



Pharos Systems

**News From**

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FOR IMMEDIATE RELEASE

**Reduce Print and Copy Costs by Over 30% with Pharos Omega PS100 Terminal**

Rochester, New York – August 3, 2005 – Pharos Systems International today announced the release of the Omega PS100 highly customizable touch-panel network terminal device that enables advanced print and copy management functionality in corporations and universities. The Pharos Omega facilitates savings of over 30% in print and copy costs through elimination of waste via selective print release and departmental chargeback. Successful in market tests in North America, Europe, Asia, and South Africa, the Pharos Omega was also a part of the award-winning solution for Best Public Access Application in the State of New York for the Brooklyn Public Library.

Pharos Omega, which features a user-friendly, full-color, touch-screen interface, acts as a launching pad for powerful Pharos software solutions. With a customizable look and feel that can reflect custom brand logos or images, the Omega facilitates accurate accounting of all print and copy costs through a full range of cost-recovery features. In addition, Pharos Omega promotes informed, responsible user printing through its cost notification, chargeback, and selective print release functionality.

Marquette University uses the Pharos Omega PS100 to charge back printing costs to the department, budget center, project code, or personal account to which users want to record their activity. The wide variety of chargeback options offered by Omega helps foster both personal and departmental accountability for print and copy costs. “Initial end user response to the intuitive interface is very positive,” notes Marc Belanger, Applications Specialist for Marquette University. “The Omega unquestionably sets the industry standard for quality and convenience. By consolidating printing and copying onto one machine, we’ve reduced the number of MFPs as well as the total number of terminals required. The result is a lower total cost of ownership (TCO) and a single, common user interface across the entire campus.” And because Pharos Omega seamlessly integrates into billing systems, the university can accurately account for all printing and copying costs from all users.

To cater to the mobile needs of the 21st century workforce, the Pharos Omega has several features designed to provide users with printing flexibility and security. Omega enables the Pharos PrintHere™ feature, allowing users to send documents to a central print queue, and then collect their printed documents from any Omega-enabled device. “The Omega has allowed us to pool printing devices, enabling users to choose any unused device to print their documents and nearly eliminating waiting lines,” noted Mike Bell, an IT Manager at University of Rochester Medical Center. “Omega also offers a variety of charging methods, giving us the flexibility to charge all users for printing via ID cards, visitor cards, or departmental copy cards. This enhances service and convenience throughout the medical library and medical student computing areas.”

Kevin Pickhardt, CEO of Pharos Systems International says, “The Pharos Omega not only features state-of-the-art print and copy tracking functionality, but it also connects users to printers, copiers, and MFPs from multiple manufacturers. There’s nothing like it on the market today. In today’s environment where security and improved service are so critical to all large organizations, we are pleased to offer technology that provides both.”

**Pharos Systems International, Inc** is the recognized industry leader in providing print cost 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, and make the most of existing ones. As a result, over a thousand companies in 21 countries are currently benefiting from optimized printing environments, and are experiencing significant expense reduction. Visit us on the Web at [www.pharos.com](http://www.pharos.com).

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