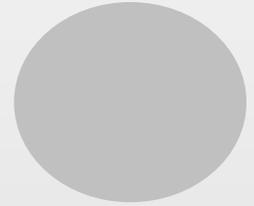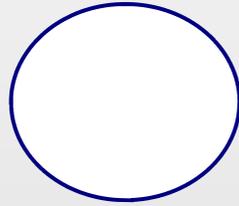**Marketing Data Solutions, Inc.**

Pharos Uniprint for Higher Education

Control & Recover Costs and Reduce Waste

Charging students for printing and copying makes them more responsible users of expensive and valuable resources. It also allows you to regain costs and re-allocate this funding to make improvements to your institution's output environment and provide more services. With Uniprint, you can:

♦ Set a print allotment for any amount over any time period, i.e. $100 per student, per semester. Once students have used their allotment, you can begin to charge them for printing/copying. And you can set different allotments for different groups, i.e. graduate vs. undergraduate.

♦ Charge various rates based on job features, i.e. B&W vs. color, single-sided vs. double-sided, etc.

♦ Help control costs by placing limits on printing. You can set various privileges for certain groups or even block certain types of jobs from being printed in color.

You can also track jobs that were submitted but not released. This will help to analyze the amount of unprinted pages for a given time period, and all associated costs. You can see exactly how much printing waste the Uniprint solution eliminates on your campus.

Improved Level of Service with Secure Release Here

Secure Release Here provides users with a two-step printing workflow that adds security and cuts costs. Users submit their jobs as normal. They will use the Pharos interface at the print release station to select and release only the jobs that they want to print. This creates cost and waste reductions, added document security, and flexibility.

No longer will users print jobs that they don't want, therefore reducing costs and waste associated with jobs that are left behind. Users are required to swipe their ID card or enter their username/password in order to release their jobs, so all documents remain confidential. And, users will be able to release their job from any Pharos controlled device, no matter where it is located on campus.

Helpful Statistics…

- *70-80% = amount of printing waste you can eliminate with Uniprint.*

- *30-50% = reduction in overall print volume.*

- *93% = reduction in how often recycling bins have to be emptied.*

- *100% = how often users can print from anywhere and release from any-where.*

- *100% = print & copy jobs accurately billed.*

- *100% = print & copy costs that your institution can recover with Uniprint*

Choose the User Interface that Best Fits Your Environment

The Uniprint solution offers several user interface options, allowing you to decide which model will be best suited to fit your output environment. You can elect to implement:

♦ The Omega PS200: this is an all-in-one SmartHub featuring a full-color touch screen with the Pharos user interface embedded right into the device. It can seamlessly integrate with any printer, copier, or multifunction device, so as your equipment fleet changes, there is no need to reinvest. This is truly a plug-and-play, vendor agnostic, digital controller that will give the same user experience across your entire campus.

♦ Integrated MFP Solutions (iMFP's): the Pharos user interface can be embedded directly into your multifunction device, therefore eliminating the need for additional external devices. The interface simply gets installed right onto your MFP and utilizes the on-board control panel of the device. The iMFP combines to powerful, easy-to-use Pharos interface and release features with all of the native MFP functionality.

♦ The Omega PS60: slightly different from its big brother, the PS60 offers the same document security with a different user experience. All jobs will be held until the user swipes their ID card across the reader mounted on the output device, at which time all jobs sent by that user are released.

♦ PC-Based Release Stations: as simple as it sounds. A dedicated Windows-based PC running the Pharos release station application.

Gain Full Accountability Across Your Entire Campus

Managing printing and copying on the student level is only half the battle. Accounting for faculty, staff, and administrative printing and copying is often viewed as cumbersome and can be very difficult to accurately track and bill. With Departmental Chargeback, or Third Party Charging, it becomes very simplistic. This feature allows for faculty, staff, and administration to bill print/copy jobs back to their department, a grant, a contract, or any other program in which they have access to funding. Each department and/or user would be associated with a budget code, or cost center. When the user prints a job or makes a copy, they would simply select the cost center that they wish the job to be billed, and the Pharos system take it from there. Every job is now tracked and billed to the correct cost center, providing accurate, detailed reporting to show each transaction, therefore simplifying the accounting process.

At the same time, these users will also benefit from the document security and confidentiality of Secure Release Here. Every document sent through the system will remain secure until that user is present at the device to release the job. And this also provides added cost and waste reduction, as users will only release jobs that they really need.

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Be Green. Print Less. Support Sustainability with MDS Solutions.