



New Public Printer of the United States to Keynote INTERQUEST Digital Printing Forum

*2nd Annual Digital Printing in Government Forum to
take place November 28*

Charlottesville, VA (November 2, 2007)—INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing, today announced that Robert C. Tapella, who recently became the 25th Public Printer of the United States, will keynote the second edition of its “Digital Printing in Government Forum.” The seminar will take place in Washington D.C. on November 28 from 8:30 a.m. to 3:30 p.m. at the Omni Shoreham Hotel in Washington D.C. The event is built around recent and on-going INTERQUEST research in the government marketplace.

According to Gilles Biscos, President of INTERQUEST, “We are excited to have Mr. Tapella back this year in his new position of Public Printer of the United States. We can think of no better way to kick off our Forum and know attendees will be eager to hear from him in such a personal and highly focused setting.” Mr. Tapella is expected to provide an update to his remarks from last year as well as address document security at GPO.

Other forum speakers will include Michael Bearden, Chief of Data Services Division, Defense Intelligence Agency; David Mastervich, Direct Mail Strategist, U.S. Postal Service; Ramona Arnett, President, BEA Enterprises; and Leroy Corbin, Vice President, Business Development, NPC, Inc.

Morning sessions will analyze key trends in the publishing, print-on-demand, transactional, and direct mail markets. INTERQUEST will provide an update of market and technological developments and examine future changes as well as hot issues for in-house government print and mail operations and print buyers. Government users will present applications, successes, and challenges with digital printing.



Afternoon sessions will feature the perspectives of marketing communications and print provider companies which have worked with government agencies to develop powerful applications in areas such as print-on-demand, Web-to-print, color variable imaging, transactional printing, security, and more.

The seminar is sponsored by leading industry players, including Hewlett-Packard, InfoPrint Solutions Company, Kodak, NPC, Nipson, Océ, Pentax, Ricoh, Riso, and the U.S. Postal Service. It is supported by the Federal Electronic Document Systems Association (FEDS), The Franklin Technical Society, the Interagency Council on Printing & Publications Services (ICPPS), the National Government Publishing Association (NGPA), and the Xplor Mid Atlantic Region (MAR), as well as *American Printer* and *In-plant Graphics* magazines.

The event is targeted at government users, including publishing and graphic services, in-plants and CRDs, print and mail services, IS/data center operations, purchasing and procurement departments, and communications professionals, as well as service providers. For more information or to register: www.inter-quest.com/DigPrintingGovtForum.html.

About INTERQUEST

Founded in 1989, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. Over the past 13 years through its relationship with Xplor international, INTERQUEST has conducted numerous studies related to transactional and corporate printing markets. INTERQUEST has also conducted landmark studies in commercial printing markets for the Graphic Arts Marketing Information Services (GAMIS)—now PRIMIR—and the for the Printing Industries of America (PIA)'s Digital Printing Council. INTERQUEST can be reached by calling (434) 979-9945, or e-mail at iquest@inter-quest.com.