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## INTERQUEST Announces 2007 Digital Printing in Government Forum

Charlottesville, VA (September 25, 2007)—INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry announces the second edition of “Digital Printing in Government,” which will take place in Washington D.C. on November 28 from 9:00 A.M. to 3:30 P.M. At the event INTERQUEST will present key results from its new study *Digital Printing in Government: Perspectives of Print Buyers and Outsourcing Providers*, which will be published in November.

“Last year our research was mainly focused on government printing operations. This year we are adding a dimension by exploring how government agencies have been moving into new services and applications working with external partners,” said Gilles Biscos, president of INTERQUEST.

The morning sessions will analyze key trends in the publishing, print-on-demand, transactional, and direct mail markets. INTERQUEST will provide an update on market and technological developments and examine future changes as well as hot issues for government in-house printing operations and print buyers. Government users will present their applications, successes, and challenges with digital printing.

The afternoon sessions will provide perspectives from marketing communications companies and print providers that have worked with government agencies to develop powerful applications in areas such as print-on-demand, web-to-print, color variable imaging, transactional printing, security, and more.

The seminar is sponsored by leading industry players, including Hewlett-Packard, InfoPrint Solutions Company, Kodak, NPC, Nipson, Océ, Pentax, Ricoh, and Riso. It is also supported by the Federal Electronic Document Systems Association (FEDS), the Franklin Technical Society, the Interagency Council on Printing & Publications Services (ICPPS), the National Government Publishing Association (NGPA), and the Xplor Mid Atlantic Region (MAR), and *American Printer* magazine.

The event is targeted at government users—publishing and graphic services, in-plants and CRDs, print & mail services, IS/data center operations, purchasing/procurement departments, and communications professionals—as well as providers serving this market. For more information or to register, visit:

<http://www.inter-quest.com/DigPrintingGovtForum.html> or call: (434) 979-9945.



### About INTERQUEST

Founded in 1989, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. Over the past 13 years through its relationship with Xplor international, INTERQUEST has conducted numerous studies related to transactional and corporate printing markets. INTERQUEST has also conducted landmark studies in commercial printing markets for the Graphic Arts Marketing Information Services (GAMIS)—now PRIMIR—and the Printing Industries of America (PIA)'s Digital Printing Council. INTERQUEST can be reached by calling (434) 979-9945, by fax at (434) 979-9959, or at [www.inter-quest.com](http://www.inter-quest.com).

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