



**Pharos Systems**  
*making every print an intelligent decision™*

## Pharos Systems Announces Integrated Solutions for Samsung MFPs

Rochester, New York (PRWEB) July 12, 2011 -- Pharos Systems International, a leading provider of print management solutions that make every print an intelligent decision, today announced the launch of Pharos Uniprint® and Pharos Blueprint® Enterprise integrated solutions for use with Samsung XOA®-enabled MFPs. These integrated MFPs (iMFPs) display the Pharos user interface to Uniprint or Blueprint on the touch screen of the Samsung device, and enable Pharos-powered authentication, pull printing, chargeback, and pay-for-print/copy along with the MFP's native capabilities.

Tom Cody, Director of Business Development for Pharos Systems, said, "Pharos is excited about our relationship with Samsung. We believe that the Pharos iMFP solution for Samsung XOA-enabled MFPs will allow organizations to easily and effectively control and manage their output environments, reduce printing waste, and provide more printing flexibility for end users."

The Pharos iMFP solution protects Samsung XOA-enabled MFPs from unauthorized use because users must authenticate themselves by swiping their ID card before utilizing the device. After badging in, users access the Pharos interface on the MFP's touch screen to select the jobs they need to print. Since jobs are only printed when the person who submitted them is physically present at the device, document confidentiality is protected. Users can walk up to any iMFP, authenticate themselves, and release their print jobs—regardless of the location of the device.

"We are delighted that Pharos has teamed up with Samsung to provide solutions that control printing and recover printing costs for our customers, using our growing array of multi-function printers and copiers," says Ron Nevo, Senior Manager of Solutions Marketing for Samsung Electronics America, Enterprise Business Division. "Pharos provides proven solutions embedded in our XOA platforms that result in a simple, intuitive user-friendly interface and a highly reliable, cost-effective system."

The Pharos iMFP solution with Uniprint for Samsung XOA-enabled MFPs allows educational institutions to monitor and track network printing, recover costs through student pay-for-print and pay-for-copy, and assign faculty and administration printing costs to a particular department, budget center, grant, or contract. Uniprint significantly reduces unnecessary printing, decreasing waste by up to 80 percent.

The Pharos iMFP solution with Blueprint Enterprise for Samsung XOA-enabled MFPs tracks all printing and copying down to the user level, providing a complete and accurate picture of how much is being

output, by whom, on what device, and at what cost. Through Blueprint's Policy Print™ application, organizations can modify users' printing behavior, encouraging them to print more cost effectively and more sustainably.

For a list of Samsung XOA-enabled MFPs that can be integrated with Pharos Uniprint and Blueprint Enterprise, please visit [www.pharos.com/Samsung-iMFP](http://www.pharos.com/Samsung-iMFP).

### **About Pharos Systems International, Inc.**

Pharos Systems helps organizations think differently about print resulting in reduced printing costs, lessened impact on the environment, and enhanced printing security. With a hardware-neutral approach, Pharos provides strategic guidance, sourcing technology, implementation and vendor management expertise to optimize print across an entire enterprise, no matter who's doing the printing, where they're doing it, or what equipment they're using to accomplish it. Pharos is unique in optimizing print wherever it happens: in offices, computer labs and libraries, in-house print shops, and print that is sourced from external print providers. Pharos is the co-founder of the Intelligent Print Forum, a peer to peer group for individuals in major organizations focused on helping to make every print an intelligent decision. The company is headquartered in Rochester, N.Y. and maintains an R&D facility in Auckland, New Zealand. For more information, please visit [www.pharos.com](http://www.pharos.com).

### **About Samsung Electronics America Enterprise Business Division**

Based in Ridgefield Park, N.J., Samsung's Enterprise Business Division (EBD) is a division of Samsung Electronics America (SEA), a U.S. subsidiary of Samsung Electronics Company, Ltd. (SEC), the world's largest technology company based on revenue. As one of the fastest growing IT companies in the world, Samsung EBD is committed to serving the needs of consumers ranging from the home user to the Fortune 500 elite and supporting the valued channel partners who serve our customers. Samsung EBD offers a complete line of award-winning color and mono-laser printing solutions, desktop monitors, laptop computers, digital signage solutions and projectors. For more information, please visit [www.samsung.com/business](http://www.samsung.com/business) or call 1-866-SAM4BIZ.