

## News

### Press releases

#### **CAP Ventures confirms the print-on-demand market is alive and growing**

*White Paper produced for IBM disproves digital printing myths and recommends strategy for commercial printing success*

**GRAPH EXPO, Chicago, October 6, 2002 ...** A white paper produced for IBM by CAP Ventures entitled “Taking the Next Step” reveals that the retail value of the digital print-on-demand market is expected to grow at a compound annual growth rate of 14 percent between now and 2006, amounting to a \$50.5 billion market.

According to the report, released at Graph Expo in Chicago today during a joint IBM and CAP Ventures breakfast for customers and media, this is significantly faster than the two percent growth expected for the overall printing and publishing market.

Based on CAP Ventures’ extensive market knowledge and database of research statistics, the report also reveals that digital processes are now capturing a significant portion of print budgets. Spending is expected to continue to climb as printers realize the benefits of faster job turnaround, cost-effective short runs, less waste and personalized, variable data print applications made possible with digital print technologies.

IBM and CAP Ventures believe that effective front-end software and workflow solutions are equally critical to a successful production printing deployment as high-speed, high-quality print hardware. “In order for commercial printers to take advantage of the growing production print market, it is essential that businesses build the appropriate infrastructure to support digital printing installations,” cited Jim Hamilton, associate director from CAP Ventures, while speaking at the event, and in a subsequent Webcast.

“To help commercial printers succeed with digital print, IBM takes a total solution approach. We work closely with commercial printers to assess their situation, design the right solution, then implement it and give them the right level of support,” said Bruce Otte, worldwide manager, production print solutions strategy and marketing. “Our solutions are not limited to our hardware and software. Basically, our goal is to provide the best possible product, consultation and service to help our customers earn their customers’ satisfaction.”

The exclusive “Power of Digital Printing” Graph Expo breakfast event for media and customers was followed by a presentation of the report findings in a Webcast, including live Q&A with Jim Hamilton, associate director for CAP Ventures and Bruce Otte, worldwide manager, production print solutions strategy & marketing for IBM Printing Systems.

Commissioning the “Taking the Next Step” report is the first of several endeavors IBM will offer to help educate commercial printers on the steps needed to offer true production-oriented digital print services.

For a copy of “Taking the Next Step” or an archived link to the Webcast, please contact Rose Guarino, Media & Analyst Relations, IBM Printing Systems on (631)499-2167 or [rose1@us.ibm.com](mailto:rose1@us.ibm.com).

## **About CAP Ventures**

Based in Norwell, Massachusetts, CAP Ventures is a market research and consulting firm whose focus areas include on-demand digital printing. CAP Ventures has been covering the on-demand market for over ten years, providing its clients with strategic consulting services, market research, analysis, and forecasts.

## **About IBM Printing Systems**

IBM Printing Systems specializes in e-business printing solutions. The company focuses on information and output management products and offerings that enhance print operations, maximize efficiencies and reduce print and related costs for companies and department of all sizes. A leader in production print solutions, print-on-demand technologies, distributed print technologies, one-to-one marketing initiatives and print management software, IBM Printing Systems' offerings include printers, software, consultation, systems integration, supplies, service and support. For more information visit <http://www.ibm.com/printers>

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