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**INTERQUEST Digital Book Printing Forum Draws  
Industry Professionals to Frankfurt**

*Inaugural Frankfurt Digital Book Forum  
Slated for October 14 in Germany*

**Charlottesville, VA (September 29, 2011)** — INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, today announced a rich and diverse lineup of speakers and panelists for its first Frankfurt Digital Book Printing Forum. The full-day educational forum focuses on trends and opportunities in digital book manufacturing. It will be held on Friday, October 14, 2011 at the Frankfurt Book Fair (<http://interquest.com/2011FrankfurtForum.htm>).

**Toby Green**, Head of Publishing, OECD; and Chair of ALPSP, will deliver the keynote address. Mr. Green will detail a project he recently led to establish an all-digital, print-on-demand solution that is wholly integrated into OECD's global supply chain. He will also discuss how printed books and electronic content complement one another. Following the keynote, **Gilles Biscos**, President of INTERQUEST, Ltd., will present key results from the company's latest research in the digital book printing market in North America and Europe.

A panel of leading book printers will follow. Speakers include **Oliver Schimek**, CEO, Digital Print Group; **Esben Molls Kabell**, CEO and President, Lasertryk.dk; and **Emanuele Bandecchi**, Marketing Development Director, Rotolito Lombarda. Panelists will discuss their experiences, applications, and challenges in digital book manufacturing and explain how recent technological developments are helping them enhance their solutions.



Following lunch, executives from leading digital printing systems vendors will provide an update on their company strategy, developments, and recent success stories in the book market. They will also discuss topics and issues key to the growth of digital printing. Speakers will include: **Erwin Busselot**, Marketing Director Digital Printing, Kodak Graphic Communications Group EMEA; **Dragan Volic**, Vice President Marketing and Sales, Müller Martini; **Christoph Gauss**, Manager Business Development Graphic Arts Solutions, Océ Printing Systems; and **Robert Weiss**, Head of Technology and Business Development, MAN Roland Druckmaschinen AG.

**Toby Cobrin**, a Director at INTERQUEST, will present additional research findings, leading into a special session on challenges and developments related to workflow, paper handling, finishing, substrates, and inks in digital book printing applications. Speakers will include: **Tracey Duffy**, Business Development Manager, Cabot Corporation; **Steve Fyfe**, Director Digital Development, Magnum Digital Solutions; and **Andrew Pate**, Director of Digital Sales and Programs, Edwards Brothers, Inc.

Key players in book publishing will wrap up the full-day event by sharing their experiences with digital printing, along with their views on the synergy/competition between printed books and eBooks, and the impact of new digital printing technology developments on book manufacturing. Speakers will include: **Yves Lhommée**, Production Director, Groupe Flammarion, and **David Hetherington**, Vice President, Academic/Educational Merchandising and Digital Printing, Baker & Taylor.

The 2011 Frankfurt Digital Book Printing Forum is sponsored by the leading players in the market, including Cabot, Geese Papier, Kodak, Magnum Digital Solutions, Mondi, Müller Martini, Océ, Rotolito Lombarda, Salzer Papier, Screen, UPM, 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 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 2010 and 2011 INTERQUEST organized similar events in Paris, London, Toronto, and Montréal. INTERQUEST can be reached by calling (1-434) 979-9945, by fax at (1-434) 979-9959, or by email at [iquest@inter-quest.com](mailto:iquest@inter-quest.com).

### **About the Frankfurt Book Fair**

The Frankfurt Book Fair is the biggest book and media fair in the world - with around 7,500 exhibitors from over 110 countries. The Frankfurt Academy is the new conference brand of the Frankfurt Book Fair in collaboration with the German Publishers & Booksellers Association. Find out more about the Frankfurt Academy programme by visiting [www.book-fair.com/academy](http://www.book-fair.com/academy) or get the All-Access Ticket which will give you unlimited access to all conferences and sessions featured in the Frankfurt Academy programme at [www.book-fair.com/allaccess](http://www.book-fair.com/allaccess).