



INTERQUEST Announces Digital Printing in Government Forum

Charlottesville, VA (September 26, 2006) — INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry is announcing “Digital Printing in Government”, a full-day seminar that will take place in Washington D.C. on November. 15. The seminar will be focused around recent, on-going INTERQUEST research in the Government marketplace.

“We have been conducting extensive research in the Government market place in the past few months and we have been amazed by the developments, which are taking place—both in digital printing and electronic media. We thought we should share with Government printing professionals what we have learned about digital printing trends, applications, and issues in their particular space,” said Gilles Biscos, president of INTERQUEST.

The morning sessions will analyze key trends in the transactional and print-on-demand markets with a special focus on monochrome applications. They will explore recent technological developments and examine future changes, as well as issues such as paper and electronic media, outsourcing, distribute-and-print, security, workflow, finishing, and more. The focus of the afternoon sessions will be on color production printing as well as on emerging 1:1 communications applications in the Government market.

Panels of Government users will present their applications and success stories with digital printing. They will also discuss the challenges they are facing and the impact of electronic media on their businesses and print volumes.

The seminar is sponsored by a number of leading industry vendors, including Canon, Hewlett-Packard, IBM, Kodak, Morgana, NPC, Océ, Pitney Bowes, Riso, and Xerox. It is supported by the Federal Electronic Document Systems Association (FEDS), the Interagency Council on



Printing & Publications Services (ICPPS), and the Xplor Mid Atlantic Region (MAR), as well as Innes Publishing and *HighVolume Printing*.

The event is targeted at Federal and State/local Government users—publishing and graphic services, print & mail services, IS/data center operations, and purchasing/procurement departments, as well as print providers serving this market. For more information or to register, visit <http://www.inter-quest.com/DigPrintingGovtForum.html> or call: (434) 979-9945.

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 twelve years through its relationship with Xplor International 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 Service (GAMIS)—now PRIMIR—and 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.

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