



Attendance Surges at INTERQUEST Digital Book Printing Forum

*More than 140 professionals from the book publishing industry convene
at fifth annual event in New York*

Charlottesville, VA (March 18, 2010) — INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, today announced a thirty percent increase in attendance at its 2010 digital book event held each year for the past five years at the Publishing Business Expo in New York City.

According to Gilles Biscos, President of INTERQUEST, “With the economy still not clear of the recession we were more than pleased with the tremendous turnout. It’s not only encouraging in that regard, but for us indicates we’re getting the right people, focusing on the right topics, and adapting our program year in and year out to the fast changing publishing market.”

Carolyn Pittis of HarperCollins Publishers kicked off the event with a thought-provoking keynote presentation: “Book Publishing 2010s: The Age of Influence,” examining the many issues and opportunities facing the publishing community in this age of Google, Amazon, smartphones, eBooks, and social networking. Following the keynote, executives from Eastman Kodak Company, Hewlett-Packard, InfoPrint Solutions, Océ Printing Systems, and Xerox presented their companies’ strategies and solutions for the book market. Attendees also heard an update of the digital book printing market based on recent research conducted by INTERQUEST.

Throughout the day attendees heard firsthand accounts of the application of leading edge products and technologies covering the entire spectrum of digital book printing from high-speed inkjet systems to the Espresso Book Machine.



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- Brent Marple, Technical Sales & Customer Education for Courier Companies, Inc. discussed a new digital inkjet book printing facility the company is building in North Chemsford, MA, where it is installing the first HP T-300 inkjet web press book manufacturing line (an HP Indigo 7000 digital press will be used for covers)
 - Stephen Wilson, VP of Digital Sales, CGX Publishing Solutions, gave an overview of CGX's services for publishers, including its use of high speed inkjet systems such as the InfoPrint 5000
 - Larry Brewster, Senior Vice President Strategy and Business Development, Ingram Content Group, updated the audience on Lightning Source's global activities and developments in Paris, France, Milton Keynes, U.K., Allentown, PA, and La Vergne, TN, where it uses multiple Océ continuous-feed printing lines for POD and short-run printing
 - Jac Garner, President & CEO, Webcrafters, Inc., a large, national, family-owned four-color book manufacturer, discussed the company's current use of Kodak NexPress digital presses to produce short-run educational and trade editions, and its plans to install a Kodak Prosper inkjet press in the fall of 2010
 - Walter Silva, Founder, Conceptual Production Development Inc., discussed CPD's use of a RISO HC5500 ComColor Express cut-sheet inkjet printer to produce full-color technical and education books

Afternoon sessions explored recent developments in book distribution enabled by centralized and point of sale distribute-and-print, and included presentations from:

- Bruce Jacobsen, Executive Vice President of Bridgeport National Bindery discussed his company's partnership with CPI/Anthony Rowe to provide distribute-and-print services to Oxford University Press
- Richard Hollick of Oxford University Press discussed the university's use of POD and distributed printing
- Larry Bennett, VP of Digital Print Media at Baker & Taylor addressed the company's distributed POD arrangements with R.R. Donnelley
- Bronwen Blaney of the Harvard Book Store in Cambridge, MA gave the audience an overview and update of the bookstore's use of an Espresso Book Machine (EBM) which utilizes a Xerox 4112 black-and-white printer to produce text and inkjet to produce covers for point of sale for producing POD books
- Larry Brewster of Ingram discussed the status of Lightning Source's arrangement with Hachette Livre to provide distribute-and-print services at the publisher/distributor's distribution facility near Paris



The 2010 Digital Book Printing Forum was 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. The event was sponsored by leading players in the market, including Baker & Taylor, Hewlett-Packard, InfoPrint Solutions, Kodak, Nipson, Océ, RISO, Xerox, and Xeikon.

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. INTERQUEST will also host digital book printing forums in Paris, London, Toronto, and Montreal later in the year.

About Book Business

Published nine 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.