



**INTERQUEST Announces 2008  
Digital Printing in Government Forum**

*3rd Annual Digital Printing in Government Forum to  
take place November 5 at the Omni Shoreham*

Charlottesville, VA (September 18, 2008)—INTERQUEST, a leading market and technology research and consulting firm in digital printing and publishing, today announced the third annual Digital Printing in Government Forum focused on the current and future state of digital printing in the government marketplace. The seminar will take place in Washington D.C. on Wednesday, November 5 from 8:30 a.m. to 3:30 p.m. at the Omni Shoreham Hotel.

The Forum is guided by recent and ongoing research into the government market conducted by INTERQUEST. Key results from *Digital Printing in Government: Market Analysis and Forecast (2008-2012)* will be presented by INTERQUEST analysts. According to Toby Cobrin, Director with INTERQUEST, “By returning to the market each year we’re gaining a deeper understanding of the issues and challenges as they unfold. This year our research returns to in-house operations at government agencies. We’re eager to share our findings and provide an open forum for government users to share experiences, challenges, and best practices.”

The morning session will feature a panel of representatives from leading vendors who will present their companies’ strategies and solutions for the government market. This will be followed by an update of market and technological developments as well as key findings from the INTERQUEST study. The morning session will conclude with case studies from government users who will present applications, successes, and challenges with digital printing.



Following lunch, the afternoon session will focus on color digital printing. INTERQUEST analysts will share their insights into recent developments in the digital color market and present key findings from INTERQUEST research. Executives from government print and mail operations will also share case studies focusing on the use of digital color printing at their organizations.

The seminar is sponsored by leading industry players, including AbitibiBowater, Domino Amjet, Hewlett-Packard, InfoPrint Solutions Company, Kodak, Océ, Rimage, the U.S. Postal Service and Xerox, with additional support from *American Printer*, the Federal Electronic Document Systems Association (FEDS), *In-plant Graphics*, the Interagency Council on Printing & Publications Services (ICPPS), the National Government Publishing Association (NGPA), and the Xplor Mid Atlantic Region (MAR).

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

[www.inter-quest.com/2008DigPrintingGovtForum.html](http://www.inter-quest.com/2008DigPrintingGovtForum.html) or call 434.979.9945.

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## About INTERQUEST

Founded in 1990 and headquartered in Charlottesville, Virginia, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. Over the last 18 years, INTERQUEST has produced numerous landmark multi-client market research studies on topics such as digital printing, print-on-demand, transactional printing, color printing and variable imaging, paper and pre-and post-processing/finishing, and workflow. In the past two years INTERQUEST has published several landmark studies related to digital printing in the government and higher education market. INTERQUEST can be reached by calling (434) 979-9945, by fax at (434) 979-9959, or at [iquest@inter-quest.com](mailto:iquest@inter-quest.com).