



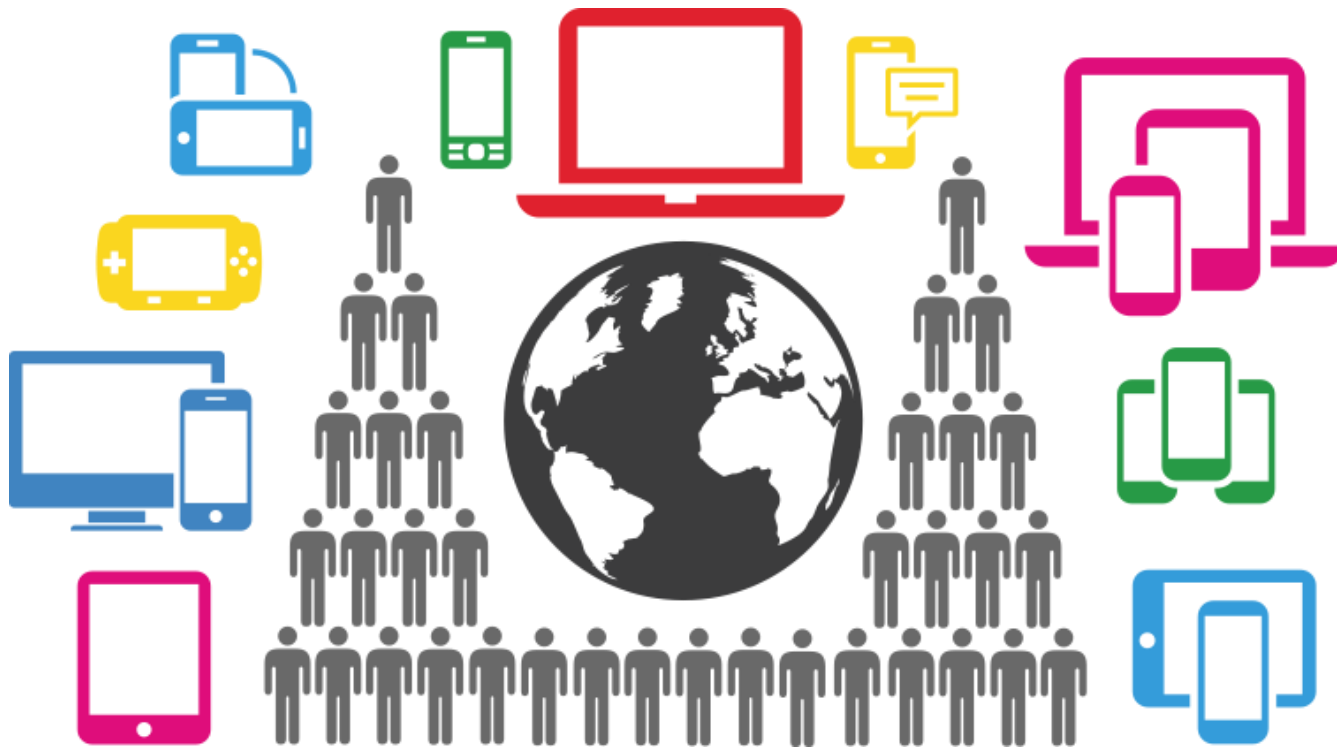
# Mopria Alliance

..... 2017 .....

# Mobile Adoption Continues to Rise

## The computing market is changing

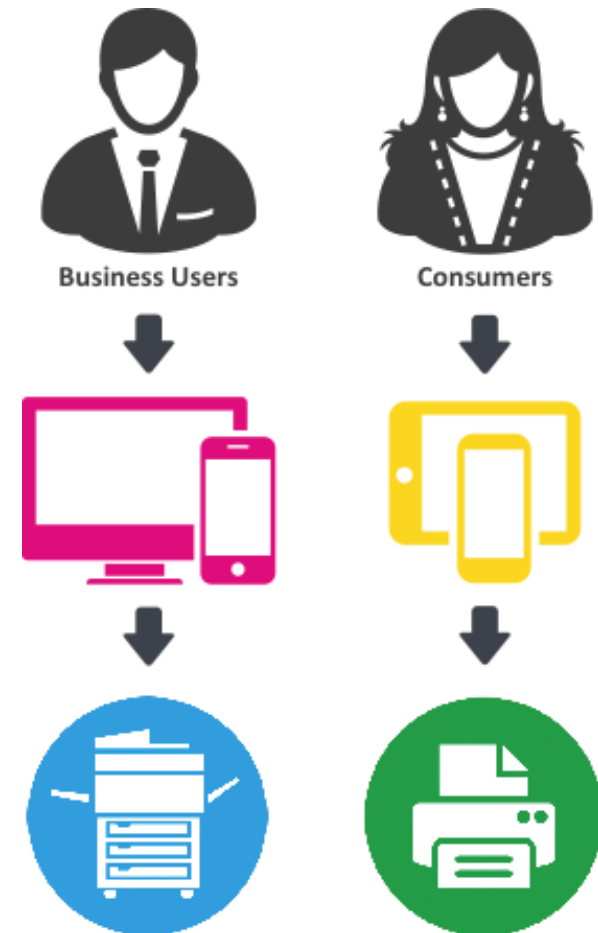
The number of mobile-connected devices have exceeded the number of people on earth. By 2019, there will be 11.5 billion mobile-connected devices globally.<sup>1</sup>



# Mobile Adoption

## The computing market is changing

- 95% of consumers and 67% of business users desire to print from their mobile devices<sup>2</sup>
- Smartphone and tablet users prefer to read documents in print but 35% of smartphone users and 34% of tablet users cannot print<sup>3</sup>
- By 2018, Gartner predicts twice as many employee-owned devices used for work than enterprise-owned devices<sup>4</sup>



# What do Users Want to Print?

## Top applications users want to print but can't



### Consumer:

- Photos
- Web pages/Email
- Boarding Passes
- Coupons
- Tickets (events)
- Flight Itineraries
- Hotel reservations
- Homework



### Small Business:

- Office Docs
- Email
- Sales
- Manufacturing
- Regulatory & Compliance
- Drawings/Designs
- Signage
- Medical Imaging



### Medium Business:

- HR
- Medical
- Accounting
- Drawings/Designs
- Signage
- Medical Imaging



### Large Business:

- Legal
- Manufacturing
- Marketing
- Web (public)
- Drawings/ Designs
- Signage
- Medical Imaging
- Accounting

# Introducing the Mopria Alliance



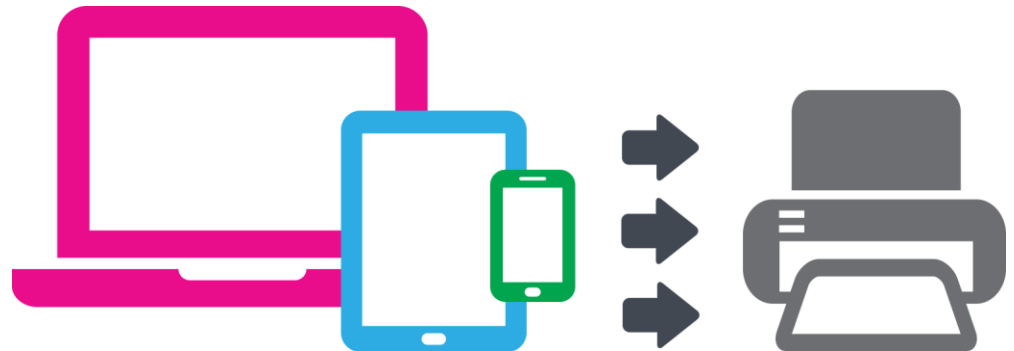
*The Mopria Alliance is a non-profit membership organization of leading global technology companies with the shared goal of providing simple wireless printing from smartphones, tablets and other mobile devices*

**All printer manufacturers speak with a unified voice through the Alliance**

# Open Alliance

## Our membership organization

- **An Independent, Membership Organization with a Clear Mission**
  - Provide intuitively simple wireless printing from smartphones, tablets and other mobile devices
- **This Collaborative, Open Industry Initiative Represents the Value Chain:**
  - Printer manufacturers
  - Smartphone manufacturers
  - Tablet manufacturers
  - Software companies
  - Mobile app developers
  - OS providers
  - Carriers
- **Open Participation**
  - Available to ALL stakeholders globally
  - Tiered rights and privileges
  - Representation at a company level – one company one vote



# Create Standardized Approach

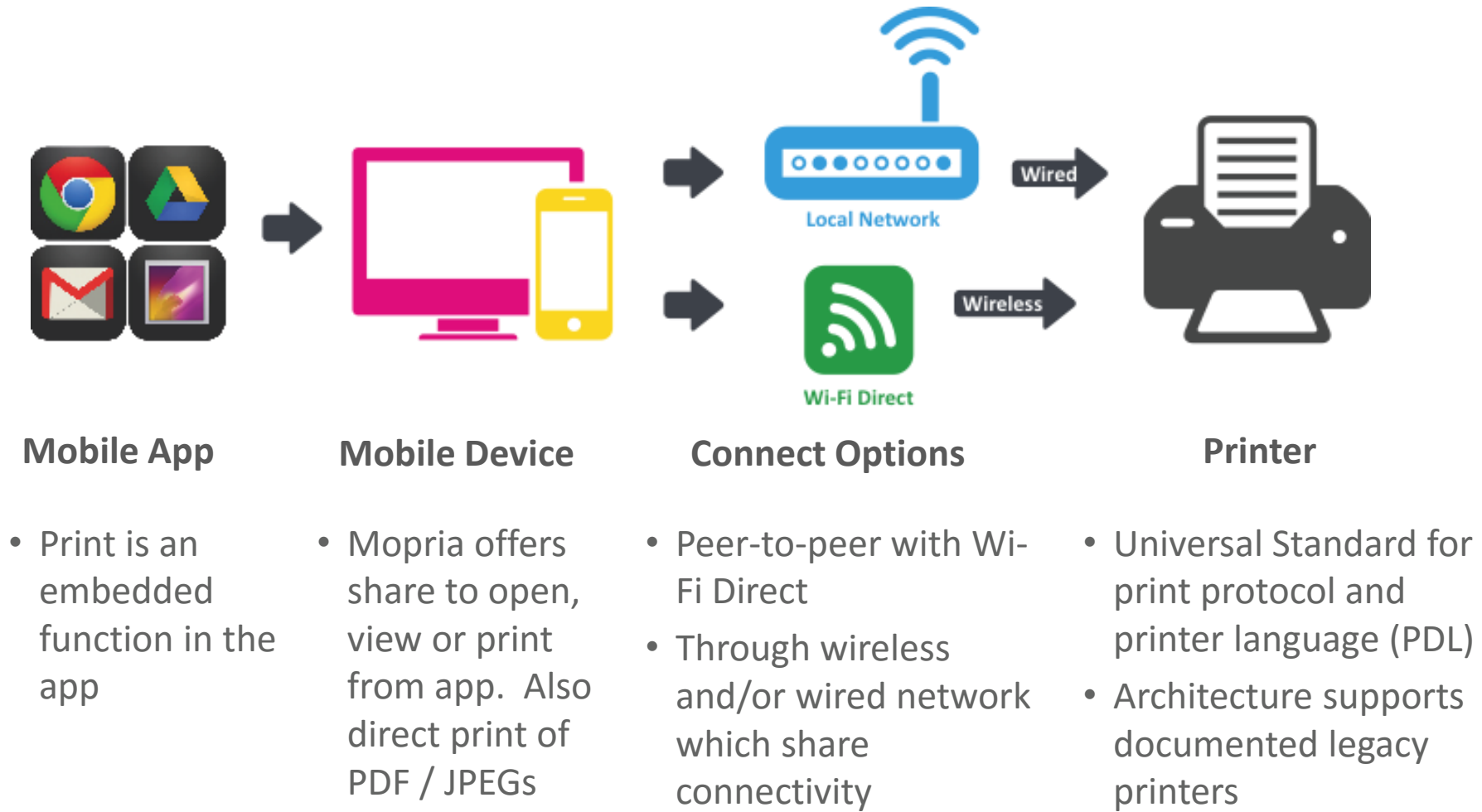
## Benefits to every aspect of the ecosystem

- **Solutions Developed by the Industry**
  - Jointly deliver specifications for use across value chain
  - Specify interfaces for specific use cases
  - Allow for multiple independent implementations
- **Create Certification and Conformance Programs**
  - Provide BUYER assurance
  - Products baselined to a standard
  - Multiple supply choices in value chain
- **Endorsement**
  - Through the value chain
  - From relevant standards bodies
- **Ecosystem Growth**
  - Global end-to-end footprint
  - Technology suppliers, buyers, users
- **Market Development**
  - Education and outreach



# How: The Mobile Print Ecosystem

The ability to simply print from your mobile device requires:

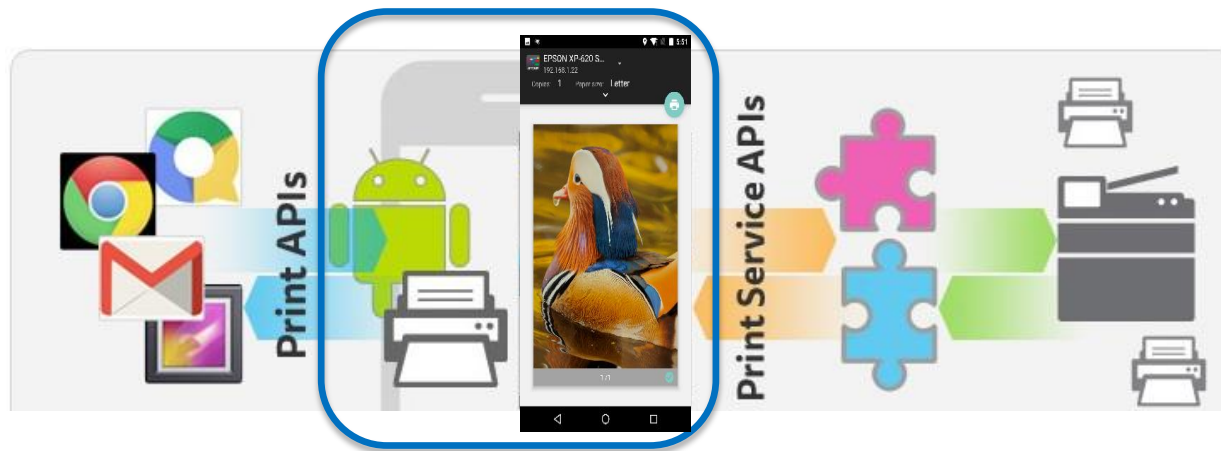




# Mopria Print Service & Mopria Print Library

## Enable out-of-the-box Android printing

- **Streamline Mobile Print**
  - Direct in App Printing
  - Cloud Printing
  - Driverless Printing
- **Plugin supports Android Print**
  - KitKat, Lollipop, Marshmallow and Nougat
- **Mopria Print Library enable 3<sup>rd</sup> party Plugin to support Mopria certified printers**
- **Pre-install enables direct printing to all leading Printer Brands**
- **Plugin updates automatically with new features**
- **Tested on Mobile Handsets and Tablets for Multiple Vendors**
- **Supports ARM and Intel Chipsets**
- **Mopria & printer companies provide customer support**



# Mopria Membership



<i>Founders &amp; Board Members</i>	    
<i>Executive &amp; Board Members</i>	  
<i>Executive Members</i>	   <p>Document Solutions</p>   <p>EXCEED YOUR VISION</p>    <p>The New Era for Printing</p>  
<i>Adopters</i>	   

# Mopria Progress

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- Launched in September **2013** with **4** founding members: Canon, Hewlett-Packard, Samsung and Xerox
- Mopria Alliance has **21** member organizations representing more than **97%** of the worldwide printer business
- More than **1,600** certified printers from **20** brands, representing more than **100 million** print devices
- More than **600 million** installs (combined Mopria and Samsung Print Services)
- More than **375 million** active users (combined Mopria and Samsung Print Services)

# Mopria Certified Product Brands

## Certified Printers and MFPs

**SAMSUNG**



**Canon**

**xerox**



KONICA MINOLTA



**RICOH**  
imagine. change.

**FUJI XEROX**



**EPSON**  
EXCEED YOUR VISION



**Lexmark™**

**PANTUM**  
The New Era for Printing

**brother**  
at your side

**TOSHIBA**

**lenovo**

**KYOCERA**  
Document Solutions

## Certified Components / Middleware



**CSR**  
Push every boundary.™



# Making Progress with Android



## Task 1: ✓

- Mopria certified printers – 90% of all new printers



## Task 2: ✓

- Out-of-box Android printing
- MPS in Google Play

## Task 3: ✓

- Samsung Print Service with Mopria Print Library
- Huawei phones
- Amazon Kindle Fire devices

## Task 4: Ongoing

- Drive print adoption in mobile apps

# Alliance Structure

## Corporate Infrastructure

- Incorporated as a not-for-profit mutual benefit corporation 501(c) (6)
  - Open to new Board members, maximum of nine total
  - Open to unlimited membership at other levels

**Adopter Membership**

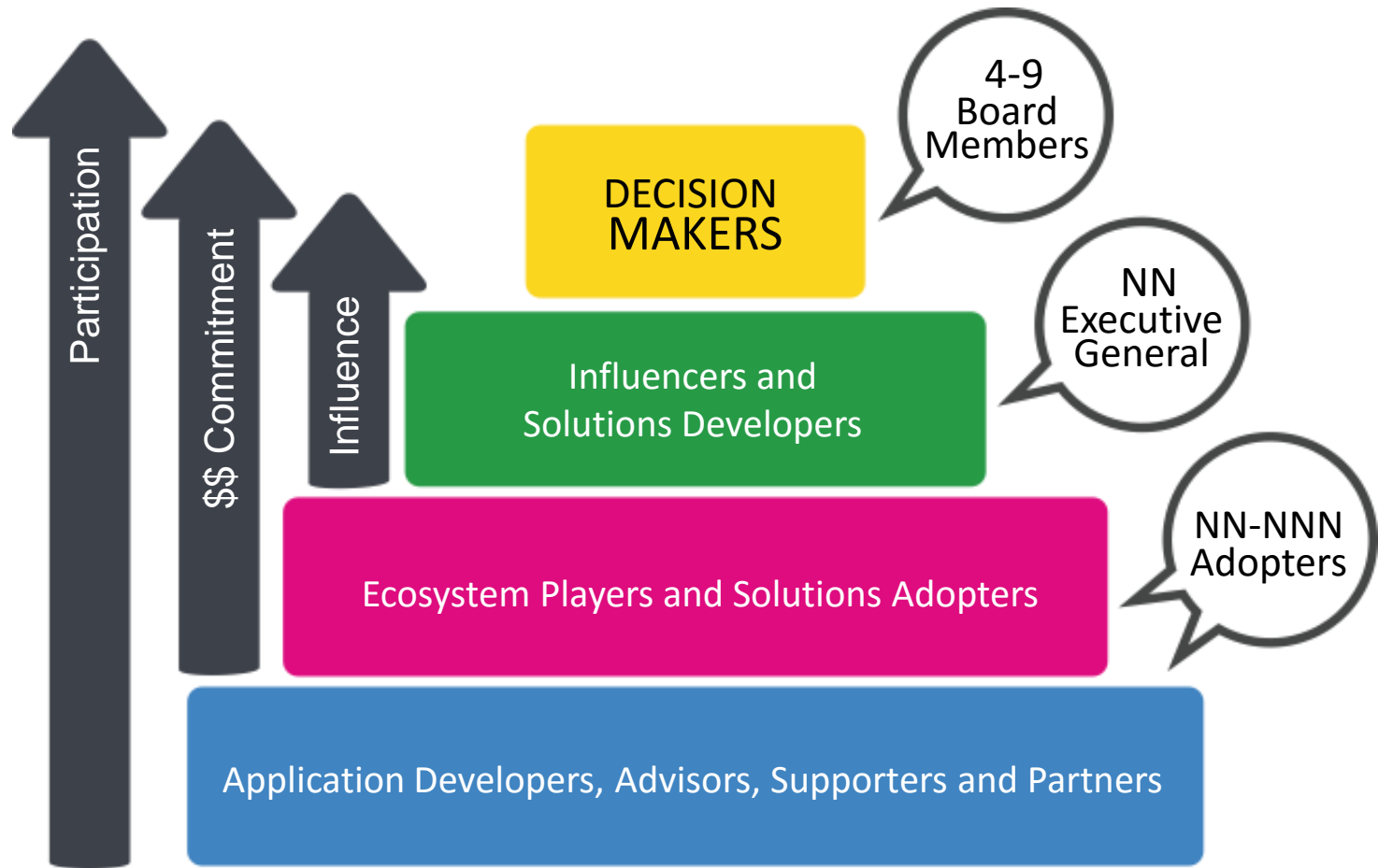
**Executive Membership**

- Professionally managed by an independent entity:



- [www.inventures.com](http://www.inventures.com)

# Alliance Structure



# Alliance Benefits

## Safely moving industry forward

### Provides corporate veil/safe harbor

- Liability separation and insurance (for participants and leaders) - Errors and Omissions, Directors and Officers, General Liability
- Individual and company indemnification
- Anti-trust provisions

### *Vendor neutral* entity manages, owns and enforces key deliverables

- Rules of participation/rights/privileges
- Intellectual property provisions/cross licenses for deliverables
- Specification(s), reference implementations, test suites
- Certification logos





# Alliance Member Benefits



## Benefits for every member

*Founders:*

- Meet consumer demand for ease-of-use
- Broad compatibility of certified devices
- Increase consumer engagement and device use
- “Unlock” printed pages
- Enable new applications previously limited by lack of print/scan features
- Turn resources away from simply establishing and maintaining basic print to new innovations involving mobile device and printers
- Alliance support from test tools and device certification to marketing the benefits of the Mopria brand mark

**Canon**



**SAMSUNG**



# Adopter Membership



## Access and benefits snap-shot

Limited membership level designed for companies interested in deploying the Mopria standards and supporting the marketing of the benefits to consumers. Membership includes:

- Access to the members-only website
- Access to final specifications
- Ability to provide suggestions and inform about defects
- Certify products and services for a fee
- Access to user group and online support
- Development support
- Use of the Alliance's trademarks, logos
- Inclusion within Alliance marketing
- Participate in general or annual Alliance meetings
- Receive member communications



**Annual dues: \$30,000**

# Executive Membership

## Access and benefits snap-shot

Full membership level designed for companies interested in contributing to the selection and development of standards behind the Mopria logo.

Participation is required or members may opt-out of participation for a fee.

Membership includes all of the benefits of Adopter Membership, plus:

- Review analytics and operating budget
- Chair committees and/or work groups
- Participate and vote within committees
- Ability to be elected to the Board of Directors (Seated Executive Member)
- Participate and vote within work groups
- Access to draft specifications before the review period
- Free certification of products and services

Annual dues: \$50,000

# Board Membership

## Access and benefits snap-shot

Membership level for the initial four companies (Canon, HP, Samsung and Xerox) that organized the Alliance, selected and developed the initial standards behind the Mopria logo. Membership includes all the benefits of Executive Membership, plus:

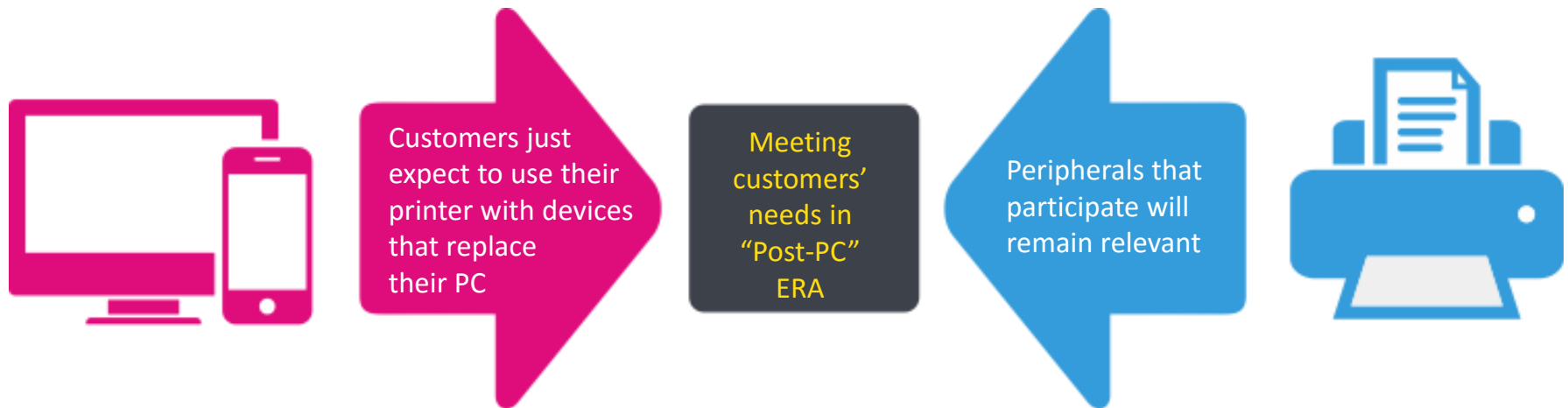
- Seat on the Board of Directors
- Initiate work groups or committees
- Approve final specifications
- Approve and give interviews on behalf of the Consortium
- Approve the operating budget and the Executive Director
- Set-up and approve requirements and certification processes for compliant products and services
- Authorize licenses to the Alliance logos
- Free product certification



**Annual dues: \$125,000**

# Mopria Alliance Outcome

Unparalleled interoperability between brands resulting in a better user experience than PC printing



# Customer Outcomes



- Intuitive mobile print solution
- Minimal to no set-up
- Standard way to connect to a printer, send a print job etc. across different mobile devices
- Apps include print feature
- Many connection methods: cloud, local wireless network, peer-to-peer, or NFC tap-to-print
- Mobile print solution that meets IT security requirements for business

# Mopria Alliance and You



**We want you to join and help us drive the future!**

- Opportunity to join the Alliance and be a Board or Executive Member
  - Industry and thought leadership attributes come with membership
- Influence future direction
- Harvest first mover advantages through the value chain