



**Book Industry Leaders Convene in the U.K. for the
2010 INTERQUEST London Digital Book Printing Forum in June**

<http://www.inter-quest.com/2010LondonForum.htm>

*Leading publishers, distributors, book printers, & vendors slated for
first London Digital Book Forum*

Charlottesville, VA (May 18, 2010) —INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, today announced an impressive lineup of speakers and panelists from leading vendors, printers, publishers, and distributors for its first London Digital Book Printing Forum. The educational forum on trends and opportunities in digital book manufacturing will be held at the Royal Society on June 9.

According to **David Davis**, a Director at INTERQUEST, “Book publishing is a global business, and digital book manufacturing is taking hold around the world. Publishers, printers, and suppliers have long been active in bringing the benefits of short-run and on-demand printing to the U.K. We are extremely pleased and excited to bring leaders from all segments of the book industry supply chain to our event in London. The speakers and panelists we’ve lined are at the forefront of the market and will bring invaluable, thought provoking insights for our attendees.”

Paul Major, Director of Stock Planning, UK Academic Division & OUP-USA, Oxford University Press, will deliver the keynote address. He will explain how digital printing has helped OUP—a leading global publisher—better manage its supply chain by enhancing the efficiency of stock management, while extending the life of products and maximizing sales.



Following the keynote, **Gilles Biscos**, President of INTERQUEST, Ltd., will present key results from the company's new study, *Digital Book Printing: Market Analysis & Forecast, 2010-2015*, to be released later this month.

After the INTERQUEST presentation executives from leading printing systems vendors will present their companies' strategies and solutions for the book market. Speakers include: **Erwin Busselot**, Marketing Director Digital Printing, Eastman Kodak Graphic Communications Group EMEA; **Robert Stabler**, Country Manager UK and Ireland, Indigo Digital Print, Hewlett Packard Company; **Dragan Volic**, Vice President Marketing & Sales, Müller Martini; and **Paul Krisson**, Graphic Arts Programme Manager, Océ Printing Systems.

Following lunch, a panel of leading book printers will present their experiences, applications, and challenges in digital book manufacturing and explain how recent technological developments are helping them enhance their solutions. Speakers include: **David Stewart**, Sales Director, Bell & Bain Ltd.; **Bernard Kieffer**, Technology & Supply Chain Director, CPI; **Andy Cork**, Managing Director, Printondemand-worldwide; and **Guillaume de Courcy**, Managing Director, SAGIM.

David Davis will present additional findings from recent INTERQUEST studies of digital book manufacturing and moderate a panel focused on the views of other key players in the book supply chain. Publishers will share their experiences with digital printing and their perspectives on the future of paper books and eBooks. Panelists will also discuss the opportunities and challenges associated with the distribute-and-print model which is gaining tremendous momentum. Speakers include **Larry Bennett**, Vice President Digital Print Media, Baker & Taylor Digital Media Services; **Gareth Hardy**, Head of Buying, Blackwell; **Symmie Tyson**, Assistant Manager Manufacturing, John Wiley & Sons; and **Nicola Haden**, Commercial Manager Emerald Books, Emerald Group Publishing Limited.



The 2010 London Digital Book Printing Forum will be held Wednesday, June 9, 2010 at the Royal Society, 6-9 Carlton House Terrace, London SW1Y 5AG. The Digital Book Printing Forum is sponsored by leading players in the market, including Baker & Taylor, CPI, Hewlett-Packard, Kodak, Magnum Digital Solutions, Müller Martini, Océ and Xeikon. It is supported by the Association of Learned and Professional Society Publishers (ALPSP) and the Independent Publisher Guild (IPG).

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 *Digital Book Printing: Market Analysis & Forecast, 2010-2015*, *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 2009 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