

Color Digital Printing & Variable Imaging in Corporate Environments: 2007 Update



A new INTERQUEST study, based on a survey of North American and European corporate organizations. This study is an expanded and updated version of Color Production Printing & Variable Imaging in the Corporate Market published in 2005



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Study Methodology

This study is based on the results of a survey of 80 North American and European corporate print operations. It is part of INTERQUEST's Color Production Printing and Variable Imaging Advisory Service, which provides companies with ongoing market research surveys, forecasting and consulting services.

Who Should Buy?

- Manufacturers, OEMs, Resellers of:
 - Digital printing systems
 - Conventional printing equipment
 - RIP/Connectivity solutions
 - Pre- and post-processing/finishing equipment
 - Printing software solutions
- Corporate Users
 - Publishing & graphic services
 - In-plant print shops/CRDs
 - Print & mail operations
 - IT & data center operations
 - Marketing/communications departments
 - Print buyers
- Print-for-pay Operations
 - Commercial printers
 - Direct mail companies
 - Digital service bureaus
 - Quick printers
 - Outsourcing organizations
- Marketing Firms/Agencies
- Educational Organizations

For Industry Professionals Involved in:

- Sales and marketing
- Product management
- Engineering and product development
- Application and technical support
- Market research and strategic planning
- Sales and technical training
- Selection and purchase of printing solutions
- Printing and publishing operations

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INTERQUEST's Expertise in Color Printing and Variable Imaging

Founded in 1989 and headquartered in Charlottesville, Virginia, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. INTERQUEST has more than 2,000 clients worldwide; approximately two-thirds are end user organizations and one-fourth is outside the United States.

Corporate & Graphic Arts Experience

For more than 15 years INTERQUEST, through its relationship with Xplor International, has conducted numerous studies and developed educational tools related to transactional and corporate printing markets. Since 1997 INTERQUEST has conducted landmark studies in commercial printing markets for Print Industries Market Information and Research Organization (PRIMIR)—formerly GAMIS.

Expertise in Digital Color Printing

Since publishing *The Years of Color* in 1990, INTERQUEST has developed numerous studies analyzing the office and production color printing markets. The company has conducted multiple consulting projects for leading industry players (vendor and user companies), and has developed training programs and educational tools widely used by vendor and user organizations in the industry.

Research in Color Variable Data Printing and Personalized Communications

INTERQUEST has tracked color variable data printing technology and markets since 1996. Recent studies include:

- *Color Digital Printing & Personalized Communications in Higher Education (2007)*
- *Digital Printing in the Government Market (2007)*
- *Color Production Printing & Variable Imaging in Graphic Arts (2006)*
- *Color Production Printing in Transactional Environments (2006)*
- *Color Production & Variable Data Printing: Where is the Market Going (2005)*
- *Color Production Printing & Variable Imaging in the Corporate Market (2005)*

Color Production Printing & Variable Imaging Advisory Service

At the end of 2003, INTERQUEST launched its Color Production Printing & Variable Imaging Advisory Service, which helps companies develop and refine their planning and marketing strategies by tracking-through regular surveys of print providers and print buyers—the evolution of the color variable data printing market, applications, and issues.

Seminars & Industry Forums

Since 2003 INTERQUEST has conducted numerous seminars covering color production printing and variable imaging, "Profiting with Color Variable Print," "Focused Forums," and "Color Printing & Personalized Communications" in major U.S. and Canadian cities. These half-day seminars—sponsored by leading industry vendors and trade publications—have been targeted at graphic arts and transactional print providers, as well as corporate users, print buyers, and ad agencies. Recently, INTERQUEST organized "Personalized Communications & Variable Data Printing in Higher Education Forum" during the 2007 Association of College & University Printers (ACUP) Conference held in San Francisco.

**For more information about INTERQUEST
visit our Website at www.inter-quest.com or call 434/979-9945.**