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## PRESS RELEASE

### INTERQUEST To Deliver Fourth Annual Digital Book Printing Forum

*Special Publishing Business Conference & Expo Event*

**Charlottesville, VA (January 29, 2009)** — INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, today announced its annual educational forum on trends and opportunities in digital book manufacturing. The Digital Book Printing Forum will be held Tuesday, March 24, 2009, during the annual Publishing Business Conference Expo organized by *Book Business* magazine at the New York Marriott Marquis in midtown Manhattan.

According to Toby Cobrin, a director at INTERQUEST, “We’ve seen so much change over the past year with the new technologies announced at drupa, as well as the economic situation, that we thought it was important to assemble all the key players—publishers, book printers, and vendors—and collectively assess and explore digital book manufacturing.”

In the morning session the Forum Keynote will be followed by a panel of representatives from leading printing systems vendors who will present their companies’ strategies and solutions for the book market. INTERQUEST will then present an update of market and technological developments as well as key findings from its recent studies in digital book printing.



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The afternoon portion of the program features a panel of leading book printers who will discuss their experiences with digital printing and their views of the market. This will be followed by a special session centered on publishers. INTERQUEST will highlight key findings from its recent survey of publishers about digital printing, and a panel of forward-thinking publishers will offer their perspectives on digital book manufacturing.

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, “We think it will be great to get all of the major players together to air their views throughout the day. Our goal is to help publishing industry professionals in all facets of their responsibilities and we think the Digital Book Printing Forum helps us achieve that by focusing on a very important and innovative trend in the book industry.”

The Digital Book Printing Forum is sponsored by leading players in the market, including Hewlett-Packard, InfoPrint Solutions, Kodak, Nipson, Océ, On Demand Machinery, and Screen.

### **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* and *The Digital Book & Manual Printing Opportunity: Market Analysis & Forecast*. Every year since 2006 INTERQUEST has organized the Digital Book Printing Forum held during the Publishing Business Conference & Expo in New York City. In 2008 INTERQUEST organized similar events in Paris and Montréal. INTERQUEST can be reached by calling (434) 979-9945, by fax at (434) 979-9959, or by email at [iquest@inter-quest.com](mailto:iquest@inter-quest.com).



### **About Book Business**

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