

Mopria™ Alliance Manifesto

Today more people in the world have mobile phones than bank accounts or electricity or even running water. An astonishing 87% of the world's population is connected. Joined with this is an exponential leap in information, driven by big data, and the cloud's ability to make it all accessible - 24/7, anywhere on earth.

Mobile devices are changing the way we live. They're transforming the way we connect with our friends - not just in words but in text and pictures and videos. And they're blurring the line between our personal and business lives. Gone is the business traveler's bulging briefcase - replaced by a compact smartphone and tablet. And company BYOD policies are bringing the same devices into our offices.

For all this freedom and mobility there's still a missing link. We want to print.

We're taking three times as many pictures as we used to. We're cropping and improving them on line. And we want - we miss - the quality, the beauty, the sheer tangibility of photographic prints.

We're using our mobiles to shop, to navigate, to book events and travel. And we want to be able to print out receipts, maps, tickets and boarding passes.

When it comes to business, we can call up all the data that we need - wherever we are - on our phones and tablets. But for all their amazing power, they're not the best for editing - or even reading - business documents.

They're designed for consumption not creation. For spreadsheets or diagrams or tables - for reading them and for working on them - we want paper.

The trouble is it isn't easy to connect your mobile device with your printer. There is no common standard, no universal interface; in many apps there may not even be an icon to print on your screen.

The goal of our Alliance is to change that. We want to make mobile printing as easy as printing from your office or home PC. Our goal, in fact, is to make it easier.

We forget that to print a Word® doc you need Word on your computer. If you're at home you need to download a printer driver. If you're at work you need a network connection. Our objective is to skip all that. The mobile device of the future will find the nearest printer and will already know how to connect with it (no matter what the manufacturer). All you'll need to do is hit "print."

We're putting our brains and resources together to make mobile printing seamless, natural and, most important, easy. The need is there. The consumer demand is certainly there. The time, without question, is now.

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