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Second Annual INTERQUEST Digital Printing in Government Forum Draws Document  
Professionals from more than 30 Agencies

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Charlottesville, VA (December 12, 2007) — INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, today reported that 120 document professionals from more than 30 agencies attended its second annual Digital Printing in Government forum held in Washington D.C. on November 28. Attendees were primarily Federal government users from publishing and graphic services, print and mail services, IS/data center operations, and procurement departments. Other attendees included State government printing professionals along with print providers serving this market.

In his keynote address Robert C. Tapella, Public Printer of the United States, U.S. Government Printing Office, provided an update of GPO's document production and distribution strategy. He also discussed GPO's developments and progress on secure documents.

INTERQUEST analysts presented preliminary results from a new study *Digital Printing in Government: Perspectives of Print Buyers & Outsourcing Providers*, which will be published in January 2008.

During the morning sessions, Michael Bearden, Chief of Data Services Division, Defense Intelligence Agency explained how digital printing is complementing offset at DIA, and David Mastervich, Direct Mail Strategist, U.S. Postal Service, presented a powerful one-to-one direct mail campaign recently conducted by his agency.



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In the afternoon panel, Ramona Arnett, President, BEA Enterprises, and Michael Marcian, Director of Marketing & Strategy, Corporate Press, Inc.—two leading communications and print services providers—presented leading edge applications the companies have developed for government agencies as well as their views of this marketplace. Leroy Corbin, Vice President, Business Development, NPC, Inc.—one of the top GPO’s providers—described how his organization is helping government agencies protect documents.

The seminar was sponsored by leading industry players, including Hewlett-Packard, InfoPrint Solutions Company, Kodak, NPC, Nipson, Océ, Pentax, Ricoh, Riso, and the U.S. Postal Service. It is supported by the Federal Electronic Document Systems Association (FEDS), The Franklin Technical Society, the Interagency Council on Printing & Publications Services (ICPPS), the National Government Publishing Association (NGPA), and the Xplor Mid Atlantic Region (MAR), as well as *American Printer* and *In-plant Graphics* magazines.

#### About INTERQUEST

Founded in 1989, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. Over the past 13 years through its relationship with Xplor International, INTERQUEST has conducted numerous studies related to transactional and corporate printing markets. INTERQUEST has also conducted landmark studies in commercial printing markets for the Graphic Arts Marketing Information Services (GAMIS)—now PRIMIR—and the for the Printing Industries of America (PIA)’s Digital Printing Council. INTERQUEST can be reached by calling (434) 979-9945, by fax at (434) 979-9959, or at [www.inter-quest.com](http://www.inter-quest.com).

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