



**INTERQUEST Speakers for
2013 New York Digital Printing in Publishing Forum**

Impressive Lineup of Speakers for Two Events Focusing on Digital Printing in the Magazine, Newspaper, & Book Markets

Charlottesville, VA (September 20, 2013) — INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, has lined up a roster of impressive speakers for the 2013 Digital Printing in Publishing Forum. The Forum is being held on September 23 and 24 at the Marriott Marquis New York in conjunction with the Publishing Business Conference & Expo (www.publishingbusiness.com), produced by *Book Business* magazine (www.bookbusinessmag.com) and *Publishing Executive* magazine (www.pubexec.com).

The Monday, September 23 afternoon seminar will focus on trends, developments, and opportunities for digital printing in the magazine and newspaper markets. On Tuesday, September 24 INTERQUEST will hold its annual Digital Book Printing seminar, a full-day event. According to Gilles Biscos, President of INTERQUEST, “The use of digital printing in magazine and newspaper production is just beginning to take hold, but there are exciting opportunities in these markets. In our book printing forum on the following day we will be taking a closer look at key sectors in the book industry where digital printing has already established a deep and wide-ranging presence. We’re very pleased to have an outstanding lineup of speakers who will present their experiences and perspectives.”



Gilles Biscos, President of INTERQUEST, and David Davis, a Director for INTERQUEST will kick off the Monday afternoon session by sharing INTERQUEST research into the newspaper and magazine markets. They will be followed by a panel of executives from digital printing equipment vendors who are leading the way in developing the opportunities in these markets. They include: Guy Broadhurst, Vice-President Technology and Client Solutions, Canon Solutions America; Doris Brown-McNally, Media Convergence, Graphics Influencer, Graphic Solutions Business, Imaging and Printing Group, Hewlett-Packard Company; and Johan Laurent, Business Manager, Standard Finishing Systems. The half-day event will be wrapped up with speakers discussing their experiences, applications, and challenges with digital printing. They include: Kevin McVea, Senior Vice President, SCI; and Laura C. Reid, Vice President of Production, Hearst Magazines.

The Digital Book Printing Seminar will take place from 9 a.m. to 5 p.m. on Tuesday, and will focus on key sectors of the book market. In the opening session Gilles Biscos, President of INTERQUEST will present the results of recent research the company has conducted in the book industry. He will be followed by a panel of leading players, including: Craig Bauer, Senior Vice President, Publishing Operations & Strategic Planning, Hachette Book Group; John Edwards, President & CEO, Edwards Brothers Malloy; and Kelly Gallagher, Vice President of Content Acquisition, Ingram Content Group.

Following the presentation of additional INTERQUEST research, a panel of publishers and printers from the education and STM sectors will be convened. Speakers include: Donna Brown, Senior Production & Manufacturing Manager, Cengage Learning; Brett Birky, Vice President Sales, Frederick Printing/CGX Publishing Solutions; and Christopher (Kip) Frautschi, Vice President Marketing & Planning, Webcrafters.



The afternoon portion of the program will feature a panel of executives from leading digital printing equipment vendors. Panelists include: Guy Broadhurst, Vice-President Technology and Client Solutions, Canon Solutions America; Eric Owen, Worldwide Vice President Sales & Business Development Digital Printing & Enterprise, Eastman Kodak; Boris Hughes, North America Business Development Manager, Publishing, Hewlett-Packard Company; and George Promis, Vice President, Continuous Forms Production Solutions & Technology Alliances, Ricoh Production Printing.

Industry experts will then discuss opportunities and challenges related to digital book printing in the areas of finishing, substrates, and distribute-and-print. Speakers include: Jim Jackson, Client Team Director, Unigraphic; and Bruce Beiderman, National Accounts Manager, Standard Finishing Systems as well as Mike Baker, Executive Director of Publishing Papers, Appleton Coated LLC and Kevin McVea, Senior Vice President, SCI. Following the presentation of additional INTERQUEST research by Toby Cobrin, a Director at INTERQUEST, the program will conclude with publishers and printers discussing the state and future of digital printing in the trade fiction and non-fiction, and practical books sectors. Speakers include: Kelly Gallagher, Vice President of Content Acquisition, Ingram Content Group; Tom Plain, Vice President Book Publishing Sales, King Printing; and Dan Dillon, Director Product Marketing, Lulu.com.

The 2013 Digital Printing in Publishing Seminar is sponsored by leading players in the market, including Appleton Coated, Bridgeport National Bindery, BR Printers, Canon, Glatfelter, Hewlett-Packard, KBA, Kodak, Ricoh, and Standard Finishing. It is supported by the Association of American University Presses (AAUP), the Evangelical Christian Publishers Association (ECPA), the Association of Publishers for Special Sales (APSS), the Association of American Publishers (AAP), and the Association of Business Information & Media (abm).



For more information about the event, please visit the forum's web site. <http://www.interquest.com/2013NYCDigitalPrintingInPublishingForum>



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 publishing and printing. Its studies of digital print manufacturing include *Digital Book Printing in the U.K.: Market Analysis & Forecast (2012-2017)*; and *Digital Book Printing in North America: Market Analysis & Forecast (2012-2017)*. Every year since 2006 INTERQUEST has organized the Digital Book Printing Forum held during the Publishing Business Conference & Expo in New York City. In 2012 INTERQUEST organized similar events in Paris, London, Frankfurt, Toronto, and Montréal. INTERQUEST can be reached by calling (434) 979-9945, by fax at (434) 979-9959, or by email at iquest@inter-quest.com.

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Published six times a year, Publishing Executive offers best practices and forward thinking insights into technology, market trends and revenue opportunities for the magazine publishing industry. Our mission is to provide both strategic and practical advice and information to senior-level consumer, business-to-business, association, STM and other magazine executives to help them run their businesses successfully and profitably. Available in print or as a digital edition, Publishing Executive is offered free to individuals who meet pre-established demographic criteria.