



The first "Montréal Digital Printing Forum" will take place on October 2

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Charlottesville, VA and Montréal, Canada (August 26, 2008)—INTERQUEST—the leading market and technology research and consulting firm serving the digital printing and publishing industry—and the Québec Institute of Graphic Communications (QIGC), today announced they are partnering to deliver the first “Digital Printing Forum” in Montréal on October 2.

”Building on the success of the Digital Printing Forums we recently conducted in New York and Paris, we have decided to hold a similar event in Montréal”, said Gilles Biscos, President of INTERQUEST.

The forum is designed around recent INTERQUEST research into digital printing in the North American market. The event, which will be held at QIGC’s headquarters, will include two parts:

- An “On-demand Book Printing” seminar targeted at publishers, book printers, and digital print providers will take place in the morning.
- A “Direct Mail & Transactional Printing/Transpromo” seminar targeted at direct mail printers, marketing and communication professionals, as well as at transactional printing operations and digital printers will take place in the afternoon.



User and provider panels will follow the presentations of INTERQUEST market study results for each of the three main themes (i.e., book, direct mail, and transactional/transpromo). During the event the impact of the technology developments announced and demonstrated at drupa—the major printing industry event that was held in June in Germany—will be discussed.

“We are delighted to be part of this powerful event which is in line with the evolution of our industry and covers three of the most promising market sectors for digital printing,” said André Dion, QIGC’s General Manager.

The “Montréal Digital Printing Forum” is sponsored by industry leaders—Böwe Bell + Howell, Canon, Cascades, Hewlett-Packard, Infoprint Solutions, KBR Graphics, Kodak, Nipson, Objectif Lune, Océ, and Riso as well as by Transcontinental—and it is supported by the magazine Québec Imprimerie.

For more information concerning the “Montréal Digital Printing Forum” please visit:  
<http://www.inter-quest.com/MontrealPrintingForumEng.htm>

#### PRESS CONTACT

Annick Boizard — Tel: 1-434-979-9945

Email: [Press@inter-quest.com](mailto:Press@inter-quest.com)



## About INTERQUEST

Founded in 1990 and headquartered in Charlottesville, Virginia, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. Recent studies include “*The Growth of Digital Printing in Direct Mail: Market Analysis & Forecast*” (September 2008), “*North American Transactional Printing: Market Analysis & Forecast (2007-2012)*” (May 2008), and “*High Growth Segments of Digital Book Printing: Market Analysis & Forecast*” (2007).

## About QIGC

The Quebec Institute of Graphic Communications (QIGC) is a non-profit organization enthusiastically instigated by the entire graphic arts industry. Since its creation in May 1996, the QIGC has greatly improved and expanded its range of services and skills. The QIGC offers an array of specialized services that help companies to meet the many technological and human challenges they face, now and in the coming years.

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