



**Impressive Speaker & Panelist Lineup for INTERQUEST
2009 Digital Book Printing Forum**

*Leading players from all walks of the book publishing industry slated for
fourth annual Digital Book Forum*

Charlottesville, VA (March 4, 2009) — INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, today announced speakers and panelists from leading vendors, printers, and publishers for its annual educational forum on trends and opportunities in digital book manufacturing.

According to David Davis, a Director at INTERQUEST, “We work hard to raise the content and quality level of this event each year, and the responses we’ve received and participation we’re seeing this year indicate we’re heading in the right direction. We can’t wait to have all these market leaders at the Forum discussing issues, opportunities, and challenges in digital book production. Attendees are in for an extremely stimulating, eye-opening event.”

Caroline Vanderlip, CEO of SharedBook Inc. will kick off the event with the keynote address. Following the keynote, a panel of executives from leading printing systems vendors will present their companies’ strategies and solutions for the book market. Speakers include: Kevin Joyce, VP of Worldwide Sales & Marketing, Digital Printing Solutions, Eastman Kodak Company; Aurelio Maruggi, General Manager of the Imaging & Printing Group’s (IPG) Inkjet High-Speed Production Solutions Division (IHPS), Hewlett-Packard; Guy Broadhurst, VP, New Technology & Client Development, Production Printing Systems, Océ North America; and Bill Brunone, VP of Ink Jet Targeted Systems, Screen. USA.



Following lunch, leading book printers will present their experiences, applications, and challenges in digital book manufacturing. Speakers for this session include: Michael Marcian, President, Corporate Press, Inc.; John Edwards, CEO & President, Edwards Brothers Incorporated; Dick Snetsky, Director of Planning, Flagship Press, Inc.; and Bill Clockel, VP of Technology, Integrated Book Technology (IBT) and Bernard Kieffer, Technology & Supply Chain Director, CPI.

Later in the day attendees will hear from and interact with leading publishers involved in digital book printing. Speakers include: Gregory Mazurek, Strategic Planning Manager, Hachette Book Group USA; Lynn Terhune, POD & USR Administrator, John Wiley & Sons; David Hetherington, Professor, Pace University School of Book and Magazine Publishing; Mimi Esguerra, Director of Manufacturing, Scholastic, Inc.; and Otto Barz, President, YBK Publishers.

The Digital Book Printing Forum will be held Tuesday, March 24, 2009, during the annual Publishing Business Conference & Expo organized by *Book Business* magazine at the New York Marriott Marquis in midtown Manhattan. The Digital Book Printing Forum is sponsored by leading players in the market, including Hewlett-Packard, InfoPrint Solutions, Kodak, Nipson, Océ, On-Demand Machinery, Riso, Screen, and Transcontinental.

Forum attendees are also invited to the Publishing Business Conference keynote and the Publishing Business Expo.



About INTERQUEST

Founded in 1989, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. INTERQUEST has conducted extensive research into digital book printing markets. Its studies of digital print manufacturing include *High Growth Segments of Digital Book Printing: Market Analysis & Forecast* and *The Digital Book & Manual Printing Opportunity: Market Analysis & Forecast*. Every year since 2006 INTERQUEST has organized the Digital Book Printing Forum held during the Publishing Business Conference & Expo in New York City. In 2008 INTERQUEST organized similar events in Paris and Montréal. INTERQUEST can be reached by calling (434) 979-9945, by fax at (434) 979-9959, or on the Web at www.inter-quest.com.

About Book Business

Published nine times a year, *Book Business* magazine is read by a highly targeted audience of book and multimedia publishers and their key suppliers, including producers of trade, professional, software, directory and educational books. Combined with the popular Publishing Business Conference and Expo and bookbusinessmag.com, *Book Business* magazine offers its readership a one-of-a-kind resource.