

ThinPrint Develops Location Based Printing - Simplifies Virtual Printing in VMware View™ 4.5

VMware View™ 4.5, which includes ThinPrint .print technology, facilitates printing directly from virtual desktops to the nearest network printer

(Berlin/San Francisco, September 1, 2010) At VMworld 2010, ThinPrint announced that with the development of Location Based Printing, VMware View™ users can now print directly from virtual desktops to the nearest network printer. New features integrated into [VMware View™ 4.5](#) free administrators from previously required installation of printer drivers on client devices or install printers. Instead, Group Policies control which printer is available for each desktop or user.

Driver free printing, print data compression and PCoIP optimized printing: In 2007, VMware began integrating ThinPrint .print core technology in multiple desktop virtualization products including VMware ACE, VMware Workstation, VMware Player and VMware Fusion.

By partnering with VMware to deliver optimized and location-aware printing in VMware View 4.5, ThinPrint continues to contribute to the next stage of print optimization in virtual desktop environments with its .print technology. With Location Based Printing, no additional printer drivers or printers need to be installed on the client devices, reducing administration costs and enabling the use of thin clients, which do not require additional installation or set-up procedures. The available printers are set-up via Group Policies depending on computer or user.

ThinPrint .print technology is now bundled in VMware View 4.5 and Location Based Printing is available to all VMware View customers automatically. Further functions such as centralizing all print features on the print server, are available with an upgrade to the [.print Engine for VMware View](#).

"Location Based Printing is an important step for convenient printing in virtualized desktop environments and is ideal for companies wishing to keep their administration cost to a minimum," says Charlotte Künzell, Board of Directors member at ThinPrint.

"Printing used to be a challenge in desktop virtualization environments," says Vittorio Viarengo, vice president, end-user computing products, VMware. "Through our partnership with ThinPrint, VMware View™ 4.5 offers easier and more convenient printing with Location Based Printing - further optimizing the end user experience for our customers as they continue on the path to IT as a service and modernizing their desktop architecture. This is a critical requirement for our healthcare and financial services customers who continue to accelerate their investments in VMware View".

This press release is available at www.thinprint.com/press, images are available from www.thinprint.com/pressphotos.

ThinPrint Inc.

ThinPrint specializes in mobile enterprise solutions and printing in distributed network architectures. The company's success is based on its print management solution, ThinPrint .print, which is successfully employed in companies of all sizes in all sectors around the globe. More than 500 major distributors and resellers in over 80 countries sell products made by ThinPrint AG. Thanks to numerous partnerships, client components using patent-pending .print technology have been integrated into the terminals, print boxes, PDAs and mobile phones of several leading hardware producers. Strategic partnerships with ThinPrint play a special role in this endeavor, including BlackBerry (RIM), Bluetooth SIG, Citrix Systems, Inc., Fujitsu Siemens Computers, Lexmark International, Inc., Microsoft, Nokia, Orange, Palm, Inc., Sun Microsystems Inc., Symbian Ltd., VMware, Inc. and XPS Software GmbH.

VMware, VMware View and VMworld are registered trademarks and/or trademarks of VMware, Inc. in the United States and/or other jurisdictions. The use of the word "partner" or "partnership" does not imply a legal partnership relationship between VMware and any other company.

Press contacts at ThinPrint:

North American Headquarters:

ThinPrint, Inc., Megan Easterling, Alliance Manager,
Phone: 303.487.1302 ex 2410, E-mail: Megan.Easterling@thinprint.com

Corporate Headquarters:

ThinPrint AG, Silke Kluckert, Public Relations Manager,
Phone: +49.30.394931-66, Fax: +49.30.394931-99,
E-mail: press@thinprint.com, www.thinprint.com