



INTERQUEST & *Book Business* magazine Partner to Deliver
Digital Book Printing Forum

Special BookTech Conference & Expo event

Charlottesville, VA (February 21, 2006) — INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, and *Book Business* magazine, the leading trade publication for book printing and publishing as well as producer of BookTech Conference and Expo, today announced a partnership for the two organizations to provide an educational forum on trends and opportunities on digital book and manual production. The Digital Book Printing Forum will be held March 21, 2006, during the annual BookTech Conference and Expo at the Hilton New York in midtown Manhattan.

“Digital printing provides an enormous but largely untapped opportunity for printers and publishers. We have followed recent developments in the book industry closely, and find plenty of enthusiasm for digital technology as well as evidence that things are changing,” said Gilles Biscos, president of INTERQUEST. “As one of the leading providers of research into emerging markets and applications, we are excited to be partnering with *Book Business* magazine to expose Book Tech attendees to the trends and opportunities digital printing opens up to their industry.”

Sponsored by a number of leading industry vendors, including Delphax, IBM Printing Systems, Nipson and Xerox Corporation, the Digital Book Printing Forum will utilize a combination of recent INTERQUEST research, expert presentations, and success stories to provide the audience with an overview of the market, and insights into the challenges and opportunities confronting book printers and publishers.

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“The theme of this year’s BookTech Conference is managing evolution in the industry, and what better way to prepare attendees for coming changes than to expose them to this important and exciting application of digital printing,” noted Mark S. Hertzog, General Manager of the BookTech Conference & Expo. “We want to give attendees all the information and ammunition we possibly can, and we think the Digital Book Printing Forum will add an important dimension to their experience at BookTech this year.”

The Digital Book Printing Forum will take place on Tuesday, March 21 from 1:30 to 4:30 p.m. at the Hilton New York—the same location as the BookTech Conference and Expo. The Forum Keynote will be followed by INTERQUEST presentations drawn from its recent research into digital book and manual printing, and an end-user panel of leading book printers in North America. Forum attendees are also invited to the BookTech Keynote at 9:00 a.m., and the BookTech Expo from 10 a.m. until 6 p.m. For more information or to register, visit www.BookBusinessExpo.com.

About INTERQUEST

INTERQUEST was founded in 1989 and is a market and technology research and consulting firm in the field of digital printing and publishing. INTERQUEST has conducted extensive research in the digital book and manual printing markets. Its latest study, *The Digital Book & Manual Printing Opportunity: Market Analysis & Forecast* (October 2005) is based on in-depth surveys and on-site interviews with leading book and manual printers and publishers in North America and Europe. INTERQUEST can be reached by calling (434)979-9945, by fax at (434) 979-9959, or on the Web at www.inter-quest.com.

About BookBusiness

Published six 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 BookTech Conference and Expo and bookbusinessmag.com, *Book Business* magazine offers its readership a one-of-a-kind resource.

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