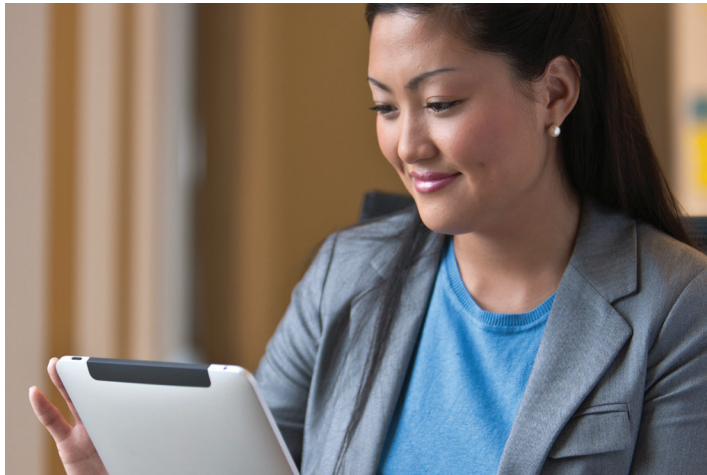


Mopria™ Print Service

Simplifying Print from Your Android™ Device.

Xerox is committed to simplifying the way work gets done in an increasingly mobile workplace so you can focus more on what matters most – your business. As a founding member of the Mopria Alliance, our membership positions us to shape future innovation in the mobile printing arena and ensures that both our current and future technologies are interoperable with the quickly evolving mobile workplace.



The Mopria Alliance

The Mopria Alliance is a non-profit organisation of leading global technology companies with the primary objective of making mobile printing as easy as printing from your office or home computer.

The primary role of the Mopria Alliance will be to support the development of core mobile interaction standards critical to making these new printing technologies viable in industry today. This partnership enables companies to work together and save a significant amount of time and money to develop this new set of parameters. Working together we can create a uniform experience for users. By joining forces with others in the industry, together we can effectively develop a universal platform for print and mobile interactions allowing us to focus on delivering a higher level of value to your business and clients.



Mopria™ Print Service

Key Challenges

People are constantly on the move. Their office and their resources need to travel with them. People already conduct a great deal of business on their mobile devices. Now we need to enable them to do all their business remotely, including printing. Currently the need and desire to print from mobile devices is strong. Yet over 50% of smart phone users and over 35% of tablet users do not know how to print from their device. They aren't aware of the tools available to connect a printer to their mobile device. There are a multitude of reasons driving the need for PC-like print capabilities:

- Unprecedented growth in smartphone and tablets and the need to share information.
- IT security concerns and policies limiting Bring Your Own Device (BYOD) on the company network and yet there is an explosion in the amount of digital content being generated that needs to be put on paper.
- There is no universal solution. Existing print solutions are complicated and there are too many varying standards leading to too many choices. There is a need for simplicity throughout the industry.
- Many current mobile device users don't have access to a printer or the mobile device does not support mobile print.
- App developers find it challenging to incorporate print into mobile devices that have such varying configurations.

Benefits of Using Mopria Certified Devices

- The mobile print experience will be intuitive and seamless.
- Connection to Xerox® printers and multifunction printers will become standardised, enabling you to send a print job across different mobile devices.
- Apps will now include a print feature.
- Local connection methods will include: local wireless network, peer-to-peer, or Near Field Communications (NFC) tap-to-print.
- It supports a mobile print solution that works for businesses within IT BYOD policies.
- Mopria will be initially supported for users of Android™ 4.4 or higher based devices using a free plug-in available in the Google Play store.

Why choose Xerox?

- Xerox will implement on agreed universal standards, certified products and interoperability across the print ecosystem benefiting mobile print users across the world.
- Users will enjoy wireless printing from smart phones, tablets and other mobile devices based on industry standards jointly developed by Xerox, a company they've come to rely on and trust.
- Many existing products can be upgraded to become Mopria enabled, ensuring current customers can enjoy the benefits of simplified mobile printing.
- Xerox will champion standards adoption by mobile, printer and OS industry leaders and continue research and development of new technological and experience standards related to the interaction between mobile and print devices.

Specifications

Operating Systems	Android 4.4 or higher
Platform	Open
Certification	Self-certification based on Mopria Alliance testing requirements
NFC	Optional, Mopria Alliance execution guidelines
Protocols	mDNS (Bonjour), IPP 2.0
Page Description Languages	PCLm (PDF standard from Adobe), PWG raster (from the Printer Working Group standards body), Wi-Fi Direct Services Print includes PCLm, PWG Raster

To view the latest list of compatible devices, please go to www.xerox.com/Mopria.



To learn more, please visit www.xerox.com.