



INTERQUEST Announces Major New Report on
Digital On-Demand Book & Manual Printing

Comprehensive Study Focuses on Printers and Publishers in North America & Europe

Charlottesville, VA (November 1, 2005)— INTERQUEST today announced a major research report focused on the digital book and manual printing in North America and Europe.

The new report, *The Digital Book & Manual Printing Opportunity: Market Analysis & Forecast* examines market and technology trends, challenges, and the future for digital book and manual printing. It is based on in-depth surveys of major book printers and publishers in the U.S. and Europe.

“We felt the time was right to take an in-depth look at this market,” said Gilles Biscos, President of INTERQUEST. “We’ve been hearing a lot about digital book and manual production for well over a decade, but we wanted to take a fresh approach towards understanding how far the technology has really penetrated, and what the future might bring.”

The Digital Book & Manual Printing Opportunity: Market Analysis & Forecast analyzes the conventional book printing market, including segments trends in adult and juvenile trade, religious books, elementary and high school publications, and mass market, university press, and professional books. The current state of manual printing is also examined, with a particular emphasis on trends that will shape the future growth and characteristics of the market.

The current state of digital on-demand book and manual printing is assessed from primary research among key players, including commercial printers, all-digital providers, publishers, and equipment suppliers. Trends, opportunities, and forecasts are provided for all major market segments.

“Overall, we found quite different market conditions for books and manuals,” said Biscos. “Manual printing was already well on its way to being dominated by digital processes,



but book printing has been quite different. It has been much more difficult to penetrate for a number of interesting reasons.”

Although manual printing already accounts for a large slice of the print-on-demand market, manuals face more competition from electronic media, while conventional book printing has thus far been largely unaffected. In the future key growth opportunities for manual printing lie in the use of color, versioning, and personalization.

On-demand book production, on the other hand, represents a mere drop in the bucket of conventional book printing. “Although most major publishers and book printers already have some digital capability,” said Biscos, “they really have seriously embraced the technology yet. We believe that will change over the next few years, and by the turn of the decade you’re going to see some real shakeups in the market.”

Availability

The Digital Book & Manual Printing Opportunity: Market Analysis & Forecast is immediately available to for \$1,095. The 200+-page report, which includes more than 100 full-color exhibits, can be ordered by contacting INTERQUEST or by visiting the company’s web site www.inter-quest.com/DigBookPrintingOpportunity.html.

About INTERQUEST

INTERQUEST, Ltd. is a market and technology research and consulting company in the field of electronic printing and publishing. Over the past fifteen years INTERQUEST has published numerous multi-client studies related to digital printing and print-on-demand.

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