
PRESS RELEASE



INTERQUEST to conduct French “Digital Book Printing Forum” in Paris on June 24

Charlottesville, VA and Paris, France (April 23, 2008)—INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry today announced that it will deliver an educational forum on trends and opportunities in digital book manufacturing in France. The “Forum de l’impression numérique de livres” will be held Tuesday, June 24 in Paris at the Pavillon Dauphine.

”Building on the success of our Digital Book Printing Forum, an annual event launched in New York in 2006 in partnership with Book Business Magazine, we are expanding to France where we find great opportunities and enthusiasm for digital book manufacturing”, said Gilles Biscos, president of INTERQUEST.

The Forum keynote will be followed by INTERQUEST presentations of findings from recent research it has conducted in the digital book printing market in North America and Europe. An end-user panel of leading book printers and publishers will follow, with presentations focused on quantifying the benefits of digital production. The first afternoon session will follow the same format and focus on the opportunities and challenges related to color digital printing. The closing session will offer attendees the opportunity to learn more about publishers’ perspectives of digital book manufacturing and its future.

During the event the impact of the technology developments that will be demonstrated at drupa 2008 will be discussed. “The solutions we are going to see in action in Düsseldorf at the end of May will help accelerate the penetration of digital printing in the publishing market. New high-speed ink jet presses will make digital technology competitive for longer runs while



enhancements in digital color printing will expand the applications available to digital presses,” said Gilles Biscos.

Le “Forum de l’impression numérique de livres” is sponsored by market leaders in digital production printing — Hewlett-Packard, InfoPrint Solutions, Kodak, LasermaxRoll Systems, Nipson, Océ, and Xeikon — as well as by Lightning Source, the largest on-demand book printer in the world, and the leading French graphic arts magazine *Caractère*.

For more information or to register, visit:

<http://www.inter-quest.com/2008FrenchForum.htm> or call 1-434-979-9945.

About INTERQUEST

Founded in 1990, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. INTERQUEST has conducted extensive research in digital book printing markets. Its studies in this sector include: *The Digital Book & Manual Printing Opportunity: Market Analysis & Forecast* (2005) and *High Growth Segments of Digital Book Printing: Market Analysis & Forecast* (2007).

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