

*CeBIT 2010*

## **Print Optimization Reduces WAN Costs**

### **The new .print Engine simplifies printer administration and cuts budgets**

**(Berlin/Hannover, March 2010) Amongst its Cloud solutions, ThinPrint, the market leader for print solutions in distributed networks, will present at CeBIT in hall 3 - stand A24 the latest version of its successful .print Engine solution. Used daily by more than 10,000 companies worldwide, the latest version of the .print Engine takes simplifying print administration a step further. It also automates printer mapping, simplifies driver management, reduces bandwidth requirements and allows admins a quick snapshot overview of all print processes.**

Companies using distributed networks, server based computing or VDI environments based on Citrix XenApp, Citrix XenDesktop, Microsoft Remote Desktop Services or VMware View must pay particular attention to costs accrued by their print environments. Large bandwidth requirements, administration time and cost losses lead to increased pressure on budgets. The latest version of ThinPrint .print, the worldwide leading solution for WAN printing, enables an optimized overview of the entire print process on the server.

"We have further improved clarity, administration and completely renewed the user interface," Charlotte Künzell, member of ThinPrint's Board of Directors. "As well as this there are a number of other wide-ranging improvements that make it easier for admins and end users. This enables companies to reduce costs and at the same time improved their working environment."

Details of .print Engine 8.0 can be found at [www.thinprint.com/8-0](http://www.thinprint.com/8-0). At [www.thinprint.com/roi](http://www.thinprint.com/roi) companies can calculate their own return on investment when using the .print Engine 8.0.

.print Engine is available as .print Application Server Engine for Terminal Server and as .print Server Engine for central print servers. Both solutions can be downloaded at [www.thinprint.com/demo](http://www.thinprint.com/demo) for a free trial.

This press release is available at [www.thinprint.com/pressreleases](http://www.thinprint.com/pressreleases) and press images can be found at [www.thinprint.com/pressphotos](http://www.thinprint.com/pressphotos).



# Press Release

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## **ThinPrint AG**

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. And VMware, Inc.

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