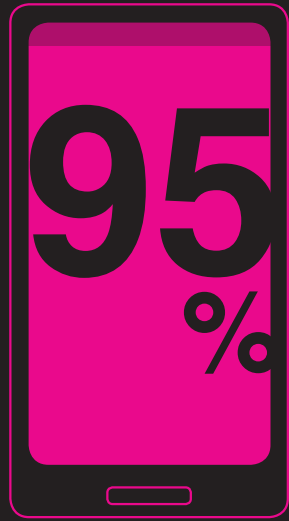
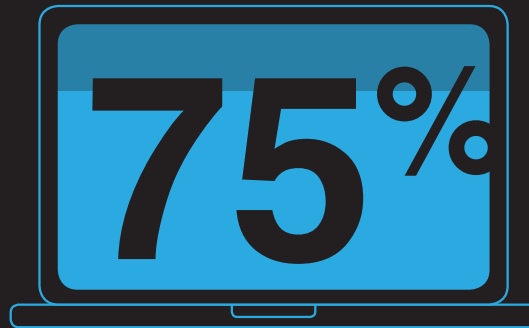


THE PEOPLE WANT TO PRINT!

The demand for printing from mobile apps continues to grow. If your app doesn't print, users will look for another one that does. Don't believe us? Just check out these stats.



of consumers and **67%** of business users desire to print from their mobile devices.[i]



of users say **mobile printing has a business value equal to PC printing.**

15% of users say mobile print has a **greater business value than PC printing.**³³




of tablet users in the United States **will be printing from their device.**[i]

IF AN APP INCLUDES
PRINT,
USERS:

stay in the app
20% LONGER

2x
as likely to
use it again


are more likely
to click on ads, make
in-app purchases,
and share.³

Mopria is a trademark of Mopria Alliance, Inc. All other marks are the property of their respective owners. The Mopria Alliance does not endorse or sponsor software or products from companies mentioned. The only warranties for products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. The information contained herein is subject to change without notice. The Mopria Alliance shall not be liable for technical or editorial errors or omissions contained herein. © 2016 Mopria Alliance, Inc. All rights reserved.

[i] Infotrends, "Mobile devices and the impact on print," John Shane, January 2015

[i] IDC, "Mobile Print: Enabling Today's Workforce," Holly Muscolino, Dinesh Srirangpatna, June 2014

[i] Based on top 10 iOS and Android photo apps