



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

INTERQUEST Reports a Strong Turnout for the Toronto Digital Printing Forum

*More than 130 attendees convene in Toronto for full-day event focused on
key digital printing markets*

Charlottesville, VA (May 18, 2010)—INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, today announced a highly successful 2010 Toronto Digital Printing Forum. The educational forum—organized in partnership with Ryerson University—focused on trends and opportunities in three of the highest growth digital printing market segments: direct mail, transactional/ transpromo, and book manufacturing. More than 130 professionals attended the full-day event, which was held on May 6 on the Ryerson campus in Toronto.

According to Toby Cobrin, a Director for INTERQUEST, “The large turnout for the first INTERQUEST forum in Toronto is an encouraging sign that companies are again looking for innovative ideas in an economy that is strengthening in 2010. With a mix of direct mail, transactional and book manufacturing, the forum provided terrific content in all facets of digital printing.”



Toby Cobrin, a Director at INTERQUEST, kicked off the morning session, **Digital Printing & Multi-Channel Communications**, by presenting key results from recent INTERQUEST studies in the direct marketing and direct mail in North America. The INTERQUEST presentation was followed by a panel of leading marketing firms, direct marketing providers, and corporate users/buyers who presented successful integrated multi-channel campaigns they have developed. Speakers include: Kim Gross, Director of Marketing & Sales, Pacesetter Enterprises, Inc.; Matthew Potter, Technology Director, Pénéga Communication; Alex Nuta, Technology Director, Varibase; and Tim Flaman, VP Marketing & Online Business Solutions, West Canadian Digital Imaging Inc.

In the second part of the morning program, Gilles Biscos presented key findings from recent INTERQUEST studies in the North American transactional printing market and then moderated a panel focused on the convergence of direct mail and transactional printing applications. Leading transactional service bureaus and corporate users/buyers presented successful transactional/transpromo applications they have recently implemented. Speakers included Andrew Idzior, Executive VP, Sales & Marketing, DST Output Canada Inc.; Nick Romano, President & CEO, Prinova; Kim Duxburry, Assistant Vice President, Product and Research, Sun Life Financial; and Glenn Reiner, VP of Sales & Product Marketing, Symcor.

The afternoon session focused on digital book and manual printing and featured key results from the recent INTERQUEST study *Digital Book Printing: Market Analysis & Forecast, 2010-2015*. This was followed by a panel of leading book printers who presented their experiences, applications, and challenges in digital book manufacturing and explain how recent technological developments are helping them enhance their solutions. Speakers included John Lacagnina, President & CEO, ColorCentric Corp.; Jim Robinson, VP of Operations and Administration, Harlequin; Martin Cournoyer, Sales Director Book Market Teams, Transcontinental; and Mike Collinge, President & CEO, Webcom, Inc.



A panel of publishers, book retailers, and distributors shared their experiences with digital printing and their perspective on the future of paper books & eBooks. Speakers included Wendy Moran, Director & Associate VP, Oxford University Press; Clive Powell, Executive VP of EDP, McGraw-Hill Ryerson; May Yan, Director of Retail Services, University of Waterloo Bookstore; and John Lacagnina, President & CEO, ColorCentric Corp.

The event concluded with a cocktail party hosted by Transcontinental. The 2010 Toronto Digital Printing Forum was sponsored by leading players in the digital printing market, including Baker & Taylor, GMC, Hewlett-Packard, InfoPrint Solutions, KBR Graphics Canada, Océ, Pitney Bowes, RISO, Symcor, Transcontinental, and Xerox.

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 printing markets. Its recent studies in direct mail, transactional printing, and digital book printing include: *North American Transactional Printing: Market Analysis & Forecast, 2009-2014*; *Digital MICR Printing: Market Analysis & Forecast, 2008-2013*; *Direct Mail Printing: Market Analysis & Forecast, 2008-2013*; *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*.

Since 2005 INTERQUEST has organized multiple digital printing seminars on direct mail and personalized communications, transactional printing and transpromo, as well as digital book printing in both North America and Europe.

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