



## What is EZ Print – HotSpots

**Hotspots are big! But how big are they?** The number of public Wi-Fi hotspots around the world is on the rise and has grown from 53,746 in 2004 to 258,853 in June 2009, a 400% increase, according to a report from JiWire, which also noted 15% growth between January and November of last year.

**Cafés Double as Offices, Libraries** Though more than half of Wi-Fi users in North America access Wi-Fi service from hotel/resort hotspots (55.3%), the research revealed that 10.5% now use Wi-Fi services in local cafés and coffee shops as **extended home offices or college libraries**, and 83% of these users connect locally in their own neighborhood.

- ✓ There has been an 18.4% increase in monthly total public Wi-Fi users from December 2008 - June 2009.
  - ✓ Wi-Fi enabled entertainment devices - such as the Sony PSP and the iPod Touch remain popular
  - ✓ 85% of US Wi-Fi cafe customers connect at least once a week, and 68% stay connected for more than an hour.
- EZ Print will provide your HotSpot location with the latest technology in color printing, engineered and manufactured by **Xerox Corporation**.
  - By utilizing our unique print cloud technologies, anyone can have the ability to print from their office, at home, or on the road right to your HotSpot device in a quick and secure manner providing your establishment a competitive edge in printing anywhere and anytime!!
  - With EZ Print, your patrons pay only for what you print – nothing more. They are billed directly to their credit card and they pay only for what they print.
  - Your EZ Print supported HotSpot location will increase **foot traffic, increase your billable ticket size, and increase the amount of patrons** and, there is no worrying about hidden fees, no concerns for uncontrollable print costs. You can even make money from your print device and here's how.

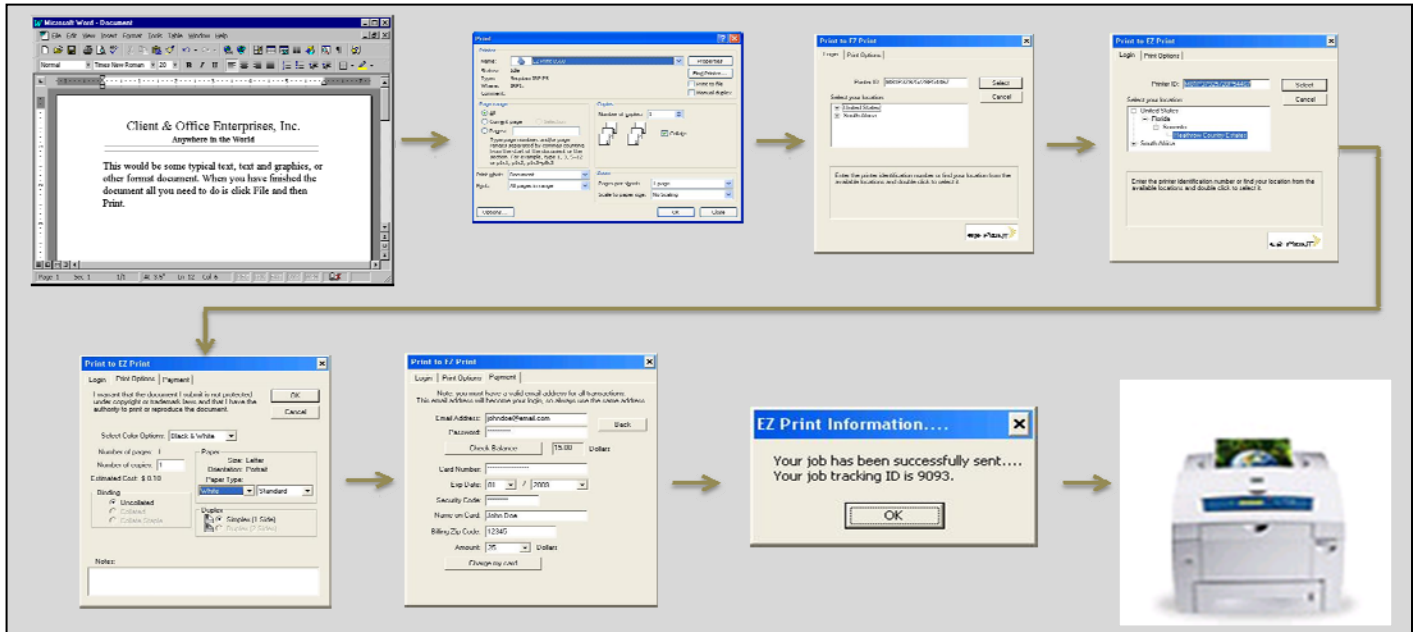


Once you install an EZ Print device, all activities to that device are monitored 24X7 ensuring successful operation and continuous uptime of that device. The EZ Print NOC (network operating center) will know if your device is low on paper, low on supplies, offline, etc in order to control operations. Any abnormalities are reported and your organization will receive a call in order to quickly resolve the issue. Furthermore, all print activities are billed via the EZ Print driver ensuring cost capture for that print event. And best yet, your EZ Print reseller will negotiate with you, the establishment, a **profit sharing program** providing a revenue generating vehicle out of your printer!

So, you can now **control your printing costs**, capture all in-house printing needs and provide your Associates the latest in print technologies and mobile printing with EZ Print.

**Contact your EZ Print reseller today.**

## How does EZ Print Works?



### Simple and easy to use as 1-2-3:

- From any Windows desktop application you can simply select **File** and then **Print** from the application's menu. After the document has "spooled", the EZ Print E-Ticket screens will appear.
- When the windows print screen comes up simply select "OK" to go to the EZ Print E-Ticket. When the E-Ticket appears, go through the location tree and find the location of the printer that where the document should be sent.
- Once the location is found and highlighted, the user will press the select button to go to the next screen. As the global network grows, this screen will automatically add the new locations for selection. The user will never have to install updates to the print driver. All information is automatically updated when the driver is initiated.
- Once a user has credit in their account, they will be able to select the options for their print job. On the print screen the number of copies, color, B&W and finishing options can be selected.
- After the print options are selected and "OK" is pressed, the user will be presented with a password screen to confirm the transaction before deduction credit from the user's account and sending the print job.
- After confirming the print job a progress box will be presented
- When the document has been successfully sent, the user will receive confirmation and a document tracking number.

### Features and Benefits:

- Easy to use – same "file – print" as everyone is use to
- Secure – all data is encrypted
- No uploading files to a web site
- No file conversion required
- Rapid installation and use
- No print server, no queue management
- Complete print management and printer monitoring
- Never a need to buy supplies
- Mobile printing (iPhone app)
- Print anywhere/ anytime

### Data Security/ Secured Printing:

- All data is encrypted with the AES-256 256 bit encryption standard
- Trusted certificate authority (CA) and the server's public encryption key
- All jobs transmitted to the server via the TLS method
- Each location will have a printer control box. (PCB) that will establish a secure connection to the gateway servers.
- SSL-encrypted print job submissions between the EZ Print driver (client software) and the gateway servers.