



## **PRESS RELEASE**

### **ThinPrint begins eChannel sales model**

**The software manufacturer initiates a completely new sales concept for marketing its Small Business Solutions for remote application access**

**(Berlin, February 2006) Addressing 200 partners at the fourth ThinPrint International Channel Conference in Berlin, ThinPrint, the experts for infrastructure solutions and for printing in distributed networks, announced a new sales model that was specially created for marketing the Remote Access solutions. The eChannel concept offers interested parties the option of offering ThinPrint Small Business Solutions as part of a special online shop and thereby profiting by high commissions on the sale of these solutions.**

Upon signing a Partner Contract, ThinPrint provides eChannel partners with a free, pre-designed online shop module for integration into the reseller website. Partners participate in revenues with commissions on every product sale.

"All solutions marketed within the eChannel concept are remote access and server based computing solutions that require little or no administrative knowledge from the customer. Our eChannel concept also ensures the customer appropriate, fast, and uncomplicated access to the product," Frank Hoffmann, General Manager at ThinPrint GmbH explains the decision. "In this way, resellers can participate in the growing server based SMB market with little effort."

ThinPrint's eChannel products are the solutions Remote Desktop Suite Standard, RDP Engine and RDP Engine XP.

Remote Desktop Suite Standard 2<sup>nd</sup> edition, which will reach the market in February, features a wizard that makes it possible for even businesses without system administrators to turn a Windows Server 2003 into a secure Remote Desktop environment incl. print management and certificate based SSL encryption in only 5-10 minutes. RDP Engine is a print solution specifically developed for Microsoft Terminal Services, and RDP Engine XP for Windows XP Professional allows freelancers to print files stored on their desktop computers while underway with a laptop.

The first eChannel partners are the systems houses FiCom OHG in Germany and SOS in Poland. Interested resellers from around the world can apply for eChannel partnership at [www.thinprint.com/echannelpartner](http://www.thinprint.com/echannelpartner) or by email to [info@thinprint.com](mailto:info@thinprint.com).

Press photos can be downloaded here at [www.thinprint.com/pressphotos](http://www.thinprint.com/pressphotos)



### **ThinPrint GmbH**

ThinPrint is the specialist for mobile solutions and for printing in distributed network environments. Solutions from the software manufacturer, based in Germany and with offices in USA and Australia, are successfully deployed by businesses of all sizes and in all sectors around the world. More than 500 renowned distributors and resellers in over 80 countries market the products of ThinPrint GmbH.

Thanks to strategic partnerships, the client components of the patent pending .print technology are integrated in a multitude of terminals, print boxes, PDAs, and mobile telephones from leading hardware manufacturers. Significant value is enjoyed by strategic partnerships with BlackBerry (RIM), Bluetooth SIG, Citrix Systems, Inc., Fujitsu Siemens Computers, Lexmark International, Inc., Microsoft (Nasdaq: MSFT - News), Nokia, Orange, Palm, Inc., Sun Microsystems Inc., Symbian Ltd., VM Ware, and XPS Software GmbH.

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