



**INTERQUEST Releases Comprehensive Study on the Growth of Color and Variable
Imaging in Graphic Arts in North America & Europe**
Study Shows Variable Imaging to Continue to Grow Faster Than Overall Digital Color
Printing Market

Charlottesville, VA (July 17, 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 & Variable Imaging in Graphic Arts*, a comprehensive multi-client study analyzing the market for digital color production printing and variable imaging in the graphic arts market.

“We expect the volume produced on digital full-color production systems by graphic arts print providers to increase by 35% per year from 2005 through 2010. This growth will be fueled by technology developments from equipment vendors, continuous decline in TCO, the convergence with transactional printing, and the overall trend toward personalized communications.” says Gilles Biscos, President of INTERQUEST. “There is no doubt that the integration of digital and conventional printing—one of the key themes of IPEX 2006—will also play a major role in the future as commercial printers continue moving into digital printing.”

The study is based on in-depth surveys of leading North American and European Graphic arts printing operations surveys which are supplemented with extensive, open-ended interviews with graphic arts printing organizations (i.e. commercial printers, digital service bureaus, direct mail companies, and quick printers) 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**, complements *Color Production Printing in Transactional Environments: Market Analysis* published in March 2006.

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“Over the next few years, the color variable data print volume in the graphic arts market will grow at a higher pace than the overall digital color production print volume, mainly fueled by the growth of personalized direct mail. By 2010, we expect variable data will represent 31% of the total digital color print volume produced by graphic arts providers.” Biscos points out. “A relatively small group of players, both in North America and Europe, will play a major role in the growth of the market”

In addition to the survey results, the study includes in-depth analyses of key market trends, drivers and issues, applications and environments, as well as technology and product developments impacting graphic arts. It also includes a market forecast and an assessment of the printing vendors involved in this space. *Color Production Printing & Variable Imaging in Graphic Arts* 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 go to <http://www.inter-quest.com/ColorProductioninGraphicArts.html>

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.

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