



Book Industry Leaders Convene in the U.K. for the 2011 INTERQUEST London Digital Book Printing Forum in June

*Leading publishers, distributors, book printers, & vendors slated for
second London Digital Book Forum*

Charlottesville, VA and London, U.K. (June 7, 2011) —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 vendors, printers, and publishers for its second London Digital Book Printing Forum. The full-day educational forum, which will focus on trends and opportunities in digital book manufacturing, will be held Wednesday, June 22 at the Royal Society, Carlton Terrace, in London. www.inter-quest.com/2011LondonForum.htm

According to **David Davis**, a Director at INTERQUEST, “Following the enthusiastic reception the Forum received at its first appearance in London last year we’re excited to return again in 2011. We’ve assembled a diverse and wide-ranging lineup of speakers that are at the forefront of efforts to integrate digital print manufacturing into the supply chain. Judging from a similar Forum we held in New York City earlier this year, interest in leveraging digital printing in the book industry is at a heightened level, and we’re looking forward to lively and interactive program in London.”

Toby Green, Head of Publishing, OECD; and Chair of ALPSP, will deliver the keynote address. He will present the 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 each other.

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, Europe and the U.K.



After the INTERQUEST presentation a panel of leading book printers will present their experiences, applications, and challenges in digital book manufacturing and explain how recent technological developments are helping them enhance their solutions. Speakers will include: **Mark Jones**, Sales Director, Ashford Colour Press; **Kate McFarlan**, Managing Director, Clays Ltd., and **Simone Bandecchi**, Sales Director, Rotolito Lombarda SpA.

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: **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.

After an additional INTERQUEST presentation by **Toby Cobrin**, a Director at INTERQUEST, there will be a special session on the challenges and developments related to workflow, paper handling, finishing, substrates and inks in digital book printing applications. Speakers will include: **Nick Jones**, Commercial Director, Cabot InkJet Colorants; **Andreas Schillinger**, General Manager, Müller Martini U.K.; and **Aurélie Mathevon**, Business Development Manager, UPM-Kymmene Oyj.

Key players in book publishing will then share 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 their manufacturing. Speakers will include: **Louise Cameron**, Production Director, Continuum International; **Jayne Simpson**, Senior Production Manager, Egmont U.K. Ltd.; and **Francis Atterbury**, Partner, Hurtwood Press.



The 2011 London Digital Book Printing Forum is sponsored by leading players in the market, including Blurb, Cabot, Hewlett-Packard, Kodak, Müller Martini, Rotolito Lombarda, Screen, and UPM. It is 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 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 *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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