

PRESS RELEASE

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INTERQUEST to Deliver its Annual London Digital Book Printing Forum on June 20th

Leading players in the book industry return to the U.K. event

Charlottesville, VA and London, U.K. (April 26, 2012) — INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, today announced its 2012 London Digital Book Printing Forum. The third annual event, which will focus on trends and opportunities in digital book manufacturing, will be held Wednesday, June 20 at the Royal Society, Carlton Terrace, in London.

According to David Davis, a Director for INTERQUEST, “We’re beginning to see many of the same trends which are playing out in the North American market developing in the EU. Amazon, Barnes & Noble, Kobo, Google, and other key players driving the eBook market are establishing themselves in Europe and around the world. This is pressuring physical bookstores, publishers, and book printers to quickly adapt, and accelerating the adoption of digital book printing to better manage the supply chain.”

In the morning session the Forum Keynote will be followed by a presentation from INTERQUEST featuring updates and key results from recent research. Attendees will then hear from a panel of leading book printers who will discuss their experiences with digital printing and their views of the market.

The afternoon portion of the program features a panel of executives from leading printing systems vendors who will discuss a number of issues key to the growth of digital printing. This will be followed by a special session centered on finishing, paper, and workflow developments and challenges. Key players in book publishing will then discuss their views for managing supply chain using digital printing, as well as publishing trends and challenges.



“The event will take place just five weeks after the end of drupa and will provide an excellent opportunity to discuss the potential impact on the book market of the announcements and launches made in Germany,” added Davis. “Participants at the London event have been exceptionally enthusiastic and thoroughly locked onto the key issues we try to bring to the forefront at these events, so we are excited to return there again this year.”

The 2012 London Digital Book Printing Forum is sponsored by leading players in the market, including Hewlett-Packard, Hunkeler, Kodak, Müller Martini, Ricoh, Screen, and Xerox. It is supported by the Association of Learned and Professional Society Publishers (ALPSP) and the Independent Publisher Guild (IPG).

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 studies of digital print manufacturing include *High Growth Segments of Digital Book Printing: Market Analysis & Forecast* and *The Digital Book & Manual Printing Opportunity: Market Analysis & Forecast*. 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.