

ThinPrint Lowers Print Management Costs with New Licensing Model

Annual License Model eliminates CAPEX costs, allowing organizations to enjoy quick ROI for industry leading print management technology

(Berlin, 29 September, 2010) – Cloud printing expert ThinPrint today announced its new Annual License Model for the .print product line, allowing more customers to optimize their print systems both in terms of cost and performance. Available from October 1, this new licensing option allows customers to benefit from the .print functionality at one low, user price, without the need to invest in capital expenditures.

Gartner reports that the money available for capital expenses and investments into new technology and goods can be as low as 15 per cent of the money available for IT operational expenses. Catering to current IT budget allocations, ThinPrint's new licensing model allows investment into technology to be made as an operating expense, rather than an up-front cost.

"Customers working with tight budgets will find it significantly easier to use operating budgets to integrate .print into their IT infrastructure," said Charlotte Künzell, member of ThinPrint's Board of Directors. "More importantly, the savings it delivers with use will immediately start to offset the investment, and in most cases allows an organization to break even within just a few months."

With the new licensing model, delivering a unique shift from a capital to operating expense, customers can also take advantage of an additional tax break. Operational expenses are tax deductible, which can add up to a 15 per cent to 35 per cent cost reduction in using the .print product line, depending on the customer's exact earnings and tax structure.

With .print licenses businesses are able to reap the benefits of simplified print management, print data compression, bandwidth control, print job tracking, and automated printer allocation all at one low cost. The new model also has additional .print products, such as: the .print Queue Manager, which provides reliable delivery of print jobs when connections are disrupted or there are hardware failures; the .print Connected Gateway, that enables printing in masked branch offices; and the .print Management Center, which makes it unnecessary to manually set up print servers.

A first-time Annual License Model order is available at \$24.95 per user with a minimum order of 30 users with the first purchase. The licenses are sold through the ThinPrint channel and include ThinPrint Update Service, eliminating additional software maintenance costs. With this simple pricing model, ROI can be calculated rapidly.

This press release is available at www.thinprint.com/press, press photos are available here: 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.

Press contacts at ThinPrint:

North America and South America:

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

APAC:

ThinPrint Pty Ltd., Stevan Caldwell, Regional Manager APAC,
Phone: +61 (0)2 94600319, Fax: +61 (0)2 89203835, E-mail: press@thinprint.com

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