

Lyra Research Announces New European Analysts: Peter Mayhew Tapped from Ilford Imaging along with HAESF Fellow Gábor Nagy

Lyra Research recently appointed industry veteran Peter Mayhew, previously of Ilford Imaging in the United Kingdom, as its senior European analyst. Mayhew is joined by Hungarian fellowship participant Gábor Nagy and U.K.-trained Cortney Kasuba, who have joined Lyra's Wide-Format Production Printing Advisory Service (WFS) and Hard Copy Supplies Advisory Service (SAS), respectively, as research analysts.

Newtonville, MA (PRWEB) May 26, 2005 -- Lyra Research, the global leader in market research focused on the digital imaging industry (www.lyra.com), has announced the appointment of Peter Mayhew as senior European analyst. In his new position, Mayhew will manage European market research for Lyra, including market analysis, forecasting, and primary research in consumer, office, and commercial environments.

Peter Mayhew joins Lyra from Ilford Imaging in the United Kingdom. Mayhew has more than 30 years of sales and marketing experience in the photographic and digital imaging segments of the graphic-arts industry. Most recently, he was head of commercial marketing for the worldwide digital imaging group at Ilford Imaging in the United Kingdom. In the United States, Mayhew worked as marketing director for Ilford Imaging and played a pivotal role in the start-up of its digital imaging business. Mayhew has also established a photographic laboratory, an industrial photographic studio, and an exhibition display business.

"Lyra's proven research methodologies highlight achievable revenue opportunities in European digital imaging markets," said Frank Stefansson, CEO of Lyra Research. "I am thrilled to have Peter join in our global commitment to helping digital imaging vendors successfully address such opportunities."

Also joining Lyra from Europe is Gábor Nagy, a fellow of the Hungarian-American Enterprise Scholarship Fund (HAESF). The HAESF fellowship program selects the most accomplished young talent from elite Hungarian universities and prepares them for leadership in private enterprise in Hungary. As a research analyst fellow for Lyra's Wide-Format Production Printing Advisory Service (WFS), Nagy focuses on forecasting wide-format printer, ink, and media shipments. He also provides research and analysis of the solvent printer and UV-curable flatbed markets. Nagy has worked as a financial advisor for Credit Suisse Life and Pensions and as a research analyst for IDC Hungary. He is a graduate of the Budapest University of Economics Sciences and Public Administration.

Lyra Research recently hired Cortney Kasuba as a research analyst for its growing Hard Copy Supplies Advisory Service (SAS). Kasuba is a graduate of the University of Westminster in London, where she received a Bachelor of Science degree in statistics and operational research. Kasuba is responsible for forecasting color and monochrome laser toner cartridge shipments and tracking third-party cartridge shipments and trends, toner cartridge usage, and cartridge purchase patterns.

David Rocheleau, Lyra's vice president of research and content, remarked, "With the addition of Gábor Nagy and Cortney Kasuba, our advisory services continue their tradition of offering outstanding research and insight on the world's digital imaging markets."

About Lyra Research

Founded in 1991, Lyra Research is recognized worldwide as the leading provider of market, product, and technology information and analysis focused on the imaging industry. Lyra Research provides targeted



information on printers and copiers, digital photography, and imaging supplies to more than 2,000 clients in more than 40 countries. Lyra's portfolio of services includes leading industry newsletters, special market reports, advisory services, conferences, Webcasts, and custom consulting.

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