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**INTERQUEST & *Book Business* magazine Announce Impressive  
Speaker Line-up for 2008 Digital Book Printing Forum**

*Leading Book Publishers, Printers, & Binders to Share Insights*

**Charlottesville, VA (February 15, 2008)** — INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry today announced an impressive and wide-ranging line-up of speakers for the Digital Book Printing Forum. The Forum will be held Tuesday, March 11, 2008, during the annual Publishing Business Conference and Expo at the New York Marriott Marquis in midtown Manhattan, and will be hosted by *Book Business*, the leading trade publication for book printing and publishing as well as producer of Publishing Business Conference and Expo.

According to INTERQUEST Director Toby Cobrin, “These speakers bring hands-on expertise and insight into all aspects of digital book manufacturing, and we are very excited to have them enhance and energize the Forum.”

The Forum Keynote will be delivered by Thomas Willshire, VP of Sales and Marketing for the New York office of Continuum International Publishing Group. Continuum, which incorporates digital strategies into its traditional publishing model, is a fast-growing academic, religious, and trade publisher with an active backlist of more than 6,000 titles. Mr. Willshire brings three decades of experience in the book business, including positions at Oxford University Press, HarperCollins, Random House, and Barnes & Noble.



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Speakers and panelists for the morning session, which focuses on quantifying the benefits of digital book production, include: John Galligan, President and Founder of Bradford & Bigelow, a leading supplier of elementary, high school, and college text books; John Lacagnina, President and CEO of ColorCentric Corp., a pioneer and leader in the on-demand printing market; and Randy Epkes, Director, and Terance VanWinkle, Research and Development Manager for Midland Information Resources.

Speakers and panelists for the afternoon session, which focuses on color digital printing, include: Bruce Jacobsen, Executive Vice President of Bridgeport National Bindery, Inc., a multi-faceted binder and on-demand digital book manufacturer; Steve Henck, Vice President of Production for Commercial Communications, Inc.; and Martin Cournoyer, General Manager of Transcontinental Metrolitho, which specializes in digital printing, short-run book, perfect bound, hard cover, and spiral bound book 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.

### **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 and manual 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). 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).



### **About Book Business**

Published **ten** 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](http://bookbusinessmag.com), *Book Business* magazine offers its readership a one-of-a-kind resource.