



## **INTERQUEST to Deliver Digital Book Printing Forum at Lucerne Hunkeler Innovationdays**

*International Event Convenes Leading Players in Digital Book Printing*

**Charlottesville, VA & Lucerne, Switzerland (January 10, 2013)** ð INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, today announced its first Lucerne Digital Book Printing Forum. The event will be held Wednesday, February 13, 2013 at the Hunkeler Innovationdays.

öThe **innovationdays** have become a major industry event. Leading book printers and publishers, along with many commercial and digital printers from around the world will gather in Lucerne. What a great opportunity to analyze and discuss the latest trends, developments, and applications in one of the most promising growth sector of graphic artsö Said Gilles Biscos, President of INTERQUEST. ðWe estimate that currently less than 5% of books produced worldwide are printed on digital equipment, but this will increase to 20% or more over the next five yearsö he continued.

The Digital Book Printing Forum is designed around recent INTERQUEST research into digital book manufacturing. Leading 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. The seminar 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.



The Lucerne Digital Book Printing Forum is sponsored by the leading players in the market, including Graph-Tech, Hunkeler, Kodak, Konica Minolta, Mondi Group, Müller Martini, Ricoh, and Sappi Fine Paper.

### **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. 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 001-434- 979-9945, by fax at 001-434-979-9959, or by email at [iquest@inter-quest.com](mailto:iquest@inter-quest.com).

### **About the Hunkeler Innovationdays**

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.