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## INTERQUEST Expands its 2015 Lucerne Digital Printing Forum

*Full-day event to be held during Hunkeler **innovationdays***

**Charlottesville, VA (January 13, 2015)**—INTERQUEST, a leading market and technology research and consulting firm in digital printing and publishing, today announced the 2015 Lucerne Digital Printing Forum. The full-day event will take place on Tuesday, February 24 from 9:00 to 17:00 at Hunkeler **innovationdays** in Lucerne, Switzerland.

According to Gilles Biscos, President of INTERQUEST, “Our inaugural 2013 Lucerne Forum was a half-day event that focused on digital book printing; based on its success we are expanding the scope and duration of the program for 2015. Hunkeler **innovationdays** is an ideal environment for a range of digital printing applications and we are excited to be returning in 2015 with an enhanced program.”

The forum is designed around recent and on-going INTERQUEST research in digital printing conducted in North America and Europe. The morning session focuses on the synergies between printed and electronic communication in direct mail and transactional applications. The afternoon portion of the Forum is dedicated to digital printing opportunities in publishing, including books, newspaper, and magazines.

The event will gather leading industry players, including service providers, large corporate users/buyers, equipment and software solution suppliers, and influencers. The program includes presentations, case studies, and panels, and is free upon invitation.

The 2015 Lucerne Digital Printing Forum is sponsored by Domino, Hewlett-Packard, Hunkeler, Kodak, Ricoh, and RISO.

For more information about the event, visit <http://www.inter-quest.com/focused-forums/2015Lucerne/index.php> or call INTERQUEST at 1-434.979.9945.



### **About INTERQUEST**

Founded in 1990 and headquartered in Charlottesville, Virginia, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. INTERQUEST has more than 2,000 clients worldwide; approximately half are end-user organizations and half are outside the United States. Since 2006 INTERQUEST has organized Digital Book Printing Forums in North America and Europe, and since 2009 has organized Digital Printing and Multichannel Communications Forums in Paris, Toronto, Montreal, and Brussels.

### **About Hunkeler innovationdays**

<http://innovationdays.hunkeler.ch/>

As a trade show, Hunkeler **innovationdays** is a unique event in the international trade fair circuit. Since its inception in 1994, it has regularly brought the most important providers in the paper processing sector to Switzerland. The event is now firmly established as a regular fixture, with a focus not on individual products but on comprehensive production systems with practical relevance. This special-interest event revolves around paper processing and digital printing and offers a platform for information and networking within a defined framework. The visitor profile of past years clearly reflects the growing interest that conventional offset printing houses take in digital print processes. Increasingly, investment projects focus on such solutions.