



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

Industry Leaders to Participate in the INTERQUEST Toronto Digital Printing Forum

*Leading players convene in Toronto for full-day event focused on
key digital printing markets*

Charlottesville, VA (April 13, 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 marketing and transactional operations, end-user organizations, and book publishing, manufacturing, and distribution firms for its 2010 Toronto Digital Printing Forum. The educational forum—organized in partnership with Ryerson University—focuses on trends and opportunities in three of highest growth digital printing market segments: direct mail, transactional/transpromo, and book manufacturing. The event will be held on May 6 from 9:00 to 18:00 at Ryerson.

According to Gilles Biscos, President of INTERQUEST, “We are focusing this event on those markets where digital printing is having the biggest impact. All of these markets are undergoing enormous change from a variety factors ranging from electronic media to the recession and technological developments within the digital printing industry. We are very pleased to bring leaders from all these segments to explore these issues and help attendees better understand the challenges and opportunities.”



Toby Cobrin, a Director at INTERQUEST, will kick off the morning **Digital Printing & Multi-Channel Communications** seminar by presenting key results from the company's recent studies in the direct marketing and direct mail in North America. The INTERQUEST presentation will be followed by a panel of leading marketing firms, direct marketing providers, and corporate users/buyers who will present successful integrated multi-channel campaigns they have developed. Speakers include: Bill Esler, Editor in Chief, Graphic Arts Monthly, Kim Gross, Director of Marketing & Sales, Pacesetter Enterprises Inc.; Matthew Potter, Technology Director, Pénéga Communication; and Alex Nuta, Technology Director, Varibase.

In the second part of the morning program, Gilles Biscos will present key findings from recent INTERQUEST studies in the North American transactional printing market and then moderate a panel focused on the convergence of direct mail and transactional printing applications. Leading transactional service bureaus and corporate users/buyers will present successful transactional/transpromo applications they have recently implemented. Speakers include: 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.

Mr. Biscos will kick off the afternoon **Digital Book & Manual Printing Seminar** by presenting the key results from the company's new study, *Digital Book Printing: Market Analysis & Forecast, 2010-2015*, to be released in April 2010. The INTERQUEST presentation will be followed by a panel of leading book printers who 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: John M. Lacagnina, President & CEO, ColorCentric Corp.; Jim Robinson, Vice President of Operations and Administration, Harlequin ; and Martin Cournoyer, General Manager, Transcontinental Métrolitho.



During the second portion of the afternoon program, Toby Cobrin will present additional findings from the INTERQUEST study of digital book manufacturing and then moderate a panel focused on the views of key players in the book supply chain. Publishers will share their experiences with digital printing and their perspective on the future of paper books & eBooks. Panelists will also discuss will 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; Wendy Moran, Director & Associate Vice President, Oxford University Press; Clive Powell, Executive Vice President of EDP, McGraw-Hill Ryerson; and May Yan, Director of Retail Services, University of Waterloo Bookstore.

The event will conclude with a cocktail party hosted by Transcontinental from 17:00 to 18:00. Opened to all forum attendees, it will provide an excellent opportunity for networking.

The 2010 Toronto Digital Printing Forum is sponsored by leading players in the digital printing market, including Baker & Taylor, GMC, Hewlett-Packard, InfoPrint Solutions, KBR Graphics, Océ, Pitney Bowes, RISO, Transcontinental, and Xerox. It is supported by leading industry associations including the Book Publishers Professional Association (BPPA), the Direct Marketing Association of Toronto (DMAT), and Xplor Canada Central Chapter.



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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