

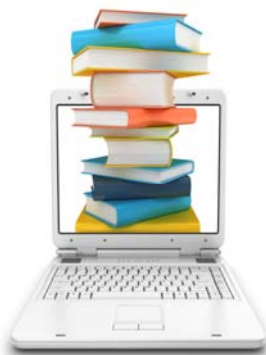


## What is EZ Print – Library

As Internet usage and demand for computing resources increases, so does the need to print. Internet access at local libraries has quickly become one of the most heavily utilized services by thousands of library patrons every day as well as PC usage. The growing popularity of this service has begun to stretch the resources of library staff while the costs associated with printing, especially paper and printer ink, are escalating.

Not only are library patrons accessing the Internet, but with access to widely used Microsoft products like Word, Excel, and PowerPoint, and most electronic documents available in PDF format, patrons are requiring extensive print services. Color printing, mobile printing and photo printing have now become basic requirement that libraries must address.

Gone are the days that a patron had full access to free printing, and is rapidly being replaced with print vending services. Not only is this new approach controlling printing abuse, but it has become: a “**cost recovery**” and now a “**revenue generating**” vehicle for the library.



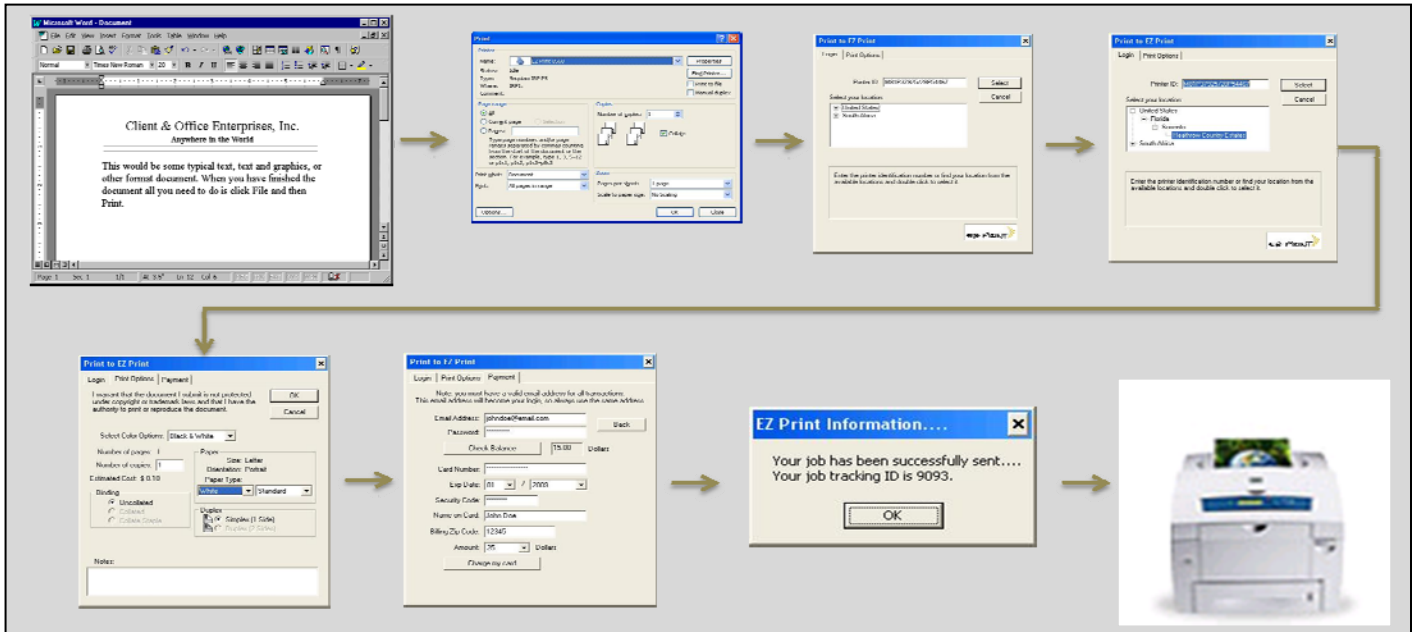
- EZ Print will provide your Library location with the latest technology in color printing, engineered and manufactured by **Xerox Corporation**.
- By utilizing our unique print cloud technologies, your patrons have the ability to print from their home, their office, or on the road right to your Library device in a quick and secure manner providing your Library 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 Library location will increase **foot traffic**, **free up library PCs** (since now patrons can print using their own laptops or wireless handheld devices), thus ultimately **increasing 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 Library, a **profit sharing program** providing a revenue generating vehicle out of your printer!

So, you can now **control your printing costs**, capture all Patron printing needs and provide your Patrons 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** – in hours, not days or weeks!
- No print server, no queue management
- Complete print management and printer monitoring
- Never a need to buy supplies
- Mobile printing (iPhone app)

### 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.