

# Mopria Alliance

September, 2013



# Agenda

- Why mobile printing?
- Goals of the Mopria Alliance
- The standards
- Key benefits



# Mobile Adoption Continues to Rise

The computing market is changing

Worldwide shipments of smart phones will reach 1.6B by 2017<sup>2</sup>.

**Tablets will outship notebook PCs in 2013.**

By 2015, tablets will outship the combined notebook and desktop markets at the worldwide level<sup>3</sup>.

By the end of **2013**, the number of **mobile-connected** devices will exceed the number of people on Earth.<sup>1</sup>



1 <http://www.digitaltrends.com/mobile/mobile-phone-world-population-2014/>

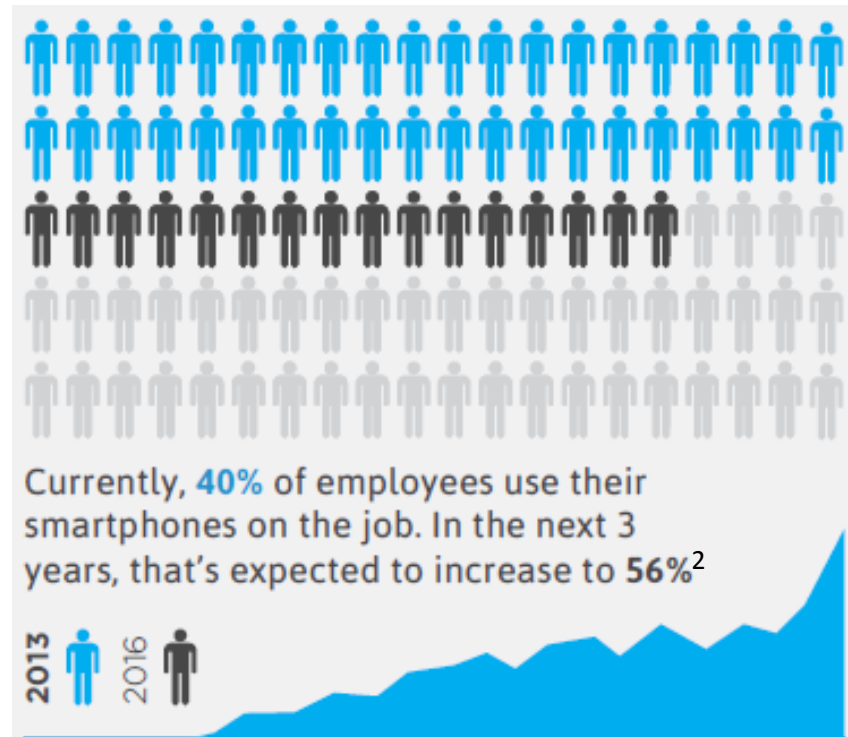
2 "Worldwide Smartphone 2013-2017 Forecast Update," IDC, June 2013.

3 "Worldwide and U.S. Media Tablet 2013-2017 Forecast," IDC, May 2013.

# Mobile Adoption for Work

## The computing market is changing.

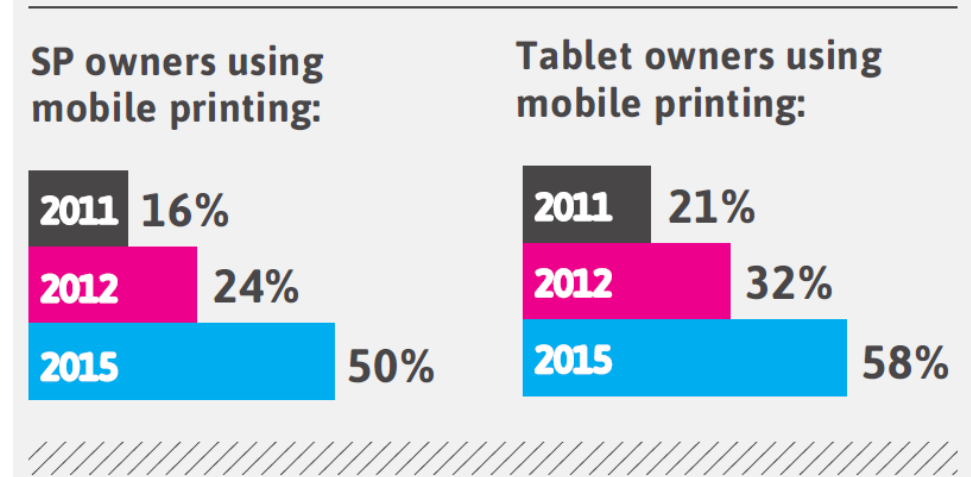
- 60% of US and European firms deploy BYOD programs for smart phones; while only 47% deploy BYOD programs for tablets and laptops. <sup>1</sup>
- 70% of IT cited increasing worker productivity as a key driver for BYOD programs. <sup>1</sup>
- Other top drivers are:
  - Access to info while away from the office (63%) or from work or telecommuting (48%)
  - Ability to use personal phones for work activities (52%). <sup>1</sup>



1 A Forrester Consulting: Key Strategies To Capture And Measure The Value Of Consumerization Of IT, May 2012  
2 InfoTrends. Is Printing from Mobile Devices Ready to Take Off? July 2012

# People want to print from their mobile device

- Over 50% of smartphone users and over 35% of tablet users **do not know** how to print from their device
- Only slightly more than 25% of smart phone users and 50% of tablet users say **they are able to print** within their company
- say 50% of smartphone and tablet users today want to print and 75% say **they will want to by** 2015.



IDC Multi-client Study, Mobile Device Users/Non-Users: Print, Scan, Document Management, March 2013

# What do they want to print?

Top applications respondents want to print but can't<sup>1</sup>



## Consumer:

Airline boarding passes, coupons, tickets (events), flight itineraries, hotel reservations, and school/college/homework

## Small Business:

Manufacturing, Sales, Regulatory/ Compliance, Drawings/Designs/ Signage/ Medical imaging, Email

## Medium Business:

HR, Medical, Accounting, Drawings/Designs/ Signage/ Medical imaging

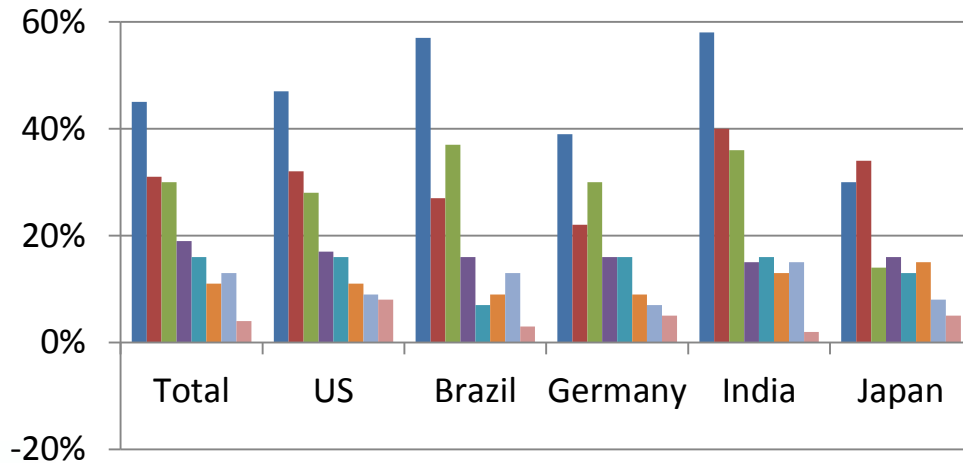
## Large Business:

Legal, Manufacturing, Marketing, Web (public), Drawings/ Designs/Signage/ Medical imaging, Accounting

# Today's Limitations

## Key Reasons for not using mobile printing

- No access to printer from device
- Device does not support mobile print
- I only view info on device
- I don't understand the process
- Takes too much time to print
- Overall process too slow
- Pages not formatted to print



Why Aren't Users Printing From their Mobile Device? – InfoTrends, 2011

*50% of mobile device users say they don't print because they don't have a printer that connects to their device.*

*InfoTrends 2011*

### Key drivers for these issues

- Scattered standards – too many choices
- Difficulty for app developers to incorporate print
- In Business: IT security concerns and policies limiting mobile devices on the company network



# Mopria Alliance



## What is it

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

## Goals

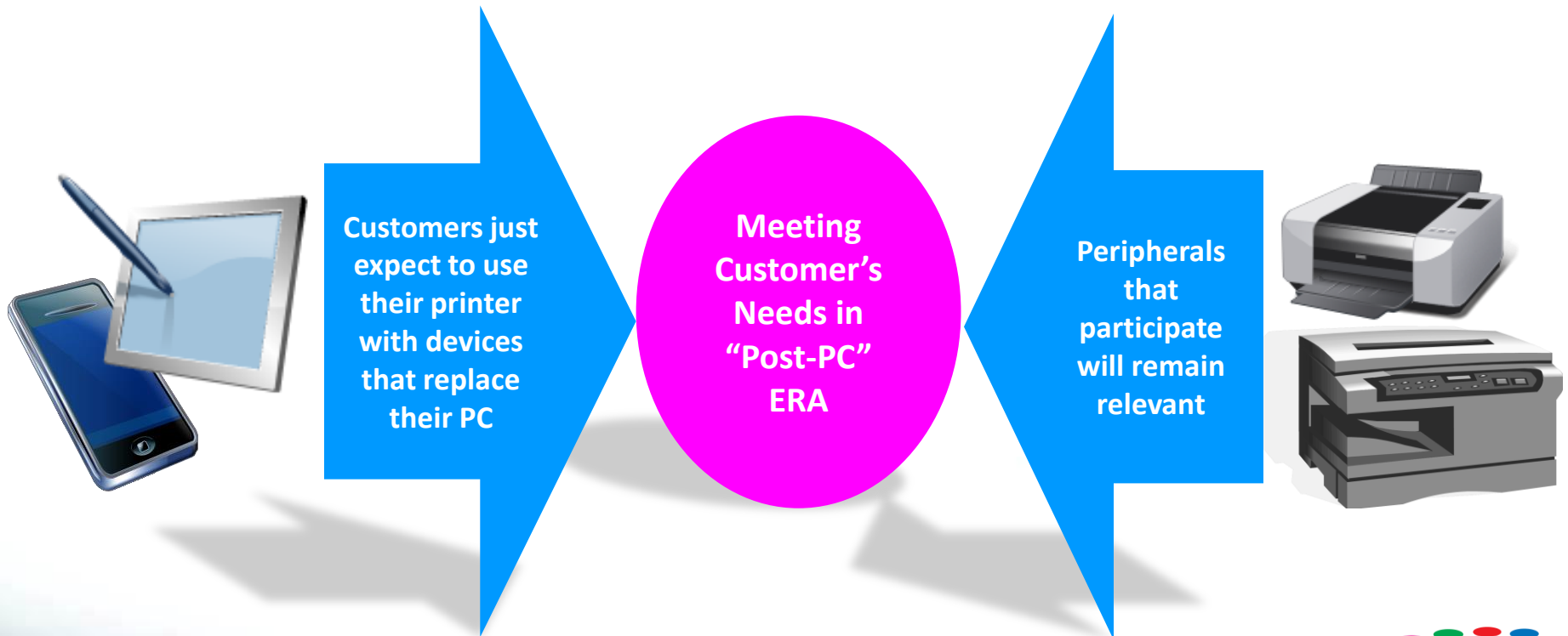
- Drive selected standards adoption by mobile, printer and OS industry leaders
- Support mobile software application providers to deploy print functionality
- Develop innovations & experience standards in the interaction of mobile and print devices
- Certify products to carry the Mopria brand mark
- Educate consumers and business customers about the ability to easily print from mobile devices





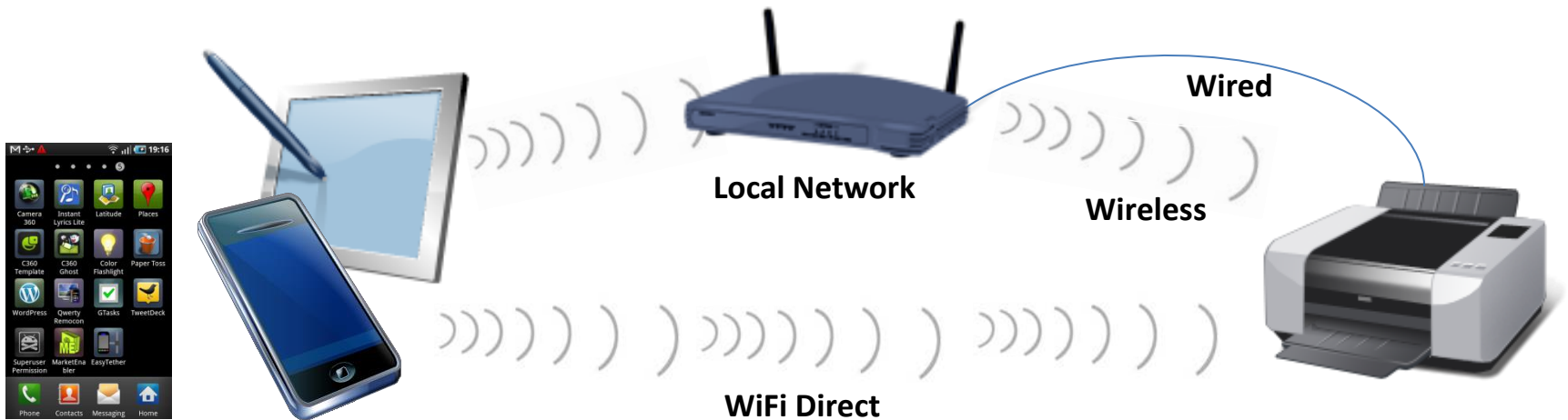
# Mopria Alliance Outcome

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



# How: The Mobile Print Ecosystem

The ability to simply print from your mobile device requires:



## Mobile App

- Print is an embedded function in the app

## Mobile Device

- Print is an embedded function in the Operating System (OS) (no set-up, no software installation)

## Connect Options

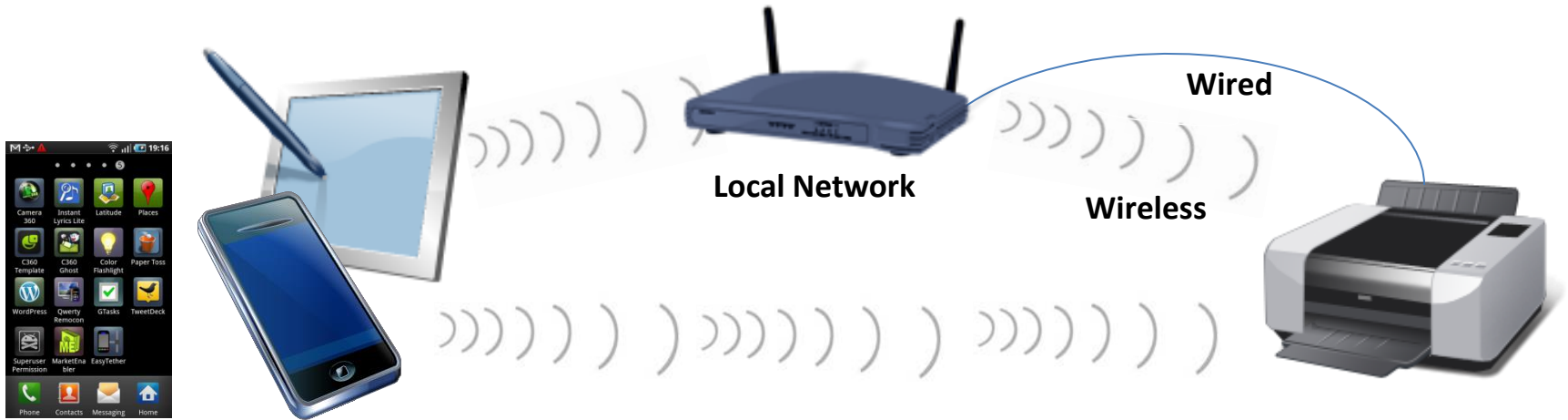
- Peer-to-peer with WiFi Direct
- Through wireless and/or wired network which share connectivity

## Printer

- Universal Standard for print protocol and printer language (PDL)
- Architecture supports documented legacy printers



# How: The Initial Standards



## Mobile App

- **Open API** to deploy print functionality and convert files to accepted formats

## Mobile Device

- **Print Subsystem** to convert files to accepted formats & discover printers (Bonjour)
- **User Experience guidelines**

## WiFi Direct

- **WiFi Direct Services – Print** – specific application of WiFi Direct to pass data between mobile and print device
- NFC touch-to-print option - **NFC implementation requirements**
- File types selected for print job rendering:
  - **PWG Raster**
  - **PCLm**
  - **JPEG**
  - **PDF (future)**

## Printer



# Customer Benefits



- Intuitive experience
- No app, no downloads
- Standard way to connect to a printer, send a print job etc. across different mobile devices
- Applications include print feature
- Many connection methods: local wireless network, peer-to-peer, or NFC
- Mobile print solution that works for business within IT BYOD policies

# Alliance Member Benefits

- 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

*Founders:*

**Canon**



# Join the Mopria Alliance

The Mopria Alliance will bring together the industry to promote interoperability, streamline qualification processes, and provide an improved user experience.

**Membership targets:** Printer & Mobile Device Manufacturers & OS Providers

**Free support for:** Mobile App Developers

For more information: [www.mopria.org](http://www.mopria.org)

