



INTERQUEST Reports Strong Growth in Attendance at London Digital Book Printing Forum

More than 110 leading publishers, distributors, book printers, & vendors convene for second London Digital Book Forum

Charlottesville, VA (June 28, 2011)—INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, reported a successful second annual London Digital Book Printing Forum. With over 110 attendees including publishers, printers, and suppliers, attendance was up 20% from the previous year. The full-day educational forum, which focused on trends and opportunities in digital book manufacturing, was held at the Royal Society in London on June 22.

According to **Gilles Biscos**, President of INTERQUEST, “Book professionals in the U.K. have again demonstrated a strong interest in increasing their knowledge of digital book manufacturing and better understanding how the technology fits into a leaner distribution strategy. The audience benefited by hearing from a group of high-quality presenters, including our sponsors, and from the invaluable networking opportunity the event makes possible. Attendee feedback reinforced the point that this conference holds extreme value for UK book professionals.”

Marion Desmartin, Production Director at OECD Publishing, delivered the Forum’s keynote address. OECD is one of the world’s leading inter-governmental organizations and a major publisher in the field of public policy and economics. Ms. Desmartin discussed OECD’s efforts to establish an all-digital solution which includes online information services, eBooks, and digital printing, including print-on-demand. She also discussed the synergies between printed books and electronic content.



Following the keynote, **Gilles Biscos**, President of INTERQUEST, Ltd., presented key results from the company's latest research in the digital book printing market in North America, Europe, and the U.K.

A panel of leading book printers then presented their experiences, applications, and challenges in digital book manufacturing and explained how recent technological developments are helping them enhance their solutions. Speakers included: **Mark Jones**, Sales Director, Ashford Colour Press; **Bruce Jacobsen**, Executive Vice President, Bridgeport National Bindery, Inc; **Kate McFarlan**, Managing Director, Clays Ltd.; and **Simone Bandecchi**, Sales Director, Rotolito Lombarda SpA.

After lunch, executives from leading digital printing systems vendors provided updates on their companies' strategies, developments, and recent success stories in the book market. They also discussed topics and issues key to the continued growth of digital book manufacturing. Speakers included: **Robert Stabler**, Direct Marketing, Transactional & Publishing Segment Manager, Hewlett-Packard EMEA; **Erwin Busselot**, Marketing Director Digital Printing, Kodak Graphic Communications Group EMEA; and **Dragan Volic**, Vice President Marketing & Sales, Müller Martini.

An additional presentation of research findings by INTERQUEST Director **Toby Cobrin** was followed by a session focusing on challenges and developments related to workflow, paper handling, finishing, substrates, and inks in digital book printing applications. Speakers included: **Andreas Schillinger**, General Manager, Müller Martini U.K.; **Nick Jones**, Commercial Director, Cabot InkJet Colorants; and **Aurélie Mathevon**, Business Development Manager, UPM-Kymmene Oyj. **David Mickleburgh**, Manufacturing Director, Clays Ltd. joined the speakers for a panel discussion at the conclusion of the session.



The full-day event wrapped up with a panel of publishers sharing their experiences with digital printing, along with their views on the synergy/competition between printed books and eBooks/electronic content, as well as the impact of new digital printing technology developments on book manufacturing. Speakers included: **Louise Cameron**, Production Director, Continuum International; **Jayne Simpson**, Senior Production Manager, Egmont U.K. Ltd.; **Francis Atterbury**, Partner, Hurtwood Press; and **Richard Adey**, Managing Director, Penwizard Ltd.

The 2011 London Digital Book Printing Forum was sponsored by leading players in the market, including Blurb, Cabot, Hewlett-Packard, Kodak, Müller Martini, Rotolito Lombarda, Screen, and UPM. It was also supported by the Association of Learned and Professional Society Publishers (ALPSP), the British Association for Print and Communication (BAPC), the European Publishers Council (EPC), and the Independent Publishers 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 *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 INTERQUEST organized similar events in Paris, London, Toronto, and Montréal. INTERQUEST can be reached by calling (434) 979-9945, by fax at (434) 979-9959, or by email at iquest@inter-quest.com.



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