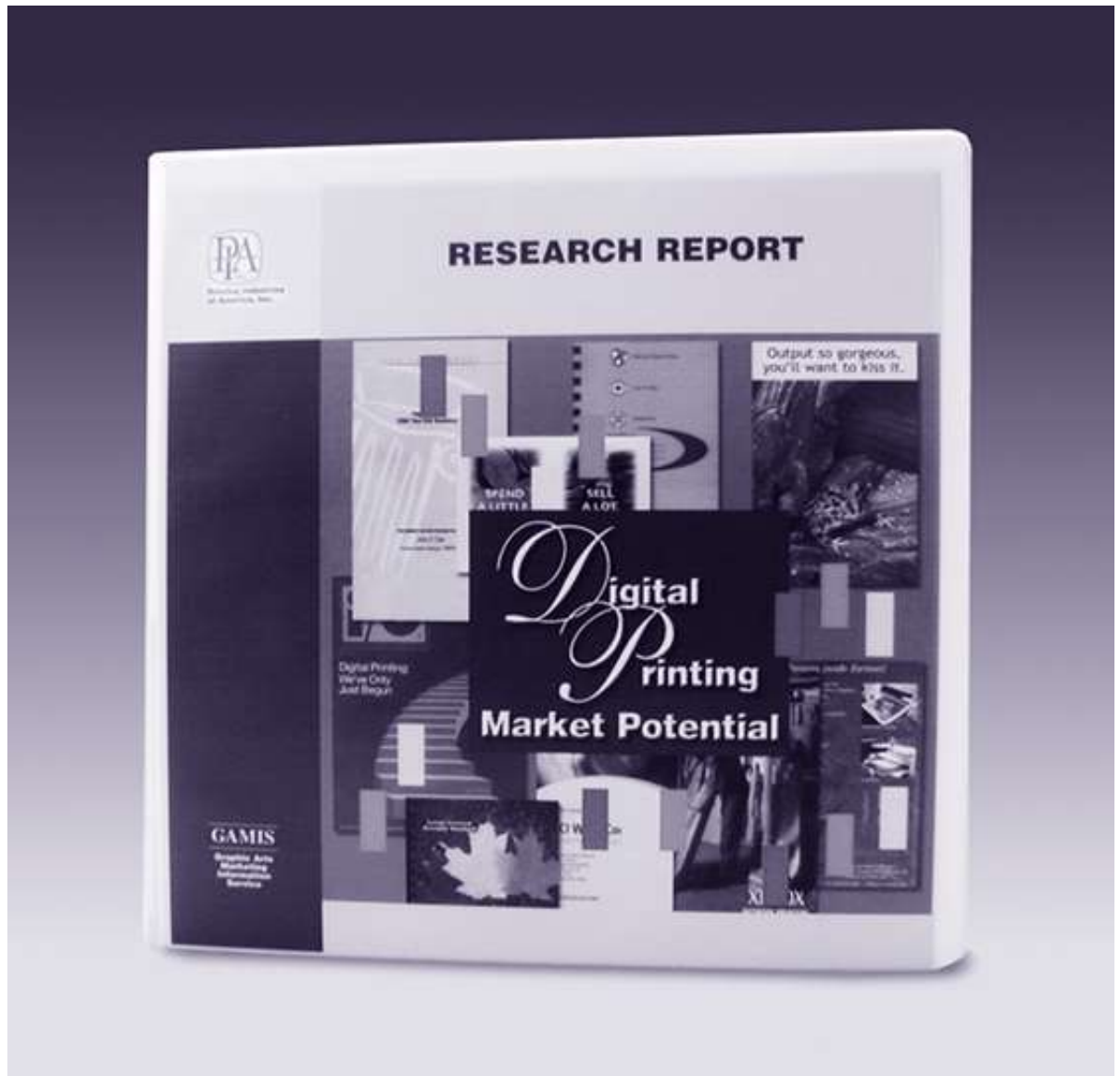


Digital Printing Market Potential



A new study published by the Graphic Arts Marketing Information Service (GAMIS) and conducted by INTERQUEST, which provides an in-depth analysis of the impact of digital printing on the graphic arts

Table of Contents

Chapter 1 *Executive Summary*

Chapter 2 *Introduction*

Chapter 3 *Methodology*

Chapter 4 *Research Results*

- Digital printing market analysis
 - Industry trends
 - Distributed network printing
 - Transactional printing
 - Print-on-demand
 - Market size
 - Black-and-white print-on-demand
 - Unit shipment and installed base forecast
 - Vendor market shares
 - Environment breakdown
 - Print volume forecast
 - Full-color digital systems
 - Unit shipment and installed base forecast
 - Vendor market shares
 - Environment breakdown
 - Print volume forecast
 - Market issues
 - Run length and turnaround
 - Equipment capability
 - Operating cost
 - Other considerations
- Distribute-and-print
 - Background
 - Organizations
 - The role of electronic commerce
- Variable data and personalization
 - Background
 - Key trends and recent developments
 - Drivers and barriers
- Digital printing in graphic arts environments
 - General commercial printing
 - Quick printing
 - Digital service bureaus

- Application sectors
 - Market size, trends, forecast and assessment of the impact of digital printing on each of the following sectors
 - Advertising and promotion
 - Annual reports
 - Books
 - Business forms
 - Catalogs
 - Coupons
 - Direct mail
 - Financial printing
 - Greeting cards
 - Magazines
 - Reprints
 - Miscellaneous
- Print provider survey
- Print buyer survey

Chapter 5 *Conclusions*

- Digital printing market
- Graphic arts environments
- Applications sectors
- Distribute-and-print
- Variable data and personalization
- Supply chain
- Digital and traditional printing

Chapter 6 *Implications for GAMIS Members*

- Printing systems vendors
- Pre- and post-processing/finishing equipment vendors
- Print providers
- Consumables manufacturers

Appendices

- Key digital printing equipment vendors' analysis
- Key digital printing technologies' overview
- Glossary of terms
- Survey questionnaires

About the Research

The overall goal of the study was to research digital printing opportunities, and provide a foundation to 1) understand the equipment, suppliers, and applications, and 2) assist with the strategic planning process for anyone associated with digital printing.

To help define the state of the art of digital printing, and establish market trends for the next five years, INTERQUEST conducted 150 in depth telephone interviews with print providers (commercial printers, quick printers, and digital service bureaus), print buyers (corporations, marketing firms and agencies), and executive management at key vendor companies (printing systems, supplies, and Internet print services).

What You Will Find in the Study

- Detailed forecasts (unit shipments, installed base, print volume) for digital black-and-white and color production systems in the U.S. graphic arts market (2000-2005)
- Predictions concerning the adoption rate/print-volume growth for digital printing and variable data printing in the graphic arts industry

- Detailed results of print buyers and print providers surveys conducted for the project, covering topics such as equipment used, applications, use of distributed print-on-demand and variable data printing, insourcing/outsourcing, and supply chain
- A comprehensive analysis of the impact of digital printing on each sector of the graphic arts
- A discussion of the issues that need to be overcome by graphic arts providers (equipment, consumables, services), and recommendations

Who Will Benefit?

- Manufacturers, OEMs, Resellers
 - Digital printing systems
 - Conventional printing equipment
 - RIP/connectivity solutions
 - Software developers
 - Papers and other substrates
 - Ink, toner, and other consumables
- Large Corporate and Government Users
 - In-plant print shops
 - Centralized reprographic departments (CRDs)
 - MIS/data centers
 - Purchasing managers
- Print-for-Pay Operations
 - Commercial printers
 - Digital service bureaus
 - Quick printers
 - Outsourcing organizations

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- PRINT 01: The Eye of the Storm¹ (New)
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- The Guide to Paper and Digital Printing: What You Should Know
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- Midrange & Clustered Print-on-Demand Solutions
- Basic Concepts of Electronic Printing

(1) In association with Xplor International

(2) Commissioned and Published by the Graphic Arts Marketing Information Service (GAMIS)

About INTERQUEST

INTERQUEST is a market and technology research and consulting company in the field of electronic printing and publishing. Over the past 12 years, INTERQUEST has published numerous multi-client studies related to digital printing and print-on-demand. In addition, the company has produced a series of educational videos on related topics in association with Xplor International.

INTERQUEST has over 2,000 clients worldwide. For more information about INTERQUEST:

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About GAMIS

GAMIS is a special interest group of the Printing Industries of America (PIA) dedicated to providing its members with current, relevant market data and information on the graphic arts and related fields. The principal benefits of the organization are member-directed research studies, quarterly meetings, market research skills building, and unlimited networking opportunities.

For more information about GAMIS, please call (703) 519-8179 or e-mail: JBland@printing.org



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Information Service