



## **Pharos Systems Integrates Pixel Optimization Technology from Preton**

### ***Bundled software package extends control and cost savings for corporate printing***

**Tel Aviv, Israel and Rochester, NY (July 20, 2011)** – Preton, the leading provider of printing cost reduction software, and Pharos Systems, the leading provider of cross-enterprise intelligent print management software and services, today announced that the two companies have formed a partnership to offer a bundled software package to increase the control and cost savings for corporate printing.

Preton's Pixel Optimizer™ technology intelligently identifies and removes wasteful pixels during the printing process without visibly impacting quality. Pixel Optimizer is the core technology behind Preton's PretonSaver™ software application and has been integrated into the Pharos Blueprint® Enterprise software. Blueprint is the premier print management and optimization software that delivers cost savings and waste reduction by providing comprehensive functionality to audit, track, monitor and control corporate printing activities. The integration of the Pixel Optimizer technology significantly extends the control and cost savings corporate customers can achieve with Blueprint.

“Preton and its Pixel Optimizer technology creates a new level of transparency and control for printing costs,” said Keith Nickoloff, President of Pharos Systems. “Pixel Optimizer will benefit our enterprise customers with a non-intrusive method for determining maximum savings levels and reducing supplies consumption.”

The reporting features from PretonSaver relating to ink and toner consumption, including unique measurements of printed page coverage, have also been incorporated into Pharos Systems' Blueprint software.

“Our partnership with Pharos is a significant opportunity for us to demonstrate the full value of our core Pixel Optimizer technology,” said Ori Eizenberg, CEO of Preton. “We are pleased to be partnering with Pharos and extending our involvement into the US enterprise market.”

The Blueprint software bundled with the Pixel Optimizer technology is available through Pharos Systems' worldwide network of sales professionals.

#### **About Preton**

Preton Ltd. is a leading provider of advanced software for reducing printing costs. Preton's award winning PretonSaver™ software offers enterprises, mid-market and home users revolutionary savings of up to 70% on toner, ink and paper consumption and associated printing costs. Preton's patent-pending Pixel Optimizer™ technology intelligently identifies and deletes wasteful pixels during printing, providing substantial savings without visibly reducing quality. Preton customers include prominent enterprises in the financial, health care, manufacturing, government, education and technology sectors as well as individual home users.



For more information on Preton, please visit our web site at [www.preton.com](http://www.preton.com).

### **About Pharos Systems**

There is an increasing desire within many organizations worldwide to make every print an intelligent decision. Pharos' purpose in the world is to be an invaluable resource in service of that desire. Assessment, vision, strategy, sourcing, change management, technology — whatever pertains to enterprise printing, Pharos helps organizations answer life's two most important questions: what's going on and what's the healthiest action we can take in this moment?

For more information on Pharos Systems, visit - [www.pharos.com](http://www.pharos.com)

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