



**INTERQUEST Releases Groundbreaking Study on the Use of Color by
Transactional Printers in North America & Europe**

Study Details Considerable Growth in the Adoption of Full-Color Digital Printing

Charlottesville, VA (April 12, 2006) — INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, today announced the availability of *Color Production Printing in Transactional Environments*, an in-depth multi-client study of the current and future adoption of full-color digital printing by third-party transactional providers.

“Transactional printing has historically been a black-and white business, but there’s real movement in the market towards color as businesses begin to rethink and retool customer communications,” said David Davis, Director for INTERQUEST. “Europe has gotten off to a faster start than North America, but it’s exciting to find that major companies on this side of the Atlantic are beginning to quietly catch up.”

Collectively the providers interviewed for the study produce more than half of all the full-color transactional printing in Europe and North America. The in-depth surveys are supplemented with extensive, open-ended interviews with transactional printing organizations and color printing systems vendors, as well as other recent surveys conducted by INTERQUEST. The study, which is part of the INTERQUEST **Color Variable Data Advisory Service**, provides the sharpest picture to date of this emerging market.

- more -



“A mere two years ago full-color digital printing accounted for only about one percent of the volume produced by the major North American transactional operations we surveyed,” Davis notes. “This has increased appreciably over a relatively short timeframe. Kodak Versamark, Xerox, and other full-color equipment vendors are really beginning to make progress with applications such as bill and statement printing and financial reports. ”

In addition to the survey results, the study includes in-depth analyses of key market trends, and market size forecasts for North America and Europe. *Color Production Printing in Transactional Environments* is available in hardcopy, or can be licensed for electronic distribution. For more information or to order your report contact INTERQUEST at 434-979-9945, or visit the Web site (www.inter-quest.com).

About INTERQUEST

INTERQUEST, founded in 1989, is a market and technology research and consulting firm in the field of digital printing and publishing. INTERQUEST has conducted extensive research into digital printing markets and applications, and offers educational and consulting services to end-user organizations and vendors. INTERQUEST can be reached by calling (434) 979-9945, by fax at (434) 979-9959, or on the Web at www.inter-quest.com.

#