



**INTERQUEST To Deliver
Third Annual Digital Book Printing Forum**

Special Publishing Business Conference & Expo Event

Charlottesville, VA (January 24, 2008) — INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, and *Book Business* magazine, the leading trade publication for book printing and publishing Publishing Business, today announced they will partner again this year to deliver an educational forum on trends and opportunities in digital book manufacturing. The Digital Book Printing Forum will be held Tuesday, March 11, 2008, during the annual Publishing Business Conference Expo at the New York Marriott Marquis in midtown Manhattan.

According to Gilles Biscos, president of INTERQUEST, “We’ve been overwhelmed by the support and enthusiasm we’ve received for this event. This year we will focus on two primary topic areas: quantifying the benefits of digital book production, and examining opportunities and challenges for digital color production.” The Digital Book Printing Forum is sponsored by leading players in the market, including AbitibiBowater, Hewlett-Packard, InfoPrint Solutions, Kodak, Lasermax Roll Systems, Lightning Source, Nipson, Océ, Xeikon, and Xerox.

The Forum Keynote will be followed by INTERQUEST presentations of findings from recent research it has conducted in the digital book printing market. An end-user panel of leading book printers and publishers will follow, with presentations focused on quantifying the benefits of digital production. The afternoon session follows the same format and focuses on color digital printing. Forum attendees are also invited to the Publishing Business Conference keynote and the Publishing Business Expo.



According to Mark S. Hertzog, VP/Group Publisher of *Book Business* magazine, “This event has added an important and much-needed dimension to our conference and expo. The fact that leading players are lining up to participate says a lot about how far digital manufacturing has progressed in recent years. Our goal with the conference is to contribute ideas, strategies, tips, and techniques to publishing industry professionals and we think the Digital Book Printing Forum helps us achieve that.”

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* (2007) and *The Digital Book & Manual Printing Opportunity: Market Analysis & Forecast*. INTERQUEST can be reached by calling (434) 979-9945, by fax at (434) 979-9959, or on the Web at www.interquest.com.

About Book Business

Published six times a year, *Book Business* magazine is read by a highly targeted audience of book and multimedia publishers and their key suppliers, including producers of trade, professional, software, directory and educational books. Combined with the popular Publishing Business Conference and Expo and bookbusinessmag.com, *Book Business* magazine offers its readership a one-of-a-kind resource.