



Pharos Systems Announces Integrated Solutions for Sharp MFPs

Rochester, New York April 8, 2010 -- Pharos Systems International, a leading provider of print optimization solutions that help make every print an intelligent decision, today announced the launch of Pharos Uniprint® and Pharos Blueprint® Enterprise integrated solutions for use with Sharp OSA®-enabled MFPs. These integrated MFPs (iMFPs) display the Pharos user interface to Uniprint or Blueprint on the touch screen of the Sharp 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, "We are very excited about our relationship with Sharp and believe that the Pharos iMFP solution for Sharp OSA-enabled MFPs will make it easier than ever for organizations to effectively control and manage their output environments, reduce printing waste, and provide more printing flexibility for end users."

The Pharos iMFP solution protects Sharp OSA-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.

"Controlling print output is an important way for organizations to manage costs," said Tom Davis, associate vice president, Marketing Applications Development, Sharp Imaging and Information Company of America. "The integration of Pharos print management solutions with Sharp OSA-enabled MFP's gives organizations a wealth of tools to easily control costs while satisfying the needs of end users."

The Pharos iMFP solution with Uniprint for Sharp OSA-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 can reduce unnecessary printing and decrease waste.

The Pharos iMFP solution with Blueprint Enterprise for Sharp OSA-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 Sharp OSA-enabled MFPs that can be integrated with Pharos Uniprint and Blueprint Enterprise, please visit www.pharos.com/sharp-iMFP.

About Pharos Systems International, Inc. (www.pharos.com)

Pharos Systems provides powerful and innovative print optimization software and services to corporations, educational institutions, and libraries across the globe. Our solutions save customers money, reduce waste, and make it easy to secure devices and documents. Pharos was founded in 1992 in Auckland, New Zealand, where it maintains an R&D facility. Corporate headquarters are in Rochester, NY.

About Sharp Electronics Corporation (www.sharppusa.com)

Sharp Electronics Corporation is the U.S. subsidiary of Japan's Sharp Corporation, a worldwide developer of one-of-a-kind home entertainment products, appliances, networked multifunctional office solutions, solar energy solutions and mobile communication and information tools. Leading brands include AQUOS® Liquid Crystal Televisions, SharpVision® projection products, Notevision® multimedia projectors, Insight® Microwave Drawer appliances, SuperSteam™ ovens, Plasmacluster® air purifiers and the OnEnergy™ solar system.