Select ZTE Mobile Devices Now Include the Mopria Print Service

As demand for mobile printing increases, the Mopria Alliance announces additional mobile devices to have Mopria Print Service pre-installed

San Ramon, Calif. – September 26, 2017 – The Mopria® Alliance, a global non-profit membership organization chartered to drive industry-wide standards for mobile printing, today announced significant traction in its effort to promote and simplify printing from Android devices. Exclusively in China, ZTE Axon 7 and Axon 7 Max smartphones will be preloaded with Mopria Print Service, enabling users to have immediate access to Mopria mobile print capabilities.

The ZTE devices join select Amazon Fire and Huawei devices that also have Mopria Print Service functionality, as well as Samsung Galaxy devices that utilize Mopria technology in the Samsung Print Service. Additionally, Android 8.0 Oreo™'s new Default Print Service features core technology from the Mopria Print Service, immediately delivering mobile printing convenience in the Operating System.

The Mopria Print Service enables printing on Android (4.4 or later) smartphones or tablets to Mopria certified printers and multi-function printers (MFPs) from many manufacturers through a wireless network or using Wi-Fi Direct. The installation of the Mopria Print Service on ZTE Axon 7 and Axon 7 Max devices will provide users automatic access to Mopria—without the need to download the print service app or other "printer drivers/apps" independently—enabling easy printing of photos, documents, or other content. Mopria print technology is designed to simplify printing from Android devices to more than 100 million Mopria certified printers.

"The companies that make up the Mopria Alliance set out to join forces so more people than ever are able to seamlessly and intuitively print from their Android devices," said Greg Kuziej, Chairman of the Board at Mopria Alliance. "Today's announcement is evidence that we are succeeding, as is the fact that we recently reached the milestone of nearly 700 million installations – a number that continues to climb."

The demand for mobile print continues to grow as more companies seek to digitize their processes to be more efficient. According to research from Quocirca on managed print services, 80 percent of respondents are looking to grow strategically by adopting smart multifunction printer technology along with interconnected software to support digital transformation.

Since its launch, the Mopria Print Service has enabled printing on Android smartphones and tablets to Mopria certified printers. It lets users easily customize color, number of copies, duplex, paper size, page range, media type and orientation, as well as workplace features like user authentication, pin printing and accounting capabilities all without having to install printer brand specific apps.

In the four years since the establishment of the [Mopria Alliance](#) by founders Canon, HP, Samsung and Xerox, the nonprofit membership organization has grown to 20 members, representing the worldwide printer business. In addition to the founding companies, the Mopria Alliance today includes Adobe, Konica Minolta, Qualcomm, Lexmark, Kyocera, Toshiba, Brother, Epson, Fuji Xerox, NEC, Pantum, Ricoh, YSoft, Sharp, Dell and Primax.

While the Mopria Alliance will continue its efforts to make mobile printing easy, it will also expand its focus to standardizing cloud printing and scanning. Its goal is to make these solutions more accessible and intuitive for both consumer and business users.

The Mopria Print Service is available for download from [Wandoujia](#), [Baidu](#), [360](#) and the [Mopria website](#) for any Android 4.4 device or higher. For the latest list of Mopria certified printers and print accessories, please visit http://mopria.org/certified-products.

About the Mopria® Alliance
The Mopria® Alliance is a non-profit membership organization of leading global technology companies with the initial goal of simplifying printing from smartphones, tablets and other devices. The Alliance develops and promotes technology standards that deliver an intuitive experience connecting different devices and mobile operating systems. The adoption of these standards allow users to seamlessly interact with a printer, regardless of brand. Plus, app downloads and setups for new mobile devices or printers will become unnecessary. Look for Mopria certified printers and accessories for easy printing with Mopria-enabled mobile devices. Learn more at www.mopria.org or download the latest Mopria software on the [Google Play Store](#).

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