



**INTERQUEST to Deliver Fifth Annual
Digital Book Printing Forum**

Special Publishing Business Conference & Expo Event

Charlottesville, VA (January 22, 2010) — 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 9, 2010, during the annual Publishing Business Conference Expo organized by *Book Business* magazine at the New York Marriott Marquis in midtown Manhattan.

According to David Davis, a director at INTERQUEST, “A great deal has occurred in the book industry since we held this event last year. We’re excited to be able to again assemble the movers and shakers who are leveraging digital printing hand-in-hand with other techniques and strategies which are beginning to make an impact on the book publishing business.”

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 key results from its new study, *Digital Book Printing: Market Analysis & Forecast, 2009-2014*.

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 distribute-and-print. Key players in the book supply chain—publishing, manufacturing, distribution, and retail—will discuss the opportunities and challenges associated with the distribute-and-print model which is gaining tremendous momentum.



Forum attendees are also invited to the Publishing Business Conference keynote and the Publishing Business Expo.

"Digital printing is playing a leading role in the industry today as publishers and printers adapt to major shifts happening in the marketplace," says Noelle Skodzinski, editorial director of Book Business magazine and director of the Publishing Business Conference & Expo. "We're excited to have INTERQUEST—which really has a bird's-eye view of the trends and opportunities in digital printing—present this day-long forum again. It's really become a staple of our conference over the past 4 years."

The Digital Book Printing Forum is sponsored by the leading players in the market, including Hewlett-Packard, InfoPrint Solutions, Kodak, Nipson, Océ, RISO, Xeikon and Xerox.

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 and 2009 INTERQUEST organized similar events in Paris and Montréal. INTERQUEST can be reached by calling (434) 979-9945, by fax at (434) 979-9959, or on the Web at www.interquest.com.



About Book Business

Published six 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, *Book Business* magazine offers its readership a one-of-a-kind resource.