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**INTERQUEST Announces  
2012 New York Digital Book Printing Forum**

*Seventh annual event at the Publishing Business Conference & Expo*

**Charlottesville, VA (January 26, 2012)** — INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, today announced that the 2012 Digital Book Printing Forum will be held on Tuesday, March 20, 2012 from 9:00 a.m. to 5:00 p.m. at the Marriott Marquis New York—in conjunction with the Publishing Business Conference & Expo ([www.publishingbusiness.com](http://www.publishingbusiness.com)), produced annually by *Book Business* magazine ([www.bookbusinessmag.com](http://www.bookbusinessmag.com)).

According to David Davis, a Director at INTERQUEST, “We are fortunate to have brought together the major players across the book publishing supply chain for the past six years during a period of time when digital book manufacturing has become a critical ingredient for publishers and book printers. It has given our attendees a uniquely intimate view of this important aspect of the industry, and we are excited to reconvene in New York again this year and hear about the progress and innovation suppliers, manufacturers, and publishers are making.”

In the morning session, the Forum Keynote will be followed by a presentation from INTERQUEST featuring updates and key results from recent market research on digital book printing in North America. Attendees will then hear from a panel of leading book printers who will discuss their experiences with digital printing and their views of the market.



The afternoon portion of the program features a panel of representatives from leading printing systems vendors who will present an update on their company strategy and developments in the book market. They will also discuss topics and issues key to the growth of digital printing. This will be followed by a special session centered on workflow, finishing, and paper/ink developments and challenges. Key players in book publishing will then discuss their views for managing supply chain using digital printing, as well as publishing trends and challenges.

“The theme of this year’s Publishing Business Conference is “Cashing in With Cross Media Content,” and our goal is to equip attendees with the tools to deal with an industry in transition. Print remains a very powerful channel and INTERQUEST continually provides a full day of engaging educational programming around the exciting opportunities of digital printing,” noted Dave Leskusky, Group President of the Publishing Business Conference & Expo. “For the seventh straight year, we look forward to the Digital Book Printing Forum being an important dimension to attendees’ experience at the Publishing Business Conference.”

Attendees are also invited to a cocktail reception hosted by Xerox at the end of the day from 5:15 to 6:30 p.m. Forum attendees may also attend the Publishing Business Conference Keynote and the Publishing Business Expo, featuring nearly 70 industry-leading suppliers and solutions providers.

The 2012 Digital Book Printing Forum is sponsored by leading players in the market, including Bridgeport National Bindery, Cabot Inkjet Colorants, Canon/Océ, Hewlett-Packard, Quad/Graphics, Ricoh, Standard Finishing, and Xerox. For more information about the event, please visit the forum’s web site.

<http://www.inter-quest.com/2012NYCDigitalBookPrintingForum.html>



## 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 2011 INTERQUEST organized similar events in Paris, London, Frankfurt, Toronto, and Montréal. INTERQUEST can be reached by calling (434) 979-9945, by fax at (434) 9799959, or by email at [iquest@inter-quest.com](mailto:iquest@inter-quest.com).

## About Book Business

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