

## **ThinPrint's .print Technology Newly Integrated into VMware View**

### **ThinPrint's Technology Expands Printing Capabilities of VMware View**

**(Berlin/ Denver, December 3, 2008) ThinPrint, a leading provider of print solutions for distributed environments, today announced an enhanced relationship with VMware to deliver print management to virtual desktop environments delivered through VMware View.**

VMware View is a major advance in virtual desktop computing. With VMware View 3, IT organizations can "decouple" a desktop from specific physical devices or locations to create a personalized view of a user's desktop, applications, and data - called "myView" - that is securely accessible from almost any device, at any time. By hosting these virtual desktop images in the datacenter using the industry-leading virtualization and management platform, VMware Infrastructure 3, VMware View 3 enables IT personnel to provision and manage thousands of virtual desktops simply, securely, and with substantially lower operating costs.

The integration of ThinPrint .print technology with VMware View enables seamless printing in virtual environments, enabling customers to:

- Eliminate the need to deploy printer drivers to individual virtual desktops
- Achieve data compression of up to 98 percent, minimizing network usage while maximizing output speed
- Reduce administration overhead, enabling simplified deployment of virtual desktops

ThinPrint is also releasing .print Engine for VMware View for customers seeking to utilize print servers. .print Engine for VMware View allows the use of dedicated print servers in virtual desktop environments with direct network printer support. This

further streamlines print management, enabling all drivers needed to support corporate network printers to be managed in one location. .print Engine for VMware View supports printing from thin clients and features centralized bandwidth management, which can further reduce management overhead.

"We are excited to announce our enhanced cooperation with VMware, as virtual printing is a natural next step to a fully integrated virtual desktop environment," said Charlotte Künzell, senior vice president at ThinPrint. "Our technology powers a broad range of solutions, from smartphones in cutting-edge markets that are on the forefront of technology to most major infrastructure and network technologies in use today. This allows ThinPrint .print technology to be strategically integrated as a print solution in virtually any environment."

"VMware View transforms how enterprises provision and manage desktops while providing increased flexibility to end users," said Jocelyn Goldfein, vice president and general manager of VMware's Desktop Business Unit. "Streamlining the print function within virtual desktop environments will greatly improve the end-user experience while increasing productivity. We are excited to work with ThinPrint to provide our customers with increased convenience, functionality and productivity on their virtual desktops."

.print Engine for VMware View can be purchased through ThinPrint Channel Partners. Find a full list of partners at [www.thinprint.com/buy](http://www.thinprint.com/buy).

A free demo version of the .print Engine for VMware View is now available at [www.thinprint.com/vmware-demo](http://www.thinprint.com/vmware-demo).

Press photos can be downloaded here: [www.thinprint.com/pressphotos](http://www.thinprint.com/pressphotos)



# Press Release

## **ThinPrint GmbH**

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 GmbH. Thanks to numerous partnerships, client components using patent-pending .print technology have been integrated into the terminals, printboxes, PDAs and mobile phones of several leading hardware producers. A special role is played here by strategic partnerships with 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.

## **Press contacts**

### **North America and South America:**

ThinPrint, Inc., Bethany Babich, Marketing Manager,

Phone: 1.303.487.1302 ex 2420, E-mail: [press@thinprint.com](mailto:press@thinprint.com)

### **In APAC:**

ThinPrint Pty Ltd., Stevan Caldwell, Regional Manager APAC,

Phone: +61 (0)2 94600319, Fax: +61 (0)2 89203835, E-mail: [press@thinprint.com](mailto:press@thinprint.com),

### **Headquarters:**

ThinPrint GmbH, Silke Kluckert, Public Relations Manager,

Phone.:+49.30.394931-66, Fax: +49.30.394931-99, E-mail: [press@thinprint.com](mailto:press@thinprint.com),

[www.thinprint.com](http://www.thinprint.com)