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Color Cost Controls Propel Uniprint 7.2 Release from Pharos Systems

Rochester, New York (PRWEB) November 15, 2006 – Pharos Systems International, the leading provider of Enterprise Print Asset Management software solutions, announces the release of Uniprint® 7.2, which includes several key enhancements designed to help better manage the costs associated with color print and copy devices.

Uniprint 7.2 empowers both higher education institutions and corporations to maintain control of color printing and copying, while also providing users information about their print jobs, encouraging them to make responsible choices about a costly school and business expense.

Pharos Systems has made it easier than ever before to rein in the costs associated with color printing and copying with Uniprint 7.2's new features. Uniprint 7.2 delivers to IT Administrators the ability to decide which groups can print color jobs based on need or job description, as well as the ability to determine from which applications users can generate color print jobs.

These management tools virtually eliminate the fear of abuse associated with rolling out color devices, including cutting-edge iMFPs, across an enterprise or campus, and can prohibit users from unnecessarily printing in color such documents as email messages and web site pages.

While providing a cost-effective way to manage color devices from the back end, Uniprint 7.2 simultaneously provides users the ability to make informed choices regarding their own printing habits. Uniprint notifies users as to the cost of their print jobs at the time they are printed by displaying a message to users on their computers. This message can take two separate forms.

First, the message can appear as an informative System Tray balloon, which serves the dual purpose of informing users of the cost of their jobs while also increasing user accountability, as they realize IT Administrators are tracking their print jobs. IT Administrators can also determine the job cost level at which the balloon will appear, so as not to bother users with an interruption if they are sending an inexpensive job to the printer.

Second, the message can appear in the form of a pop-up, which alerts users as to the cost of their job, and then requires them to manually accept the print job before it will generate at the device. Data gathered throughout Pharos Systems' 15 years of experience in the print tracking field has shown that this two-step "inform and accept" process is highly effective in eliminating unnecessary user printing.

When users begin to realize how much their print and copy jobs cost, and when they understand that IT staff members are tracking their activity, they are more careful about what

they print. And as user behavior improves, schools and businesses experience a marked decrease in printing waste, and a noticeable increase in cost-savings.

Scott Murphy, Director of Sales for Pharos Systems, says, “With this latest Uniprint release, our industry-leading pay-for-print software solution now provides our reseller channel with the ability to better promote the use of color because of the color-management tools 7.2 delivers. It’s a true win-win situation for both our reseller channel and our customers because color printing is now both manageable and affordable for everyone.”

About Pharos Systems International, Inc:

Pharos Systems International, Inc is the recognized industry leader in providing print asset management and cost-recovery solutions to both corporate office and higher education environments. With over a decade of experience, we help customers track, measure, and control their print assets to reduce waste, optimize performance, guide the purchase of new devices, including multifunction printers, and make the most of existing ones. As a result, over a thousand customers in 23 countries are currently benefiting from optimized printing environments, and are experiencing significant expense reduction. Visit Pharos Systems on the web at www.pharos.com.