



## **UK WELCOMES THE WIRELESS AGE**

### **Lexmark research reveals an unstoppable adoption of wireless technology already underway**

The uptake of wireless technology in the UK is set to make a significant leap in the next five years, with 44% of homes already boasting a wireless network and 47% set to have one in the near future.

This is according to research commissioned by Lexmark of 9,000 people across Europe, conducted by global pollster Ipsos. The results for the UK show a major trend towards a more flexible lifestyle, with wireless seen as a major productivity boost in 81% – and considered as important to home life by 90% – of respondents.

17% of people from the UK without a wireless network connect wirelessly outside the home in cafés, friends' houses and in the workplace. At home, 87% own or plan to purchase a wireless printer over the next twelve months. This need for freedom, said the results of the study, is set to continue to grow within UK homes – 44% named wireless as the most productive tool in the next five years.

Lexmark commissioned the survey to mark its recent launch of inkjet single function printers and all-in-ones featuring wireless printing options.

Among those already part of the wireless revolution, the top perceived benefits were all about improving lifestyles. While 80% of those surveyed cited greater flexibility as the main advantage of wireless networking, 60% of respondents named the ability to connect equipment, 22% cited time saving, and 27% named cost as the key benefit.

Despite the buzz surrounding wireless networking, it is clear that the market in the UK needs to play a greater role in education. 6% of those who don't currently have a network feel that they don't know enough about the area, while 54% of respondents who do have a wireless network are unaware what security they have.

Cost was also named by 20% of respondents as a barrier to adoption, but the introduction of wireless products at more realistic price points is set to change all that, according to Marcus Harvey, director of the Consumer Printer Division at Lexmark.

“We are excited to see how enthusiastic people in the UK are about the trend towards wireless networks and wireless printing in the home,” Harvey said. “The results show that the acceleration of wireless is going to mean the next five years are on track to herald a critical moment in our use of technology.”

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### **Methodology**

Ipsos conducted the online survey of its panelists Feb. 16-24, 2007. The survey included 500 respondents in each of 18 countries for a total of 9,000 respondents. Respondents were demographically aligned to match the demographics of home computer owners in each of the countries. Countries included in the survey included France, U.K., Germany, Italy, Spain, Poland, Austria, Belgium, Netherlands, Switzerland, Denmark, United States, Canada, Mexico, Australia, Japan, Brazil and South Africa. The survey has a 95% confidence level  $\pm$  5%.

### **About Lexmark**

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