



INTERQUEST Announces Comprehensive Study on Digital Printing
in Higher Education

New Study Analyzes Use of Color Digital Printing and Personalized Communications

Charlottesville, VA (July 12, 2007)— INTERQUEST Ltd. today announced the availability of *Color Digital Printing & Personalized Communications in Higher Education: Market Analysis*, a comprehensive study focused on the higher education market.

This new study examines how universities and colleges are migrating from offset to digital printing and from monochrome to color output. It analyzes print volume growth, applications, key market players, and issues. The study is based on in-depth surveys of communications departments and in-house printing operations.

The report complements *Digital Printing in Government: Market Analysis* published by INTERQUEST earlier this year. “Higher education is an important sector for the printing industry. A number of college and university in-house operations are among the top 50 in-plant print shops in the U.S. However, as with the government sector very little information has been available about the market. Although the two sectors are similar in many aspects, we have also found some important differences” said Gilles Biscos, President of INTERQUEST.

The study also investigates the use of personalized communications—both in electronic format and print. According to Biscos, “Color variable data printing is just emerging in the higher education market. Relatively few in-house printing operations in the education sector are doing it, and for those who are it represents a very small percentage of their color digital printing volume. Communications departments are more involved than in the past, but the majority of their personalized applications tend to be relatively simple jobs. However, some proactive institutions—not automatically the largest ones—have developed sophisticated 1:1 communications campaigns and are driving the market.”



Availability

Color Digital Printing & Personalized Communications in Higher Education: Market Analysis is available immediately for \$795. The 120-page report, which includes more than 80 tables and charts exhibits, can be ordered by contacting INTERQUEST or by visiting the company's web site (www.inter-quest.com).

About INTERQUEST, Ltd.

INTERQUEST, founded in 1989, is a market and technology research and consulting firm in the field of digital printing and publishing. Over the past 17 years INTERQUEST has conducted extensive research and organized numerous seminars on color production printing and variable imaging---in both transactional and graphic arts environments. INTERQUEST can be reached by calling (434) 979-9945, by fax at (434) 979-9959, or by email at iquest@inter-quest.com.