
Quarterly

Market Data

Tracking

Program

Pricing

This program can be purchased by region or as a worldwide view on an annual basis and is renewable after 4 quarters of tracking data and trends have been supplied. Subscribers are limited to clients of InfoTrends' On Demand Printing & Publishing Consulting Service.

United States	\$33,000
Western Europe	\$30,000
Rest of World	\$27,000
Worldwide	\$82,500

InfoTrends has tracked and forecasted the copier, printer, fax, and multifunction peripheral markets for many years. We understand that applying methodologies used in those mass-market product categories to the higher segments of the market does not work. Each placement is worth more, and in each of the categories the number of placements in total is much smaller, making precision and in-depth market knowledge a requirement. Our forecast experience in the market dates back to the early 90's and we have been conducting quarterly market tracking since 2002. Our approach, trend analysis, and data tracking provides our clients with a clear view of the industry. As the industry continues to evolve, it is important to understand trends in placements to align your business and develop strategies for success.

The primary objectives of InfoTrends' tracking program are:

- To supply quarterly market placement and estimated equipment revenues by market segment and geographic region
- To assess quarterly market share by vendor
- To estimate new product placements activity by key market segment and geographic region
- To provide estimated placements for key products primarily for the U.S. and Western Europe, with some data for the Rest of the World

Segmentation

Segments covered by InfoTrends' Quarterly Market Data Tracking Program include:

Production Black & White

- **POD Cut Sheet Digital Printing Systems**
 - o 70-90 ppm
 - o 91-105 ppm
 - o 106-134 ppm
 - o 135-199 ppm
 - o 200+ ppm

- **High Speed Roll Fed Publishing Products**

- **Copier-Based MFP Segments 5 & 6**

Color Copier-Based MFPs and Production Printers

- 1-10 ppm
- 11-20 ppm
- 21-30 ppm
- 31-44 ppm
- 45-69 ppm
- 79-90 ppm
- 91+ ppm

Monthly Duty Cycle

- Low (0 - 100,000 pages per month)
- Mid (101,000 - 300,000 and 301,000 - 999,000 pages per month)
- High (1,000,000 - 10,000,000 pages per month)
- Very High (10,000,000+ pages per month)*

* This split began for Q1 2008 reporting

Deliverables

Vendor placement activities and user buying behaviors will be analyzed on a quarterly basis by InfoTrends' senior consulting team and will be reviewed with clients through a conference call. The quarterly results are provided in an Excel pivot table database for the various categories. Clients have the ability to use the pivot tables for additional sorting and data analysis to meet their needs.

Terms and Conditions

Liability for Advice

Although reasonable efforts will be made by InfoTrends to ensure the completeness and accuracy of the information contained in written and oral reports, no liability can be accepted by InfoTrends for the results of any actions taken by the Client in connection with such information, opinions, or advice.

Copyrights

InfoTrends cannot give or imply any assurance that information provided to the Client as a result of the proposed assignment is free of copyright restrictions, and cannot necessarily convey copyright ownership to the Client.

Confidentiality

InfoTrends will use its best efforts to ensure that any confidential information obtained about the client and its business during the course of the project is not, unless otherwise agreed in advance, disclosed to any third party without the prior written permission of the Client. InfoTrends retains the right to re-use any non-proprietary information as part of its ongoing analysis of the office automation and printing and publishing industry.

Timely Delivery

InfoTrends will take all reasonable steps to ensure that all the time scales called for by the proposal project are met, but no liability can be accepted for the consequence of delays, however caused. Based on reporting regulations, results are typically published 2 months and 2 weeks from the close of a quarter.

Client Requirements

Participants agree to provide InfoTrends with shipment and placement information by model and region on a quarterly basis along with information about average selling prices, and to assign personnel who will interface with InfoTrends.



InfoTrends, a Questex Company, is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry. We provide research, analysis, forecasts, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses.

Additional information about InfoTrends is available on the Web at www.infotrends.com.

Quarterly Market Data Tracking Program Order Form

Purchaser's / Billing Information:

Name: _____

Title: _____

Company: _____

Address: _____

Phone: _____

E-mail: _____

P.O. Number: _____

Signature: _____

Cost Option:

- | | |
|--|-----------------|
| <input type="checkbox"/> United States | \$33,000 |
| <input type="checkbox"/> Western Europe | \$30,000 |
| <input type="checkbox"/> Rest of World | \$27,000 |
| <input type="checkbox"/> Worldwide | \$82,500 |