



INTERQUEST and Xplor Partner to Deliver Regional Seminars

Focused Print Forums Bring Education Curricula to Xplor Chapters and
Communication Professionals Nationwide

Charlottesville, VA (February 15, 2005) – INTERQUEST, a leading technology research and consulting firm serving the electronic printing and publishing industry and Xplor International, the worldwide electronic document systems association and, today announced a partnership whereby the two organizations will providing a series of regional seminars to Xplor’s chapters and communications professionals in the Chicago, Northeast, and Mid-Atlantic areas. While initially launched in the United States, the seminar series titled *Focused™ Forums* is expected to be continued in Canada as well as the United Kingdom and highlight a number of industries who have emerged as early adopters of variable data and digital color printing.

“The banking, finance, and insurance markets that are among the top industry segments using variable data and digital color printing to improve the effectiveness of their customer communications,” said Skip Henk, EDP, president & CEO of Xplor International. “As one of the leading providers of educational programs in the electronic document industry, we are excited to be partnering with INTERQUEST to expose our regions as well as all interested professionals, to the successes in these markets.”

Sponsored by a number of leading industry vendors including Böwe Bell + Howell, GMC, Kodak Versamark, Vestcom, as well as Innes Publishing, the seminar series will use a combination of research results, expert presentation, and success stories to provide the audience with an overview of the market, implementation, and effectiveness of personalized communication through color variable data printing.

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“The market for variable data and digital color printing is growing at a tremendous rate and in a number of markets, replacing traditional forms of printing,” said Gilles Biscos, president of INTERQUEST. “We are pleased to be partnering with Xplor on this seminar series and confident that their members as well as communications professionals will find the series worthwhile.

Beginning April 21, 2005 at the Holiday Inn Washington Dulles, Dulles, Virginia followed by May 13, 2005 at the Chicago Marriott Suites, Downers Grove, Illinois and by June 2, 2005 at the Hilton Mystic, Mystic, Connecticut, the seminar series are targeted at corporate data center specialists, document services and in-plant print managers, direct mail and graphic arts companies, marketing, advertising, and communications professionals, as well as print buyers and media planners. For more information or to register, visit www.focusedforums.com or call (1-800-280-6218).

About INTERQUEST

INTERQUEST is a market and technology research and consulting firm specializing in the field of electronic printing and publishing. The firm produces market research reports, educational books, guides, and training videos/CD-ROMs relating to topics in the area of electronic printing and publishing. Over the last twelve years, INTERQUEST has published multiple multi-client studies related to electronic printing. In addition, the company has recently produced a series of educational videos/CD-ROMs on related topics in association with Xplor International, a not-for-profit professional association serving the US \$124 billion document systems industry. INTERQUEST is based in Charlottesville, Virginia in the United States. We can be reached by calling (434)979-9945, by fax at (434)979-9959, or on the Web at www.inter-quest.com.

About Xplor International

Xplor International is a worldwide, not-for-profit professional association that consists of thousands of users and suppliers of the products and services that create, modify, and deliver customized information using a wide variety of document technologies. Xplor



International has its worldwide headquarters in Torrance, California, with affiliated offices around the world. Further information is available at www.xplor.org.