

Cloud Computing needs Cloud Printing

ThinPrint, the print optimization specialist, presents its Cloud strategy

(Berlin/Hannover, March 2-6, 2010) ThinPrint AG will present at this year's CeBIT (hall 3, stand A24) its strategy and solutions for both V-Cloud and Web Cloud.

Cloud Computing offers incredible opportunities to save costs and resources. However, how can a document in the Cloud be printed at a printer located at a workplace? ThinPrint, the market leader and pioneer for over 10 years in the distributed network printing area, will present at CeBIT its Cloud Printing solutions.

ThinPrint differentiates between its solutions for V-Cloud and Web Cloud. V-Cloud is the synonym for Cloud Computing solutions that run on hypervisors, i.e. virtualization software. In this area, over 10,000 companies daily worldwide use the incredibly successful .print products for their print optimization needs. More information at: www.thinprint.com.

The second area is Web Cloud where highly productive complete workplaces with all necessary applications as pure web applications, are available. Google Apps and Microsoft Office 2010, due for release midyear, are just two examples. Up until now when an end device was used there was no or just a limited print system available, making printing impossible.

ThinPrint's solution fills the need for printing. Thin Print's strategy is to relocate the complete print system to the cloud with the end device acting as a communication device between application and printer. Devices with less computing power such as smartphones can be supported with ease. Support for devices run on Google's Chrome operating system is expected by the last quarter of 2010.

Carsten Mickleit, chairman of ThinPrint's board of directors described the new strategy, "With our latest products and the pure web based office suits, a highly productive workplace can now be created. Through the future-oriented workplace, companies will be able to make vast savings in infrastructure, software licensing, and maintenance areas when compared with existing strategies. With reduced infrastructure requirements, dynamic growth is now a real

possibility and the ever-increasing importance of connectivity with smartphones has been taken into account through our Virtual Desktop Process technology.”

This press release is available at www.thinprint.com/pressreleases and press images can be found at www.thinprint.com/pressphotos.

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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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