



Press Release
For Immediate Release

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**NETAPHOR AND NEWFIELD IT PARTNER TO DELIVER INTEGRATED
PRINTER MANAGEMENT SOLUTION**

Combined Solution Layers Visual Mapping of Printers with Data Collection, Analysis and Reporting, Enabling Reduced Costs and Improved Service

Tucson, Ariz. – (Dec. 3, 2007) – Netaphor Software, Inc. (www.netaphor.com), and NewField IT (www.newfieldit.com), providers of printer management software and consulting services, announced a technology and marketing partnership today at the Gartner Print & Imaging Summit. The two companies have partnered to deliver a printer management solution that provides a visual map of key data including printer location, utilization, supplies, cost and service downtime. The joint solution is the first to combine printer asset management and visual mapping to optimize printer use, improve service levels and reduce costs.

As part of the agreement, Netaphor has integrated NewField IT's Asset DB product suite into its SuiteAudit software for printer asset management, and NewField IT has integrated SiteAudit into its Asset DB software. The two companies will also sell and market the integrated offering to their respective customers.

The Asset DB product suite is a graphical asset management tool with an emphasis on visually mapping assets on a floor plan in an easy-to-use interface while capturing a wide range of data types.

"This partnership creates tremendous value for our customers," said Robert Newry, Co-Founder, NewField IT. "Combining our visual mapping capability with Netaphor's data analysis gives companies a true understanding of their printer fleet costs and service performance, what ever the manufacturer(s) they use. With this combined toolset they can measure, manage and optimise their print infrastructure in a way that uniquely takes into account the complete user situation."



Winner of the Best Software award at the 2006 Gartner Print & Imaging Summit, SiteAudit is a printer lifecycle management tool that performs ongoing business analysis, reporting and notification of local and networked printers. It identifies, reduces and completely manages printer costs to save up to 30 percent throughout the printer asset lifecycle.

“For most organizations, printers are a largely an unmanaged asset,” said Rakesh Mahajan, CEO of Netaphor. “Our joint solution provides both placement data and in-depth analysis about the printer fleet in a single, integrated platform, giving organizations a powerful tool for improving efficiencies and reducing costs.”

Netaphor will demonstrate the combined solution at the Gartner Print & Imaging Summit. It is available now from both Netaphor and NewField IT. List pricing for Netaphor SiteAudit starts at \$5 per printer and the Asset DB Standard license is \$2,850.

About Netaphor

Founded in 1997 and headquartered in Irvine, Calif., Netaphor Software, Inc. develops and sells asset management tools that help companies control printer costs. The company’s flagship product, SiteAudit, is the industry’s first software suite to identify, reduce and manage printer costs, saving organizations up to 30 percent during the printer asset lifecycle. SiteAudit customers include organizations in the pharmaceutical, industrial, technology and education industries including Spectrum-Health, Prometheus Labs, Northrop Grumman and Invensys PLC.

For further information, please visit www.netaphor.com.

About NewField IT

NewField IT is a vendor independent software and professional services provider that was formed in 2003 to help companies optimize their print and document management processes. The company has successfully reviewed more than 60,000 devices in 28 countries through Asset DB, its trade-marked software.

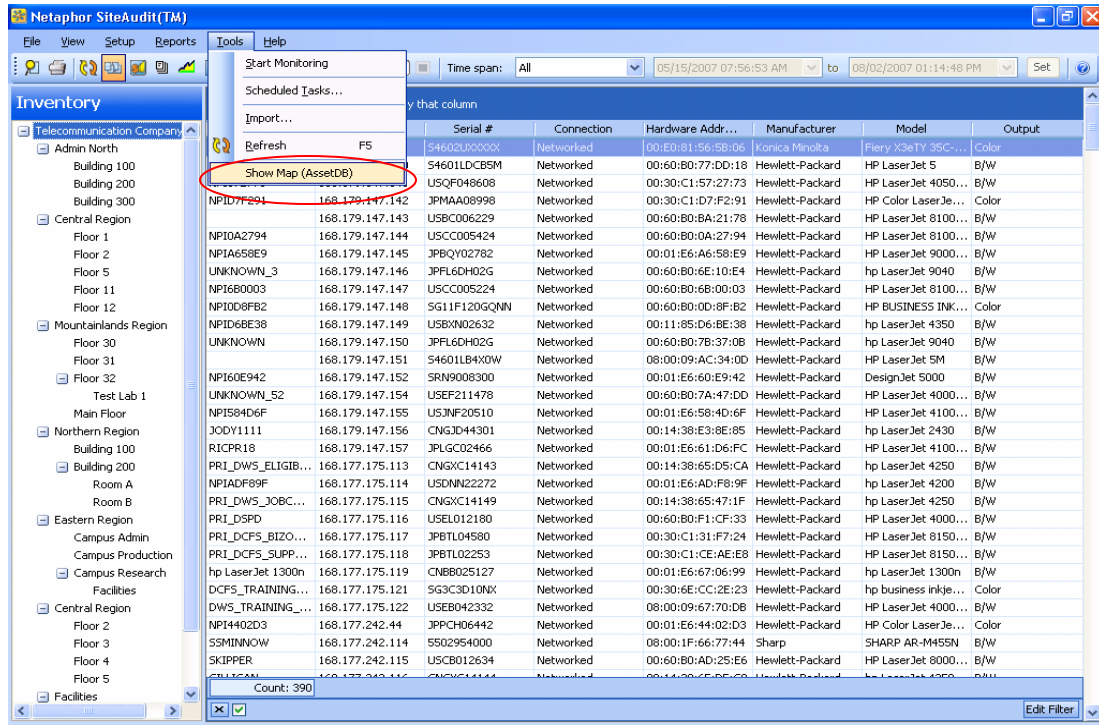
NewField IT has grown rapidly since its inception and has a strong customer base in paper intensive sectors from top law firms to leading financial organizations such as Mellon Bank.

For further information, please visit www.newfieldit.com.

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Netaphor SiteAudit Software with Asset DB Integration



Asset DB Software with SiteAudit Integration

