



**INTERQUEST to Deliver First London
Digital Book Printing Forum**

*INTERQUEST Expands its Successful Digital Book Manufacturing
Event to the U.K.*

Charlottesville, VA (April 7, 2010) — INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, today announced it will deliver its first U.K. educational forum on trends and opportunities in digital book manufacturing. The Digital Book Printing Forum will be held Wednesday, June 9, 2010, at the Royal Society, Carlton Terrace, in London.

According to Gilles Biscos, President of INTERQUEST, “We’ve been greatly encouraged by the success of the digital book printing forums we have conducted over the past three years in New York, Paris, and Montreal, and think the time is right to expand the event to London. The U.K. is one of the leading countries in Europe to adopt digital printing for book manufacturing, and so it is natural for us to organize an event there.”

In the morning session the Forum keynote will be followed by a panel of representatives from leading printing systems vendors who will present their companies’ strategies and solutions for the book market. INTERQUEST will then present key results from its new study, *Digital Book Printing: Market Analysis & Forecast, 2010-2015*.



The afternoon portion of the program features a panel of leading book printers who will discuss their experiences with digital printing and their views of the market. INTERQUEST will then present the key results of its recent research about the digital book printing market in the U.K. This will be followed by a special session which will provide the perspectives of other key players in the book supply chain—publishing, distribution, and retail—on the use and growth of digital printing. They will also discuss the opportunities and challenges associated with the distribute-and-print model which is gaining tremendous momentum.

“The event will also provide the opportunity to discuss the impact of the key marketing announcements and technology developments from IPEX two weeks earlier,” according to Biscos.

The Digital Book Printing Forum is sponsored by leading players in the market, including Baker & Taylor, CPI, Hewlett-Packard, Kodak, 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 *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 2008 and 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.interquest.com.