



INTERQUEST Reports Highly Successful Digital Book Printing Forum

More than 90 book industry professionals in attendance

Charlottesville, VA (March 24, 2008)—INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry today reported that more than 90 book publishing and book manufacturing professionals attended the 2008 Digital Book Printing Forum. The event, which was held March 11 in New York during the annual Publishing Business Conference and Expo, was hosted by *Book Business*, the leading trade publication for book printing and publishing as well as producer of Publishing Business Conference and Expo.

Book publishers and manufacturers in attendance reported that the Forum was an excellent opportunity to be updated on the industry, hear from peers, and meet with vendors. According to Paul Woodsum, Production Manager for Mary Baker Eddy, “We are converting our titles to digital. Now I have to figure out how to get those organized and cut down on our warehousing. I got a lot of nuggets out of the forum that will help me.” Robert Legault, Advisor to the President of CPI Group, who also attended the Forum in 2007, noted “This was a great opportunity to be updated on where the market is going and to meet with key people in the industry. I am sure I will be back next year.”

The event was valuable for experienced professionals as well as newcomers to digital book manufacturing. John DePree, President and CEO of Bethany Press International pointed out that “We are not yet involved in digital printing, but we are looking into it, so it was very valuable to have a third-party impartial view of the market and the different options that are available.”



In his keynote address, Thomas Willshire, VP of Sales and Marketing for the New York office of Continuum International Publishing Group, discussed how his company has incorporated digital printing into its traditional publishing model. Continuum—a fast-growing academic, religious, and trade publisher with an active backlist of more than 6,000 titles and over 500 new titles added every year—moved to print-on-demand two years ago. “We are seeing tremendous growth for digital printing. In the first two months of this year our POD sales amounted to nearly two-thirds of our total 2007 POD sales.”

As part of the event INTERQUEST highlighted its findings from recent research it conducted in the digital book printing market, and discussed the technology developments that will be demonstrated at drupa in May 2008. According to Gilles Biscos, President of INTERQUEST, “The solutions we are going to see in action at drupa should help accelerate the penetration of digital printing in the publishing market. New high-speed ink jet presses will make digital technology competitive for longer runs while enhancements in digital color printing will expand the applications available to digital presses.”

A panel held during the morning session of the Forum focused on quantifying the benefits of digital book production. John Galligan, President and Founder of Bradford & Bigelow, a leading supplier of elementary, high school, and college textbooks described how the company’s fully automated digital book factory complements its conventional Timson press equipment. John Lacagnina, President and CEO of ColorCentric Corp., a pioneer and leader in the on-demand printing market, highlighted the importance of IT/communications infrastructure and workflow to the success of his company. Randy Epkes, Director, and Terance VanWinkle, Research and Development Manager for Midland Information Resources, a leading provider of information management and distribution solutions, provided hard ROI figures on how POD has benefited Midland customers.



The afternoon panel examined opportunities and challenges for digital color book production. Bruce Jacobsen, Executive Vice President of Bridgeport National Bindery, Inc., described how his organization evolved from library binding to POD as well as the benefits of digital technology for producing short runs of color covers, dust jackets, and inserts. Steve Henck, Vice President of Production for Commercial Communications, Inc. (CCI), discussed the applications and opportunities CCI is finding with its high-speed highlight color printing solution. Martin Cournoyer, General Manager of Transcontinental Metrolitho, which specializes in the production of short runs of education, trade, and yearbooks, indicated that currently about 35% of the company's plant volume is printed digitally, and of this, nearly one-third is produced on full-color equipment. Brent Tartar, Senior Vice President Sales & Marketing, WA Wilde Co., spoke about full-color personalized student guides and customized textbooks produced digitally by his company. The panelists agreed that cost of operation still is a major issue to be overcome before color digital printing will be widely embraced by the book market.

Michael Wright, Production Control Manager, BNA, Inc., who attended the afternoon panel, remarked that "I thoroughly enjoyed the color presentations. I thought it was very informative and got a lot out of it. Next year I will definitely spend more time at the Digital Book Forum."

The Digital Book Forum was sponsored by leading industry players in the market, including AbitibiBowater, Hewlett-Packard, InfoPrint Solutions, Kodak, Lasermax Roll Systems, Lightning Source, Nipson, Océ, Xeikon, and Xerox.



About INTERQUEST

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 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* (2005).

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