



Mopria Alliance Launches PRINTanomics Challenge for Android App Developers

The Mopria Alliance Sponsors Six-Week Competition for Android App Developers in Conjunction with BeMyApp to Encourage Mobile Print Capabilities

San Ramon, Calif. – July 27, 2016 – [The Mopria® Alliance](#), a global non-profit membership organization chartered to drive industry-wide standards for mobile printing, today announced the PRINTanomics Android App Challenge, an online challenge to honor the most creative Android apps with mobile printing capabilities.

Beginning today, app developers can [register](#) for the challenge and become eligible for a series of bi-weekly prizes, including an Oculus Rift, by using the latest Android 4.4 or later Print API to enable mobile printing within their apps. In conjunction with [BeMyApp](#), the Mopria Alliance will choose three winners, announced bi-weekly beginning on August 8, 2016, and name three grand prize winners on September 6, 2016, in three subcategories: business and finance, media and entertainment, health and education. Each grand prize winner will be awarded \$2,000.

All developers will be evaluated equally based on the overall user-experience, creativity, functionality, app performance, and total number of user downloads during the challenge. To be eligible, developers must submit their app via the Google Play store and show their mobile printing capabilities via a social media platform of their choice, including Twitter, Facebook, or Google+.

“We are sponsoring an online challenge to give Android developers the opportunity to enhance the user experience of their app through mobile printing capabilities,” said Steve Kim, Marketing Chair at Mopria Alliance. “The Mopria Alliance is excited to be a part of this event because it encourages creativity among the developer community and lets them showcase their app in a new way.”

The Mopria Print Service is available for download from [Google Play](#) or via direct download at [Mopria.org](#). Mopria technology also is currently preloaded and available for immediate use on select Huawei and Amazon devices.

For more information, please [visit](#) the PRINTanomics Android App Challenge by Mopria homepage and follow the contest on social media via the hashtag #AppsThatPrint.

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.

About BeMyApp

BeMyApp is a developer relations agency that ideates, plans and executes events and online campaigns for technology companies and brands. With offices in San Francisco, Paris, London, Munich, Amsterdam and Shanghai, we have a community of 100,000 developers, startups, mentors and partners. We aim to connect companies with the best developers and startups in the world.

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