



# Mopria



## Business Challenge

Mobile printing has become pervasive across most enterprises. It's a state of always-on, barrier-free connectedness that entertains, enlightens and helps people get work their done faster. However, users need the ability to print any file from a mobile device the same way they print from their PCs, from using click print and set print options to easily finding a printer and getting quality output with every job.

While users expect desktop and mobile printing to be equally convenient, IT managers know it can be challenging to provide seamless output from a mobile device due to mobile's unique characteristics:

- ▶ Multiple mobile operating systems with varying native OS print capabilities
- ▶ Rapid and continual evolution of mobile OS platforms
- ▶ Varying connectivity over cell connections, Wi-Fi and corporate networks
- ▶ Usability and support challenges associated with finding and connecting to a printer

- ▶ Mobile security schemes that differ from traditional enterprise security standards

## What is Mopria?

The Mopria Alliance is a non-profit membership organization of leading global technology companies with the goal of providing simple wireless printing from smartphones, tablets and other mobile devices.

As an executive member of this alliance, Lexmark is uniquely positioned to deliver devices certified to meet the standards as defined by the organization. By working together with other companies in the industry, we are delivering a consistent experience for end users. Together we can build a universal platform for mobile printing, ideal in an environment with multiple printer brands.

## Lexmark's advantage

With Lexmark, our devices are Mopria-certified before shipment. This allows the Lexmark printer to be accessible from your Android device. Once configured, you can easily print from your smartphone or tablet.

## What are the advantages of Mopria

### Native print experience

- ▶ Mopria is now standard on many Android devices and OS updates, allowing for an intuitive and seamless print experience

### Mobile users

- ▶ Select print from your mobile device and files will be printed just like from a desktop PC

### Consistent experience

- ▶ Print to your Lexmark print device, or any other certified device in your fleet, with a consistent experience