

THE FUTURE OF PRINTING IS MOBILE



By the end of 2013, the number of mobile-connected devices will exceed the number of people on Earth.¹



This 'always-on' attitude changes the way we do everything from capturing memories to taking work on the go.



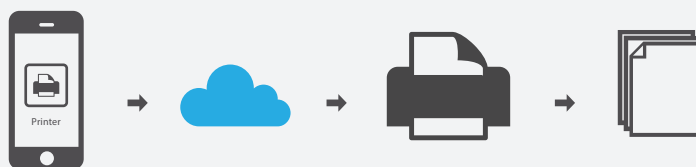
While mobile devices have become ubiquitous, mobile printing has not.



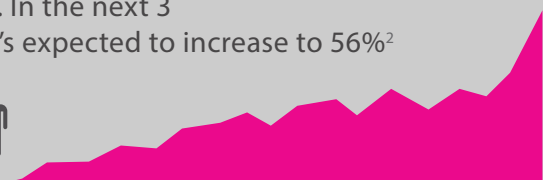
WHY?

50% of the mobile device users don't know how⁴

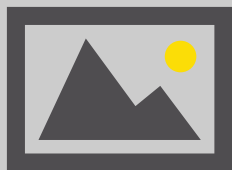
Most mobile printing solutions lack compatibility with other printers and mobile devices²



Currently, 40% of employees use their smartphones on the job. In the next 3 years, that's expected to increase to 56%²



More than 50% of mobile device users now print the same amount or more photos³



We know **why** they want to print and what they want to print, but they need an easily accessible path for mobile printing.

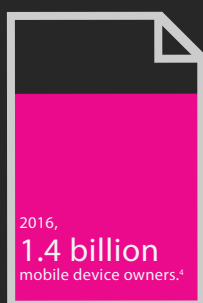
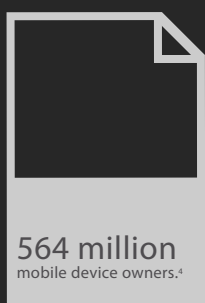
WHY they want to print: Shift to working on tablet/smartphones; increased travel; increase in workload and responsibilities⁵

WHAT they want to print: Boarding passes, Coupons, Tickets, Itineraries, Hotel Reservations, Homework, Business Documents⁴

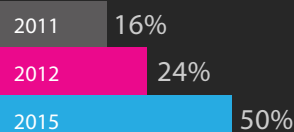


¹http://thumbnails.visually.netdna-cdn.com/hp-anywhere-mobilizing-your-workforce_51a6168b7939e.jpg
²InfoTrends, Is Printing from Mobile Devices Ready to Take Off? July 2012
³InfoTrends, Smartphones, Tablets, and Connected TVs: Changing the Digital Imaging Landscape, June 2012
⁴DC Mobile Device Users/Non-Users Printing, Scanning, Document Management, March 2013
⁵DC Multi-Client Study, Mobile Device Users/Non-Users: Print, Scan, Document Management, March 2013

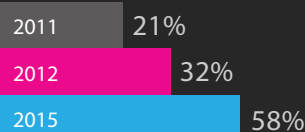
MOBILE PRINTING FORECAST



Smart Phone owners using mobile printing:



Tablet owners using mobile printing:



To learn more about creating new innovations at the intersection of mobile and printing devices visit www.mopria.org



This information brought to you by the Mopria Alliance.



The more mobile users there are, the greater the need will be to print.