

ThinPrint Enters the Secure Printing Market

.print Personal Printing Essentials is the first available product of the new Personal Printing product line for user-authenticated, secure and cost-effective printing

Berlin, January 31, 2011 – ThinPrint, a leader in print management and cloud printing solutions, today announced the availability of its first printing solution for the secure printing market. The solution .print Personal Printing Essentials provides secure printing that authenticates the user at any standard printer, via smartcard, BlackBerry® and QR barcode.

Personal Printing Essentials runs on standard hardware and enhances security as it ensures that a print job is accessible to appropriate users via required authentication. No investment is needed in costly special printers and, in addition, costs are lowered as only those documents needed are printed out. This lowers the printing costs. More solutions in the Personal Printing product line are being developed.

When a user wants to print, he simply selects Personal Printing. The print job is then saved in a user-specific directory. The user can start printing out his personal documents at any time on the printer of his choice by authenticating his identity with a smartcard. Using a BlackBerry smartphone offers another very cost-effective identification method. QR codes are fixed to the respective printers and the user scans this with a corresponding app on the BlackBerry to start printing.

Staying true to the ThinPrint product philosophy, Personal Printing Essentials does not require any special printers and the solution is 100 per cent manufacturer-independent. Due to this, companies have full flexibility when purchasing additional printers. Independent of the printer selected, the user consistently works with a standardized user interface, which eliminates the need for additional training.

"Our secure printing solution costs about a quarter of what other solutions currently do on the market. Clients have the choice of using standard hardware or BlackBerry smartphones

with free QR barcodes instead of expensive special devices to authenticate a print job," said Charlotte Künzell, CIO and COO of ThinPrint AG. "The solution is ideal for companies that want to lower printing costs with a straightforward and manageable investment or want to enable secure, personal printing of confidential documents for individual departments."

Analyst firm Gartner adds, "Pull printing and job-routing software that circumvent Windows printing can help reduce your page volumes by 10 per cent. By a conservative estimate, a 1,000-user company could save USD \$36,000 on paper and printing costs and more than 5,000 kilograms of resource, water, and energy-intensive paper, annually. That combination of cost savings and conservation has transformed pull printing from a niche solution into a very common part of printer fleet proposals." (Source: Predicts 2011: Increasing Value of Imaging and Print Services Complements Multimedia Communications, P. Basiliere et al, November 2010).

Print servers supported by .print Personal Printing Essentials are Microsoft Windows Server 2003 (32bit/x64) SP2 or higher, Windows Server 2008 (32bit/x64), and Windows Server 2008 R2. The .print Personal Printing Essentials can be used independently or in combination with a .print Server Engine.

The software to be installed on the server is priced at 2,500 Euro. There is an additional charge of 30 Euro per user.

A free demo version of .print Personal Printing Essentials, the only solution of its kind that can be tested with a simple software download, is now available at www.thinprint.com/demo or www.thinprint.com/personalprinting.

For channel partners, ThinPrint offers a cost-effective demo pack including software, hardware, smartcards and NFR license keys.



Press Release

This press release and the press photos are available online and can be downloaded at www.thinprint.com/press.

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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