



INTERQUEST Readying Second Digital Book Printing Forum at Frankfurt Book Fair

International Event Convenes Leading Players in Digital Book Printing

Charlottesville, VA & Frankfurt, Germany (August 28, 2012) ô INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, today announced its second Frankfurt Digital Book Printing Forum. The event will be held Thursday, October 11, 2012 at the annual Frankfurt Book Fair <http://www.inter-quest.com/focused-forums/2012Frankfurt/index.php>

According to Gilles Biscos, President of INTERQUEST, ôDigital book printing is booming, with annual growth rates of 20% to 30% both in North America and Europe. This growth is fueled by a continuous decline in run length, publishersøefforts to improve their supply chains, the eBook explosion bringing to the market thousands of titles which before would never have been published; as well as by the tremendous progress in digital printing technology in terms of quality, finishing/binding, and cost.ö

ôDevelopments in book digital printing are incredibly fast and substantial. This event will help the industry professionals to keep up with recent studies and adapt their strategy,ö stated Holger Volland, Vice President Media Industries Frankfurt Book Fair.



The Digital Book Printing Forum is designed around recent INTERQUEST research into digital book manufacturing. Leading German and international book printers and publishers, suppliers, influencers, and other major players of the book supply chain will share their experiences, present their latest developments, discuss key topics and challenges, and provide their visions of the future. It will provide an update on the synergy/competition between printed books and eBooks, the growth and developments in color digital printing, the move towards distribute-and-print, the issues related to finishing and substrates, as well as the impact of inkjet presses on the market.

Drupa the major global event for graphics arts, communications, and printing professionals, which only takes place every four years in Dusseldorf is just behind us. The forum will provide a great opportunity to analyze the impact of major announcements and launches that took place there on the market, added Biscos.

The Frankfurt Digital Book Printing Forum is sponsored by the leading players in the market, including Kodak, Muller Martini, Océ/Canon, Ricoh, Screen, and Xerox.

About INTERQUEST

Founded in 1989, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. INTERQUEST has conducted extensive research into digital book printing markets. Its latest study *Digital Book Printing: Market Update & Forecast (2012-2017)* will be released in September 2012. Every year since 2006 INTERQUEST has organized the Digital Book Printing Forum held during the Publishing Business Conference & Expo in New York City. In 2011 INTERQUEST organized similar events in Paris, London, Frankfurt, Toronto, and Montréal. INTERQUEST can be reached by calling 00-1-434- 979-9945, by fax at 00-1-434-979-9959, or by email at iquest@inter-quest.com.



About the Frankfurt Book Fair

The Frankfurt Book Fair is the biggest book and media fair in the world - with around 7,500 exhibitors from over 110 countries. The Frankfurt Academy is the new conference brand of the Frankfurt Book Fair in collaboration with the German Publishers & Booksellers Association. Find out more about the Frankfurt Academy programme by visiting www.book-fair.com/academy or get the All-Access Ticket which will give you unlimited access to all conferences and sessions featured in the Frankfurt Academy programme at www.book-fair.com/allaccess.