



**Book Industry Leaders to Participate in the 2010 INTERQUEST  
Digital Book Printing Forum in March**

<http://www.inter-quest.com/2010DigitalBookPrintingForum.html>

*Leading publishers, distributors, book printers, & vendors slated for  
fifth annual Digital Book Forum*

**Charlottesville, VA (February 18, 2010)** —INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, today announced an impressive lineup of speakers and panelists from leading vendors, printers, publishers, and distributors for its annual Digital Book Printing Forum. The educational forum on trends and opportunities in digital book manufacturing is held in New York City in conjunction with the world-class Publishing Business Conference & Expo (produced by Book Business magazine) on March 9.

According to Toby Cobrin, a Director at INTERQUEST, “We are extremely pleased and excited to bring leaders from all segments of the book industry supply chain to our event. There’s so much happening in the publishing industry right now that you really need to hear from all parties to understand the trends, issues, and implications of the many changes underway. We think the speakers and panelists we’ve lined up will bring invaluable, thought provoking insights for our attendees.”



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Carolyn Pittis, Senior Vice President, Global Marketing Strategy & Operations for HarperCollins Publishers will kick off the event with the keynote address. Following the keynote, a panel of executives from leading printing systems vendors will present their companies' strategies and solutions for the book market. Speakers include: Eric Owen, Worldwide Market Development Director, Digital Printing Solutions, Eastman Kodak Company; Aurelio Maruggi, Vice President & General Manager, Inkjet High-Speed Production Solutions, Hewlett-Packard Company; George Promis, Vice President Production Color Solutions & Technology Alliances, InfoPrint Solutions Company; Guy Broadhurst, Vice President New Technology & Client Development, Océ North America; and John Conley, Vice President of Publishing, Xerox Corporation.

Gilles Biscos, President of INTERQUEST, Ltd., will present key results from the company's new study, *Digital Book Printing: Market Analysis & Forecast, 2010-2015*, to be released in March 2010. Following lunch, Toby Cobrin, Director for INTERQUEST will moderate a panel of leading book printers who will present their experiences, applications, and challenges in digital book manufacturing and explain how recent technological developments are helping them enhance their solutions. Speakers include: Walter Silva, Founder, Conceptual Production Development Inc.; Steve Franzino, Vice President Technology, Courier Companies, Inc.; Stephen Wilson, Vice President of Digital Sales, CGX Publishing Solutions; Larry Brewster, Senior Vice President Strategy and Business Development, Ingram Content Group; and Jac Garner, President & CEO, Webcrafters, Inc.

David Davis, Director for INTERQUEST, will present additional findings from the company's recent study of digital book manufacturing and moderate a panel focused on distribute and print. Speakers include Bronwen Blaney, EBM Program Manager, Harvard Book Store; Larry Bennett, Vice President Digital Print Media, Baker & Taylor Digital Media Services; Bruce Jacobsen, Executive Vice President, Bridgeport National Bindery, Inc.; and Richard Hollick, Program Manager Print-on-demand, Oxford University Press New York.



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The 2010 Digital Book Printing Forum will be held Tuesday, March 9, 2010 at the Marriott Marquis New York in midtown Manhattan during the annual Publishing Business Conference Expo organized by *Book Business* magazine. The Digital Book Printing Forum is sponsored by leading players in the market, including Baker & Taylor, Hewlett-Packard, InfoPrint Solutions, Kodak, Nipson, Océ, RISO, Xerox, and Xeikon.

Forum attendees are also invited to the Publishing Business Conference Monday keynote address with Steve Forbes (interviewed by Esquire magazine Editor-in-Chief David Granger) and the Publishing Business Expo, feature the largest selection of publishing technologies, solutions and service providers.

### **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 *Digital Book Printing: Market Analysis & Forecast, 2010-2015*, *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 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.inter-quest.com](http://www.inter-quest.com)

### **About *Book Business***

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