



## **INTERQUEST Releases the Third Edition of The Guide to Paper and Digital Printing**

May 25, 2007---INTERQUEST Ltd. (Charlottesville, VA) has announced a powerful new tool for understanding key technology, marketing issues, and trends related to paper and digital printing. **The Guide to Paper and Digital Printing: What You Should Know (Third Edition)** is an entirely updated version of the guide published in 2002. The reference guide is invaluable to anyone involved in the digital printing industry.

*The Guide to Paper and Digital Printing: What You Should Know (Third Edition)* reviews key technologies, marketing issues and trends related to paper and digital printing, and is indispensable for anyone who sells, buys, and/or uses digital printers, paper and other substrates. Users and designers learn how to enhance the appearance and quality of their documents. Buyers find assistance in making the right purchasing decision. The guide also provides equipment and paper vendors with valuable information to educate and train their employees.

"A lot of developments have occurred in the past few years---both from paper manufacturers and equipment vendors---to improve the performance of digital printing. However, there are still multiple issues and challenges that buyers and users need to be aware of to fully benefit from digital printing: we hope the new guide will help them do that" says David Davis, director of INTERQUEST.

The guide examines at length technology and substrate issues relating to ink jet, black-and-white and color electrophotography, as well as other printing technologies. It also provides



---

an analysis of the trends and issues for pre- and post-processing/finishing, and examines the future of paper. (210 pages-\$59.95/US, \$74.95/Int'l.)

For more information, including a complete table-of-contents, visit <http://www.interquest.com/Guide>

*About INTERQUEST, Ltd.*

INTERQUEST founded in 1989 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. INTERQUEST can be reached by calling (434) 979-9945, by fax at (434) 979-9959, or on the Web at [www.inter-quest.com](http://www.inter-quest.com)

###