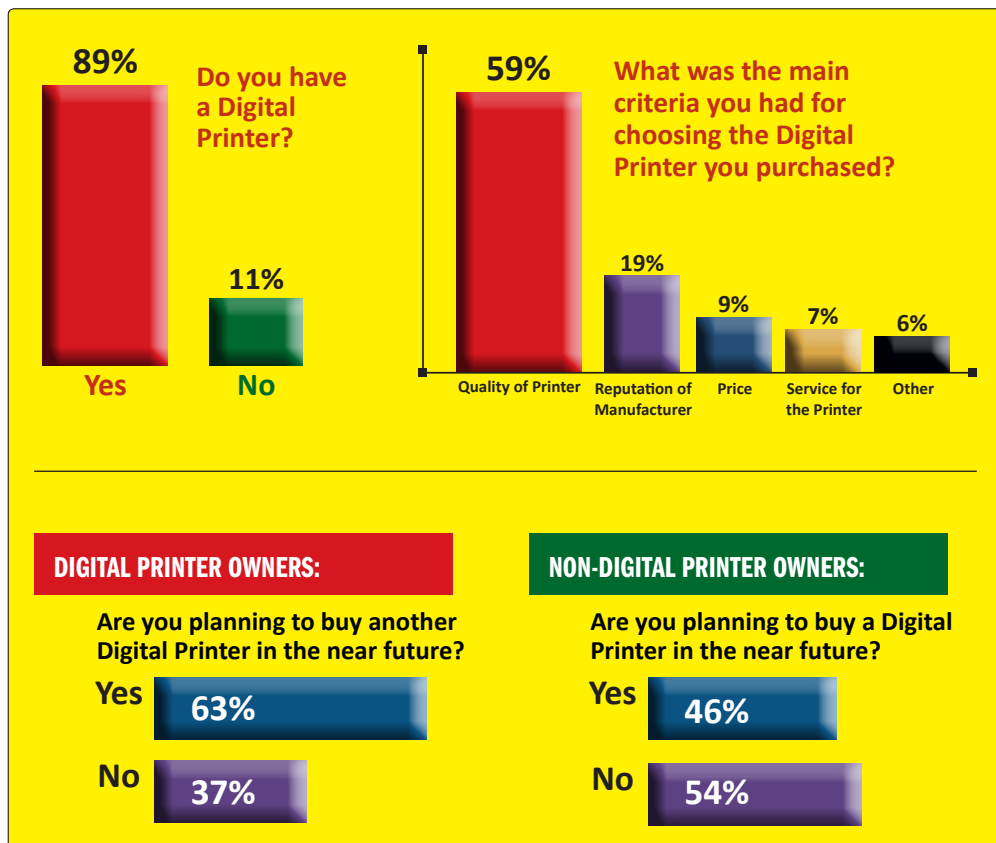
- 56% - Quality
- 15% - Price
- 15% - Reputation of Manuf.
- 8% - Service for the Printer
- 6% - Other

When do you plan to buy your new equipment?

- 29% - 6 months
- 29% - 1 year
- 19% - 3 months
- 16% - More than a year
- 7% - Other

How do you plan to purchase your new equipment?

- 37% - Cash purchase
- 36% - Finance
- 27% - Lease



Results above and to the right are based on 262 survey returns from the March 2011 Digital Printer Survey.

CONTACT YOUR WIDE-FORMAT IMAGING REPRESENTATIVE ON HOW YOU CAN REACH THESE IMPORTANT CUSTOMERS.
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