WHY YOUR APP NEEDS PRINT CAPABILITIES

The demand for printing from mobile apps continues to grow.
If your app doesn't print, users will look for another one that does.

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GET ON THE

PRINT
BANDWAGON

In today's competitive mobile environment, you need to find ways to differentiate your app with powerful features that satisfy customer demands. Making your content easy to print is one of them, and now it's easier than ever to give your users what they want. When you enable print using the Android Print Framework (Android 4.4 or later), the Mopria Alliance will take care of the rest with Mopria Print Service, which allows users to easily print to multiple printer brands.

PRINTING?
PEOPLE STILL DO THAT?

Absolutely. Though the world has become increasingly digital, print is indeed alive and well. Why?

1 Print remains the standard.
Despite profound digital advancements, printed materials such as contracts, government forms, and hard-copy reports still remain the accepted and unavoidable norm in today's society.

2 Print resonates with the brain.
A recent neuroscience study found that printed material generates more emotional connections and leaves a longer-lasting imprint on the mind than digital information,[i] a nod to print's enduring ability to engage readers.

3 Print offers a welcome respite from digital's dominance.
U.S. adults spend more than 11 hours a day consuming media on smartphones, television, radio, and computers.[i] Increasingly, many people are getting tired of staring at screens and looking to return to the simplicity of printed material.
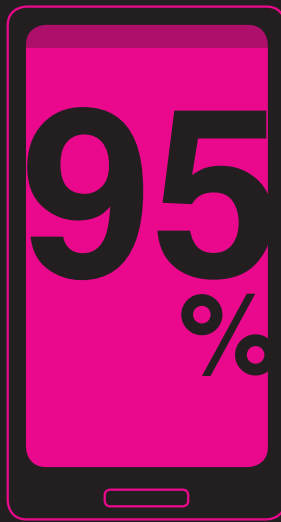
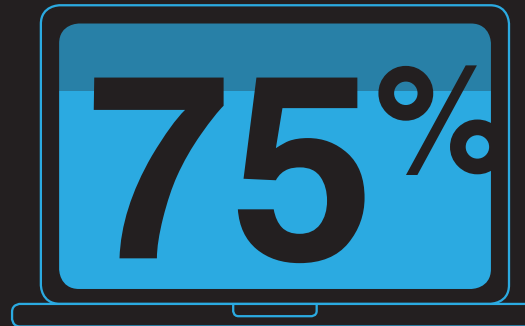**4 Print creates credibility.**
As a professional communications medium, print carries weight. The look and feel of something in your hand gives it extra credibility and added importance.

WHO WANTS TO PRINT?

THE BETTER QUESTION MIGHT BE, WHO DOESN'T?

95%

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

75%

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]
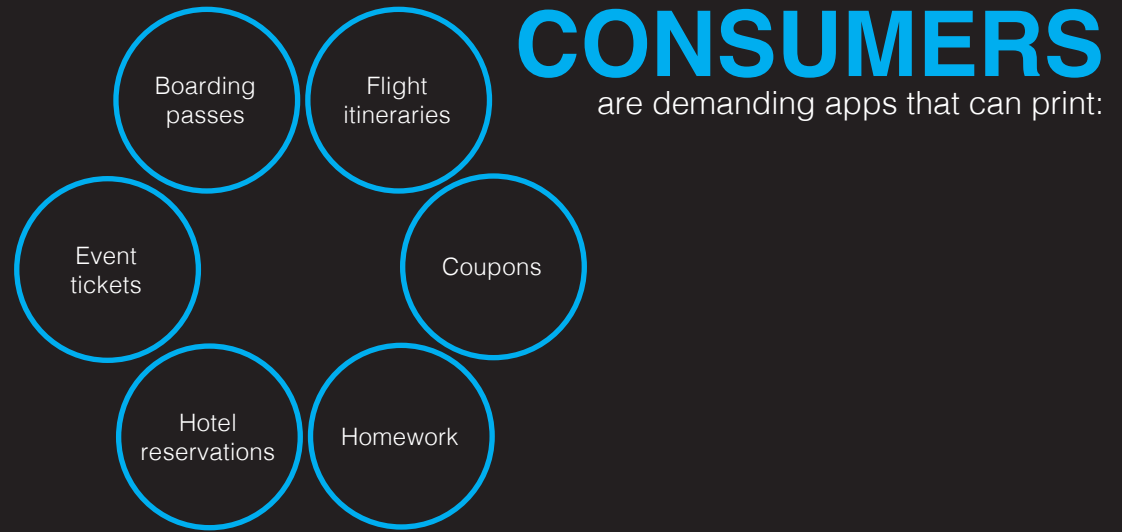
65%

of tablet users in the United States will be printing from their device.[i]
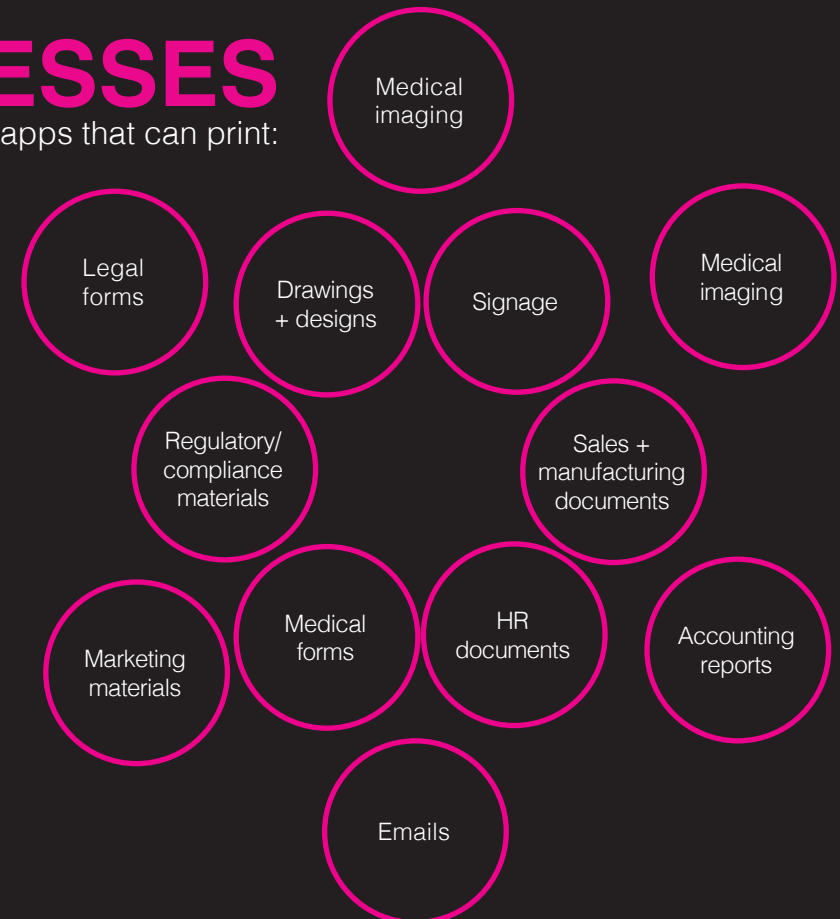
IT'S CLEAR—
THE DEMAND
IS THERE

While most mobile app users have a strong desire to print from their devices, the current situation is that many of them can't. Even though adding print capabilities to applications would be extremely attractive to so many users, most developers have yet to address this need.

Below are examples of items users have expressed a strong interest in printing from their mobile devices, but as of now the capability just isn't readily available to them.

CONSUMERS
are demanding apps that can print:

- Boarding passes
- Flight itineraries
- Event tickets
- Coupons
- Hotel reservations
- Homework

BUSINESSES
are demanding apps that can print:

- Medical imaging
- Legal forms
- Drawings + designs
- Signage
- Medical imaging
- Regulatory/ compliance materials
- Sales + manufacturing documents
- Marketing materials
- Medical forms
- HR documents
- Accounting reports
- Emails

STILL NOT SURE?
## HERE'S WHY YOU SHOULD ADD PRINT TO YOUR APP

ADD **VALUE**

An app that includes print functionality has better retention and engagement among its users. They stay in the app 20% longer, are twice as likely to use it again, and are more likely to click on ads, make in-app purchases, and share to other sources.[i]

INCREASE **RELEVANCE**

The ability to print from mobile apps is in demand, and that demand is only growing. Developers are slowly realizing this. Make sure you're not the last one to adopt the trend, or risk being the last app users consider downloading.

PROMOTE **DIFFERENTIATION**

Since many apps are not currently offering print capabilities, you could be one of the first to give users what they truly want.
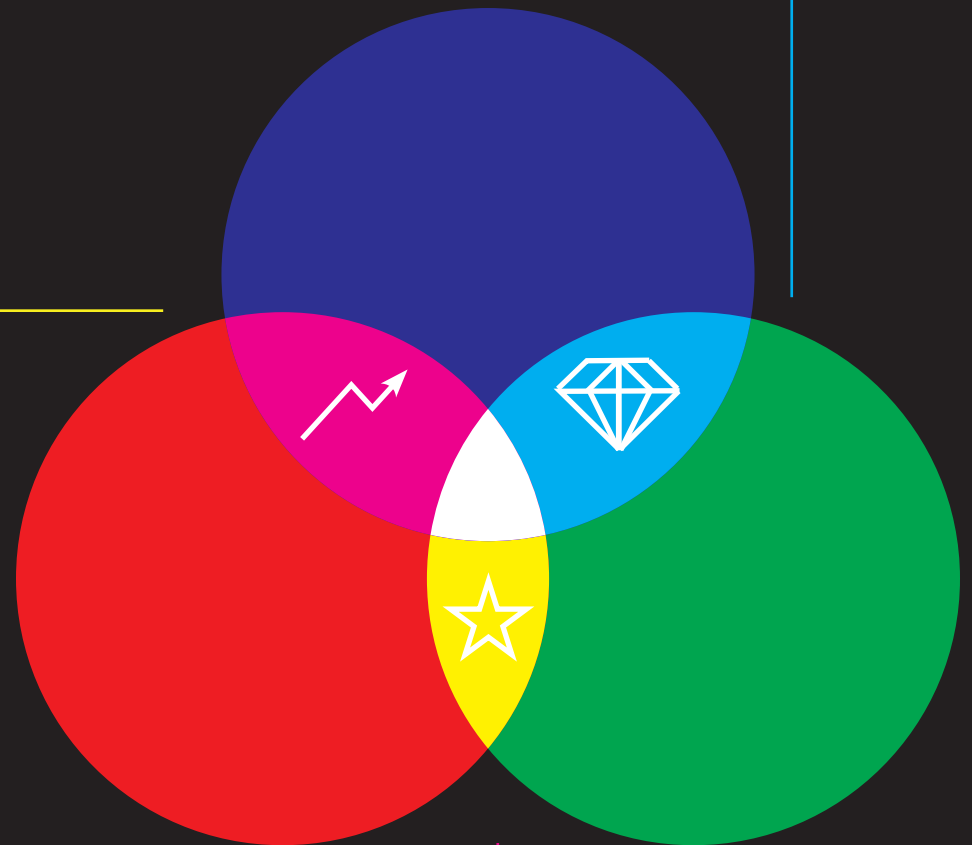
HOW SHOULD YOU INCORPORATE
PRINT IN YOUR APP?

Now that you know how your app can benefit from including print, the next step is to understand the best way to do it. Here's where we can help.

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. Mopria Print Service will help make your content easy to print once you enable print using the Android Print Framework (Android 4.4 or later). This seamless printing solution offers an easy way to improve your app's user experience with unlimited use cases and access to millions of Mopria certified printers from manufacturers around the world.

So are you finally ready to add print to your app and reap the rewards?

Visit **www.mopria.org/app-developer-information** to get started.

[i] Millward Brown, Using Neuroscience to Understand the Role of Direct Mail
[i] Nielsen, The Total Audience Report
[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

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