

# PRESS RELEASE



**Contact:**

Annick Boizard  
INTERQUEST  
434-979-9945 (phone)  
434-979-9959 (fax)  
[press@inter-quest.com](mailto:press@inter-quest.com)

## **INTERQUEST Digital Printing Forum Returns to Toronto in 2012**

*2012 Digital Printing Forum to be held at Ryerson University May 24, 2012*

**Charlottesville, VA and Toronto, Canada (April 16, 2012)** — INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, and Ryerson University, Canada's leader in innovative career-focused education, today announced they are partnering again to deliver the 2012 INTERQUEST Digital Printing Forum in Toronto on May 24.

According to Gilles Biscos, President of INTERQUEST, "This event has been well-received, with last year's attendance increasing 30%. Ryerson is a great partner and we're extremely excited to be returning to Toronto with the event. We will again be focusing the program on high-growth digital printing markets and are assembling a stellar line-up of speakers and panelists."

The two-part event will be held at Ryerson University's School of Graphic Communications Management from 9 a.m. to 5 p.m.



- 
- **Digital Printing & Multi-Channel Communications** will take place in the morning and will be focused on the synergies between printed and electronic communications, trends in personalized marketing communications, and the convergence of direct mail and transactional printing applications. The session targets marketing and communications professionals, direct mail printers, transactional printing operations and digital print providers.
  - **Digital Book & Manual Printing** will take place in the afternoon, and targets publishers, book printers, digital print providers, and other book industry professionals. The session will focus on market trends, applications and opportunities, and challenges for short-run and on-demand digital book printing.

“The forum will be held ten days after drupa—the largest graphic arts and printing show in the world which is held in Germany every four years—so our event will provide a great opportunity for analyzing the impact of drupa announcements and product launches on these important segments of the market,” added Biscos.

The 2012 Toronto Digital Printing Forum is designed around recent INTERQUEST market research conducted in North America, and will feature speakers and panelists from leading buyers, and provider organizations.

According to Ian Baitz, Chair of the School of Graphic Communications Management at Ryerson University, “We strive to provide a state-of-the-art four-year degree program focused on the graphic arts and part of doing that naturally requires us to keep a finger on the pulse of the industry. Our sponsorship of programs such as the INTERQUEST 2012 Toronto Digital Printing helps advance our mission, particularly since this seminar focuses on the very latest technologies and applications. We are excited to again bring this event back to our campus.”



---

The 2012 Toronto Digital Printing Forum is sponsored by industry leaders, including Canada Post, Cascades, Domtar, GMC Software, Heidelberg, KBR Graphics, Konica Minolta, NewPage, Océ/Canon, Ricoh, RISO, and Webcom.

For more information about the event, please visit the event's website:

<http://inter-quest.com/focused-forums/2012Toronto>.

### **About INTERQUEST**

Founded in 1990, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. Over the past 20 years, INTERQUEST has conducted extensive research into digital printing markets. INTERQUEST has organized Digital Printing & Multi-Channel Communications Forums in Paris and Montreal since 2009; and in Toronto since 2010. Every year since 2006 INTERQUEST has organized the Digital Book Printing Forum during the Publishing Business Conference & Expo held in New York City. In 2011 INTERQUEST held similar events in Paris, Montreal, Toronto, London, and Frankfurt. INTERQUEST can be reached by calling (434) 979-9945, by fax at (434) 979-9959, or by email at [iquest@inter-quest.com](mailto:iquest@inter-quest.com). For more information, please visit [www.inter-quest.com](http://www.inter-quest.com).

### **About Ryerson University**

Ryerson is Canada's leader in innovative career-focused education, with a mission to serving societal need and engaging the community. The School of Graphic Communications Management offers Canada's highly successful degree program for the printing industries, with 400 students in all four years of the curriculum. Students learn in hands-on state-of-the-art prepress, press and post-press facilities, and enjoy excellent employment prospects through an outstanding relationship between Ryerson and the printing industries. For further information on Ryerson, visit [www.ryerson.ca/gcm](http://www.ryerson.ca/gcm)