



**INTERQUEST Draws a Record Turnout for the
Toronto 2011 Digital Printing Forum**

*More than 170 professionals from key digital printing markets attend the
second annual event in Toronto*

Charlottesville, VA (May 18, 2011) — INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, today announced a highly successful conference held in partnership with Ryerson University in Toronto, Canada for the second year running. Attendance at the event was up 30% from the previous year.

According to **Toby Cobrin**, Director at INTERQUEST, “Two major changes have impacted the digital printing marketplace: the increased synergy of electronic and print media; and the advent of new technologies. Our conference sessions highlighted how companies can and have taken advantage of these changes to strengthen communications strategies through their use of digital printing. Speakers throughout the day shared eye-opening examples and engaged in thought-provoking interchanges of ideas with attendees and with one another. The quality of the program and the interaction of the audience made for a very powerful program.”



The audience heard from leading North American professionals in topics covering cross-media communications, transactional documents, and book publishing and manufacturing. Toby Cobrin, in a joint presentation with **Dr. John Zarwan**, President of J Zarwan Partners set the stage for the morning session with an overview of trends in multi-channel communications. The presentation was followed by a panel of speakers who shared information on successful cross-media campaigns and direct marketing projects. Speakers included: **Eleanor Rafter**, Director Partner Program Planning & Strategy, Canada Post; **Kate Dunn**, President, Digital Innovations Group; **Julie Northrup**, Innovations Specialist, Harmony Innovations; and **Ed Rooney**, Director Business Development, Lowe Martin Group.

The second set of morning sessions focused on transactional printing and the synergies with marketing information. **Gilles Biscos**, President of INTERQUEST, presented results from recent INTERQUEST research done in the Canadian transactional printing market. A panel of leading service providers and corporate users/buyers then presented applications demonstrating the power and effectiveness of their business cases. The panel included: **Rich Bassett**, President, Bassett Direct; **Maureen Kotopski**, Director, Co-operators Life Insurance Company; and **Cyril Philipose**, Senior Designer, Prinova Inc..

The afternoon sessions were devoted to the book industry. INTERQUEST presented an update of the digital book printing market with attendees, including highlights from recent INTERQUEST research conducted with large publishers and book printers. A panel of book manufacturers focused on key opportunities and issues. Speakers included **Andrew Pate**, Director of Digital Sales and Programs, Edwards Brothers; **Rob Clements**, Content Acquisition Sales Consultant in Canada, Ingram Content Group; and **Mike Collinge**, President & CEO, Webcom.



The day ended with a panel of publishers who shared their experiences with digital printing and discussed trends and perspectives of printed books and eBooks. Speakers from Canadian publishing houses included **Heather Davies**, Production Manager, Annick Press; **Bryon Moore**, General Manager, Grey House Publishing; **Sharon Houston**, Director of Manufacturing & Paper, Pearson Canada; and **David Ward**, Production Manager, Random House of Canada/McClelland & Stewart.

The Toronto event concluded with a cocktail party hosted by Webcom, a leading book manufacturer in Canada. The 2011 Toronto Digital Printing Forum was sponsored by industry leaders —Canada Post, Canon, Cascades, Fujifilm, GMC Software Technology, Hewlett-Packard, InfoPrint Solutions, KBR Graphics, Kodak, NewPage, Océ, Quad/Graphics, RISO, and Webcom. It was supported by leading industry associations including, the **Canadian Book Professionals' Association (CanBPA)**; the **Canadian Printing Industries Association (CPIA)**; 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 in areas such as direct marketing, direct mail, multi-channel communications, transactional and transpromo., as well as book publishing and printing. 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.

INTERQUEST can be reached by calling (434) 979-9945, by fax at (434) 979-9959, or on the Web at www.inter-quest.com.



About Ryerson University

Ryerson is Canada's leader in innovative career-focused education, with a mission to serving societal need and engaging the community. The School of Graphic Communications Management offers Canada's highly successful degree program for the printing industries, with 400 students in all four years of the curriculum. Students learn in hands-on state-of-the-art prepress, press and post-press facilities, and enjoy excellent employment prospects through an outstanding relationship between Ryerson and the printing industries.

For further information about Ryerson, visit the Web: www.ryerson.ca/gcm