



INTERQUEST to Conduct Personalized Communications in Higher Education Forum
Special 2007 ACUP Conference event

Charlottesville, VA (March, 19) — INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, and the Association of College and University Printers (ACUP), the leading association of in-plant operations in the higher education market, today announced a partnership to provide an educational forum on 1:1 communications and variable imaging.

The Personalized Communications & Variable Data Printing in Higher Education Forum will be held April 16, 2007, from 1:30 p.m. to 4:30 p.m., during the ACUP Conference at the JW Marriott Hotel in San Francisco, California.

“We are delighted to partner with ACUP for this event which is targeted at both electronic document professionals and communications specialists. There are tremendous opportunities for personalized communications and digital printing in the higher education market to improve student enrollment, increase alumni donations, and enhance educational materials” said Toby Cobrin, director of INTERQUEST.

Sponsored by leading industry vendors, including Buskro, Canon, Hewlett-Packard, Konica Minolta, MindFire, PageFlex, and Océ the seminar will feature INTERQUEST presentations, expert presentations, and success stories to provide the audience with an overview of the market, as well as insights into the challenges and opportunities associated to 1:1 communications and variable data printing. It is supported by *Innes Publishing* and *High Volume Printing*.



“We are very pleased to welcome the INTERQUEST Forum to the ACUP Conference. Increasingly we need to bring our customers services that go beyond ink on paper. Providing total communications solutions is one of the areas of focus for this year’s conference and the INTERQUEST Forum will be key for our attendees looking at starting or expanding their personalized printing activity.” Noted Tom Tozier, 2007 ACUP President.

The Forum keynote will be followed with INTERQUEST presentations drawn from its recent research into the higher education market, and a panel of leading higher education users who have implemented personalized communications in their organizations.

For more information on the 2007 ACUP Conference and the INTERQUEST Forum please visit: <http://acup2007.ucdavis.edu>

About INTERQUEST

INTERQUEST, founded in 1989, is a market and technology research and consulting firm in the field of digital printing and publishing. Over the past 17 years INTERQUEST has conducted extensive research and organized numerous seminars on color production printing and variable imaging—in both transactional and graphic arts environments. 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 ACUP

The Association of College & University Printers (ACUP) was founded in 1964 by a group of Atlantic Coast Colleges' printing managers. The first official conference of this group was held in 1965 and hosted by the University of Virginia. Since those early days ACUP has grown to become an "International" association with members



representing hundreds of Universities and College campuses throughout the United States and as far away as Great Britain, Canada, New Zealand and Australia. The annual ACUP conference has become the largest gathering of Higher Education Printing In-Plant operations.