

mopria®

Print. Scan. Go.™





***The Mopria Alliance provides universal standards and solutions for print and scan.***

# Mopria Membership



<i>Founders &amp; Board Members</i>					
<i>Executive &amp; Board Members</i>					
<i>Executive Members</i>					
					
					
<i>Adopters</i>					
<i>Software Supporters</i>					

# Mopria Technology Reaches Critical Mass



**5B+ Android Devices & the Android Default Print Service Use Core Print Technology From Mopria**

**100+ Billion Pages Printed to Date**

**120+ Million Certified Devices Shipped**

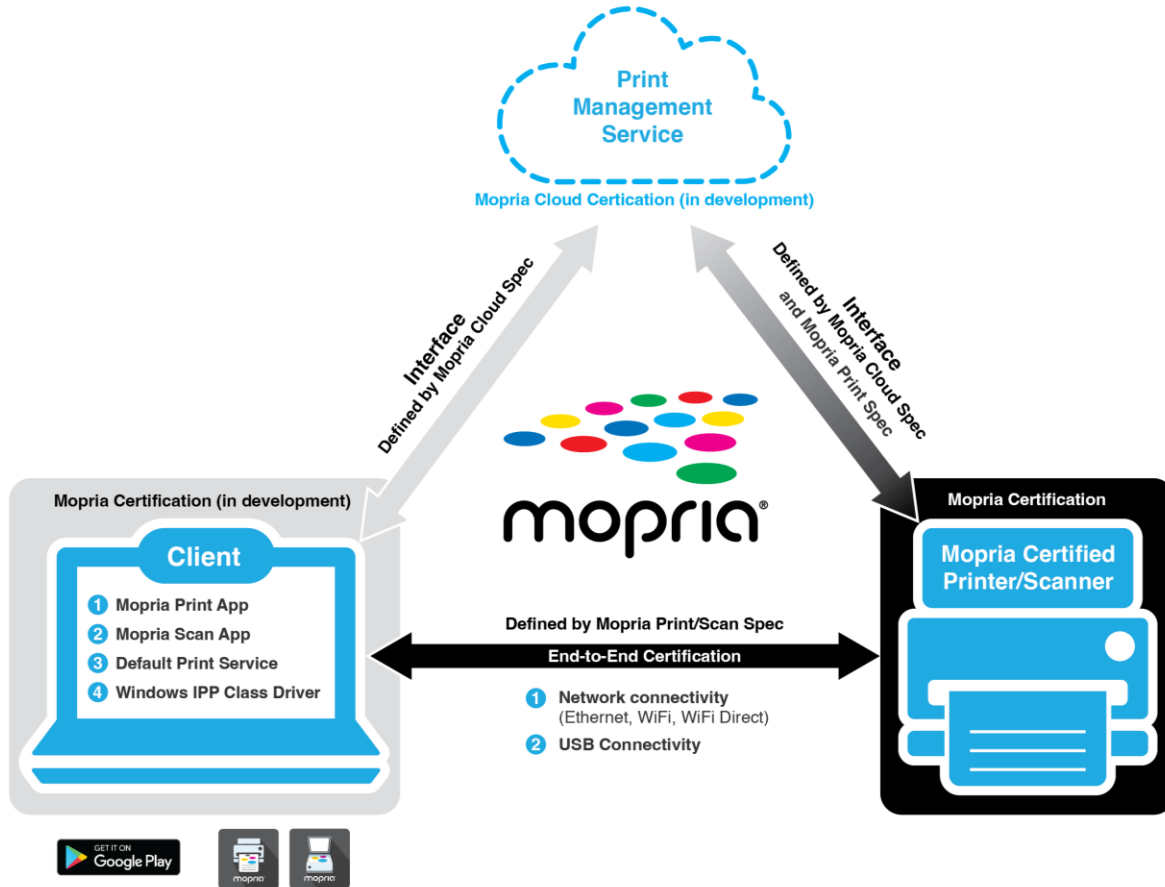
- From 24 printer companies with 8,500+ certified printer and scanner models

**Windows Support for Mopria Certified Printers and Scanners**




*\*Samsung Print Service by HP, Inc.*

# Mopria's Coverage in the Print Industry



# Mopria Print Technology Globally

## Significant growth



Google Play  
amazon appstore

Android Default Print Service



android

Chromebook Support  
For Mopria Certified Scanners



chromebook

Windows Support  
For Mopria Certified Printers  
and Scanners



Windows

Mopria Print Library  
Integrated with  
Members' Applications



\*



Mopria Website  
Downloads

For customers without app store  
access

# Mopria Progress on Android



## Mopria Android Apps

- Mopria Print Service
- Mopria Scan



Android 



amazon appstore **Fire OS**

## Mopria Print Technology

- Android Default Print Service
- Samsung Print Service\* with Mopria Print Library
- Amazon App Store and Amazon Fire OS



## Expanding the Mopria Ecosystem

- Share-to-Print
- Expanded print adoption in mobile apps

\*Samsung Print Service by HP, Inc.

# Windows Supports Mopria

## Print and scan ready with Mopria

- Windows supports Mopria print and scan technology
- Print from Windows to any Mopria certified printer, multi-function printer or scanner
- Eliminates need to install additional software or drivers allowing easy printing regardless of printer or scanner brand





# Chromebook Supports Mopria



## Scan ready with Mopria

- Chromebook supports Mopria scan technology
- Scan with Chromebook from many Mopria certified scanners and multi-function printers
- Eliminates need to install additional software or drivers allowing easy scanning regardless of scanner or multi-function printer brand



# Alliance Structure

# Open Alliance

## Our membership organization

- **An Independent, Membership Organization with a Clear Mission**

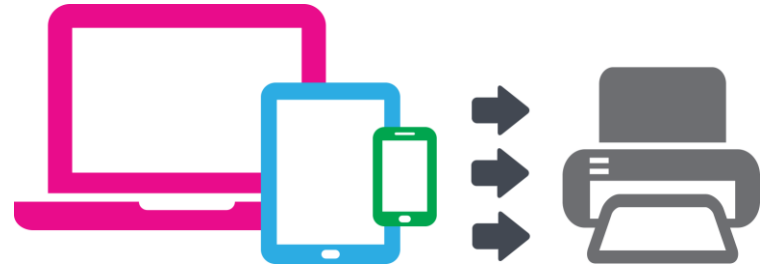
- Provide provides universal standards and solutions for print and scan

**This Collaborative, Open Industry Initiative Represents the Value Chain:**

- Printer and scanner manufacturers
- Smartphone manufacturers
- Tablet manufacturers
- Software companies
- OS providers
- Mobile app developers
- Carriers

- **Open Participation**

- Available to ALL stakeholders globally
- Tiered rights and privileges
- Representation at a company level – one company one vote



# Alliance Structure

## Corporate infrastructure

- Incorporated as a not-for-profit mutual benefit corporation 501(c) (6)
  - Open to new Board members, maximum of nine total
  - Open to unlimited membership at other levels

Executive Membership

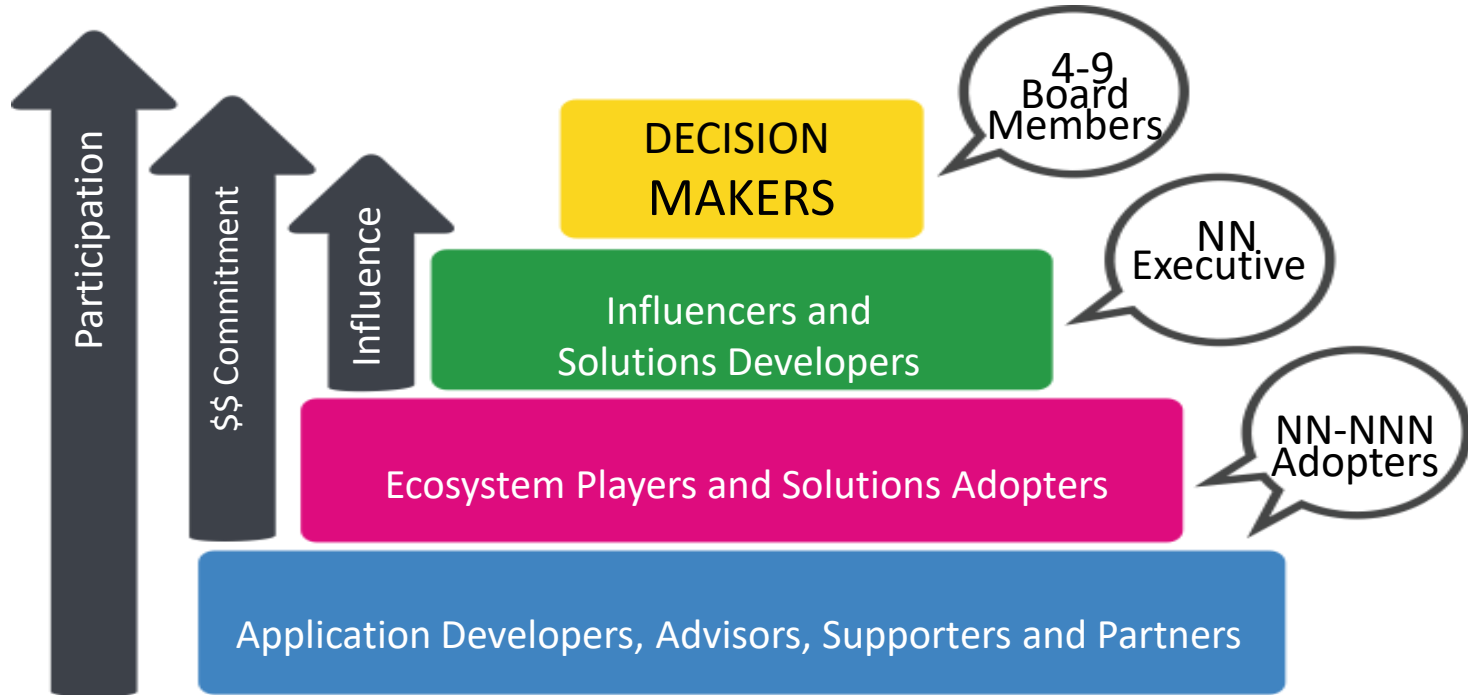
Adopter Membership

Software Supporter  
Membership

- Professionally managed by an independent entity:



# Alliance Structure



# Alliance Benefits

## Safely moving industry forward

### Provides corporate veil/safe harbor

- Liability separation and insurance (for participants and leaders) - Errors and Omissions, Directors and Officers, General Liability
- Individual and company indemnification
- Anti-trust provisions

### Vendor neutral entity manages, owns and enforces key deliverables

- Rules of participation/rights/privileges
- Intellectual property provisions/cross licenses for deliverables
- Specification(s), reference implementations, test suites
- Certification logos



# Alliance Member Benefits

## Benefits for every member

- Meet consumer demand for ease-of-use
- Broad compatibility of certified devices
- Increase consumer engagement and device use
- “Unlock” printed pages
- Enable new applications previously limited by lack of print/scan features
- Turn resources away from simply establishing and maintaining basic print to new innovations involving mobile device and printers
- Alliance support from test tools and device certification to marketing the benefits of the Mopria brand mark



Founders:

**Canon**



**SAMSUNG**

**XEROX™**

# Software Supporter Membership



## Access and benefits

Membership level designed for software companies interested in providing comments to the Mopria standards and access to final specifications. Membership includes:

- Access to Members Area website
- Submit suggestions and notes about the Draft and Final Specifications, sample code and other deliverables via website
- Access to final specifications, sample code and other deliverables
- Access to certification process
- Fee to license Mopria Print and Mopria Scan Libraries
- Use of the Mopria Alliance trademarks
- Receive development support
- Participate and appear in press releases
- Receive Member communications and participate in select meetings
- Fee for solution certification



**Annual dues: \$10,000**



# Adopter Membership

## Access and benefits

Membership level designed for companies interested in providing comments to the Mopria standards and access to final specifications. Membership includes:

- Access to Members Area website
- Submit suggestions on Draft and Final Specifications, sample code and other deliverables via website
- Access to final specifications, sample code and other deliverables
- Access to certification process in order to certify devices
- Review Mopria Print Service and Mopria Scan app analytics
- Free licenses for Mopria Print and Mopria Scan Libraries
- Use of the Mopria Alliance trademarks
- Utilize user group and online support; receive development support
- Participate and appear in press releases
- Upon invitation, participate (but not vote) in Working Groups and receive Member communications
- Fee for product certification



**Annual dues: \$30,000**

# Executive Membership



## Access and benefits

Full access designed for companies interested in contributing to the selection and development of standards behind the Mopria mark. Participation in Alliance Membership Participation and Android Support programs is required or members may opt-out of participation for a fee. In addition to all entitlements of Adopter Member, benefits include:

- Nominate a representative to stand for election to the Board
- Participate and vote in Working Groups
- As part of participation to Working Group, access to Draft Specifications before review period
- Free product certification
- Free licenses for Mopria Print and Mopria Scan Libraries
- Review website analytics and operating budget



Annual dues: \$50,000

# Founders & Seated Executive Members



## Access and benefits

Complete access with automatic and a permanent right to appoint a representative to seat on the Board. In addition to all entitlements and obligations of Executive Members, benefits include:

- Through Board Action:
  - Chair Working Groups
  - Approve final specifications
  - Approve operating budgets and appoint the Executive Director
  - Set-up and approve certification process and requirements
  - Authorize use of Mopria Alliance Trademarks
- Appoint representative and alternative to Steering Committee
- Approve and give interviews on behalf of the Alliance



Annual dues: \$125,000

# Customer Outcomes



- Intuitive print and scan solutions
- Minimal to no set-up
- Standard way to connect to a printer or scanner across various connected devices
- Many connection methods: cloud, local wireless network or peer-to-peer
- Print solution that meets IT security requirements for business

# Mopria Alliance and You



**We want you to join and help us drive the future!**

- Opportunity to join the Alliance and be a Board or Executive Member
  - Industry and thought leadership attributes come with membership
- Influence future direction
- Harvest first mover advantages through the value chain