



INTERQUEST to Deliver Digital Book Printing Forum for the Second Year
Special Book Business Conference & Expo event

Charlottesville, VA (February 2, 2007) — INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, and *Book Business* magazine, the leading trade publication for book printing and publishing, today announced they are partnering again this year to provide an educational forum on trends and opportunities on digital book production. The Digital Book Printing Forum will be held March 6, 2007, during the annual Book Business Conference and Expo at the New York Marriott Marquis in midtown Manhattan.

According to Gilles Biscos, president of INTERQUEST, “Based on last year’s success we have expanded the event to nearly a full day. This year the forum is tailored to the highest growth segments for digital book production—trade books, professional books, educational books, and photo books. Our research finds that the first three segments account for over 80% of the books produced digitally, and photo books have been experiencing phenomenal growth over the past 18 months.”

Sponsored by leading industry vendors, including Hewlett-Packard, IBM Printing Systems, Lasermax Roll Systems, Xeikon, and Xerox, the Digital Book Printing Forum will utilize a combination of recent INTERQUEST research, expert presentations, and success stories to provide the audience with an overview of the market, as well as insights into the challenges and opportunities confronting book printers and publishers.

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“We are very pleased to welcome back the INTERQUEST Digital Book Printing Forum to the Book Business Conference and Expo,” noted Mark S. Hertzog, VP/Group Publisher of Book Business magazine. “We received very positive feedback from all those who attended the Forum in 2006 and we are confident the event will again exceed the expectations of the attendees and sponsors.”

The Digital Book Printing Forum will take place on Tuesday, March 6, from 10:00 a.m. to 4:30 p.m. at the New York Marriott Marquis—the same location as the Book Business Conference and Expo. The Forum Keynote will be followed by a session focused on trade books and professional books with INTERQUEST presentations drawn from its recent research into these books segments, and an end-user panel of leading book printers and publishers. The afternoon session will follow the same format and be focused on education books and photo books—two segments that are being revolutionized by digital color printing. Forum attendees are also invited to the Book Business Conference Keynote at 9:15 a.m., and the Book Business Expo from 10 a.m. until 3 p.m. For more information or to register, visit www.BookBusinessExpo.com

About INTERQUEST

INTERQUEST, founded in 1989, 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 new study, *On-Demand Book Printing: Top Growth Segments* is a follow-on study to *The Digital Book & Manual Printing Opportunity: Market Analysis & Forecast*, published at the end of 2005. 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 six 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 Book Business Conference and Expo and bookbusinessmag.com, *Book Business* magazine offers its readership a one-of-a-kind resource.