



Mopria Alliance

..... 2017



Introducing the Mopria Alliance

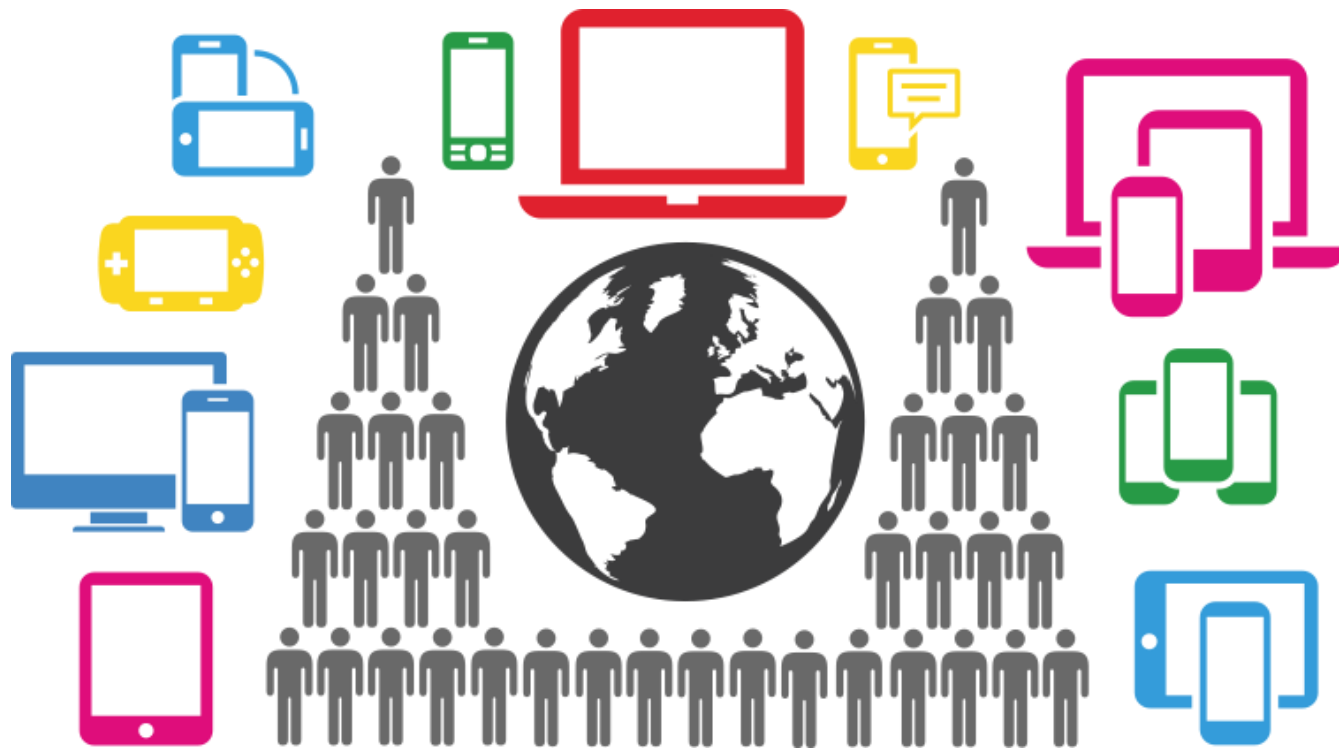


The Mopria Alliance is a non-profit membership organization of leading global technology companies with the shared goal of providing high-quality, intuitive, and fast wireless printing from smartphones, tablets and other devices

Mobile Adoption Continues to Rise

The computing market is changing

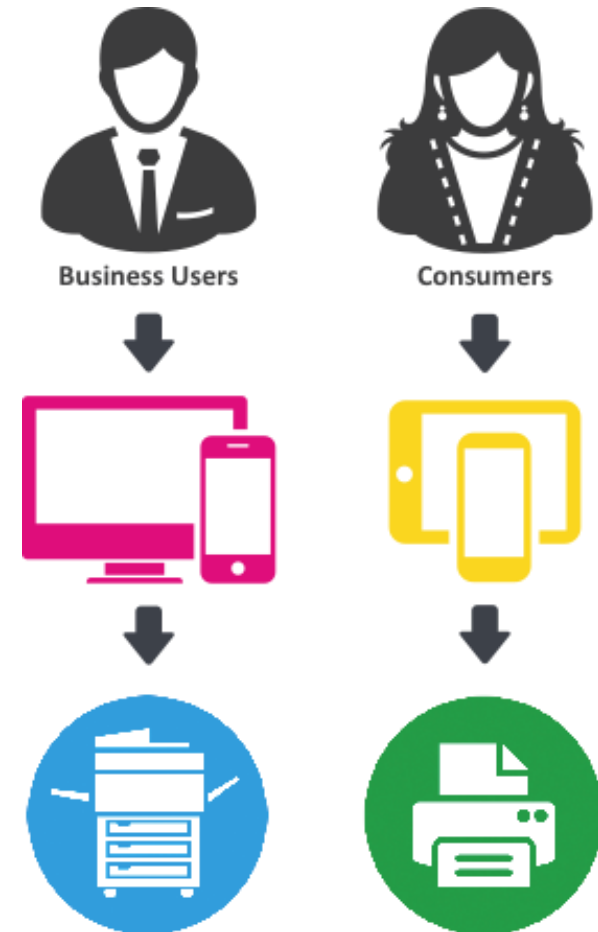
The number of mobile-connected devices have exceeded the number of people on earth. By 2019, there will be 11.5 billion mobile-connected devices globally.¹



Mobile Adoption

The computing market is changing

- 95% of consumers and 67% of business users desire to print from their mobile devices²
- Smartphone and tablet users prefer to read documents in print but 35% of smartphone users and 34% of tablet users cannot print³
- By 2018, Gartner predicts twice as many employee-owned devices used for work than enterprise-owned devices⁴



What do Users Want to Print?

Top applications users want to print but can't



Consumer:

- Photos
- Web pages/Email
- Boarding Passes
- Coupons
- Tickets (events)
- Flight Itineraries
- Hotel reservations
- Homework

Small Business:

- Office Docs
- Email
- Sales
- Manufacturing
- Regulatory & Compliance
- Drawings/Designs
- Signage
- Medical Imaging

Medium Business:

- HR
- Medical
- Accounting
- Drawings/Designs
- Signage
- Medical Imaging

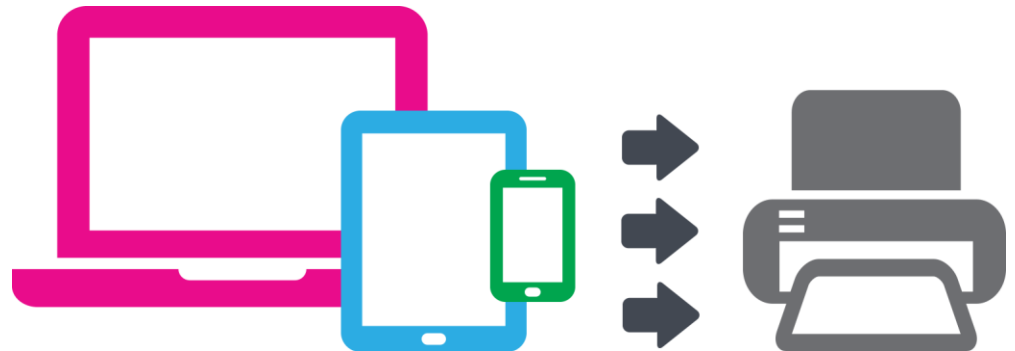
Large Business:

- Legal
- Manufacturing
- Marketing
- Web (public)
- Drawings/ Designs
- Signage
- Medical Imaging
- Accounting

Open Alliance

Our membership organization

- **An Independent, Membership Organization with a Clear Mission**
 - Provide intuitively simple wireless printing from smartphones, tablets and other mobile devices
- **This Collaborative, Open Industry Initiative Represents the Value Chain:**
 - Printer manufacturers
 - Smartphone manufacturers
 - Tablet manufacturers
 - Software companies
 - Mobile app developers
 - OS providers
 - Carriers
- **Open Participation**
 - Available to ALL stakeholders globally
 - Tiered rights and privileges
 - Representation at a company level – one company one vote



Create Standardized Approach

Benefits to every aspect of the ecosystem

- **Solutions Developed by the Industry**
 - Jointly deliver specifications for use across value chain
 - Specify interfaces for specific use cases
 - Allow for multiple independent implementations
- **Create Certification and Conformance Programs**
 - Provide BUYER assurance
 - Products baselined to a standard
 - Multiple supply choices in value chain
- **Endorsement**
 - Through the value chain
 - From relevant standards bodies
- **Ecosystem Growth**
 - Global end-to-end footprint
 - Technology suppliers, buyers, users
- **Market Development**
 - Education and outreach



How: The Mobile Print Ecosystem

The ability to simply print from your mobile device requires:



Mobile App

- Print is an embedded function in the app

Mobile Device

- Mopria offers share to open, view or print from app. Also direct print of PDF / JPEGs

Connect Options

- Peer-to-peer with Wi-Fi Direct
- Through wireless and/or wired network which share connectivity

Printer

- Universal Standard for print protocol and printer language (PDL)
- Architecture supports documented legacy printers

Mopria Membership



<i>Founders & Board Members</i>	 	SAMSUNG	xerox 	
<i>Executive & Board Members</i>	 Adobe	 KONICA MINOLTA	 QUALCOMM	
<i>Executive Members</i>	 brother at your side	 EPSON EXCEED YOUR VISION	 FUJI XEROX 	 KYOCERA Document Solutions
	 Lexmark	 Microsoft	 PANTUM The New Era for Printing	RICOH
	TOSHIBA	 YSOFT		
<i>Adopters</i>		 NEC Orchestrating a brighter world	 PRIMAX	SHARP

Mopria Progress

Mopria pre-installed on multiple brands

Amazon



Huawei



ZTE



Samsung



750 Million Combined Installs:
Amazon, Huawei, Samsung and ZTE devices

100+ Million Certified Printers:
From 24 printer companies with 2,400 certified printer models

1+ Million Pages: Printed daily

More Certified Product Brands

Certified Printers and MFPs



Orchestrating a brighter world



Certified Components / Middleware



Progress on Android



Task 1: ✓



- Mopria certified printers – 90% of all new printers
- 2,00+ certified printers from 24 brands
- 100 million+ print devices

Task 2: ✓



- Out-of-box Android printing
- MPS in Google Play

Task 3: ✓



- Samsung Print Service with Mopria Print Library
- Huawei, Amazon Kindle Fire and ZTE devices
- Mopria technology in Android 8.0 Oreo's Default Print Service

Task 4:

Ongoing

- Drive print adoption in mobile apps

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

Adopter Membership

Executive Membership

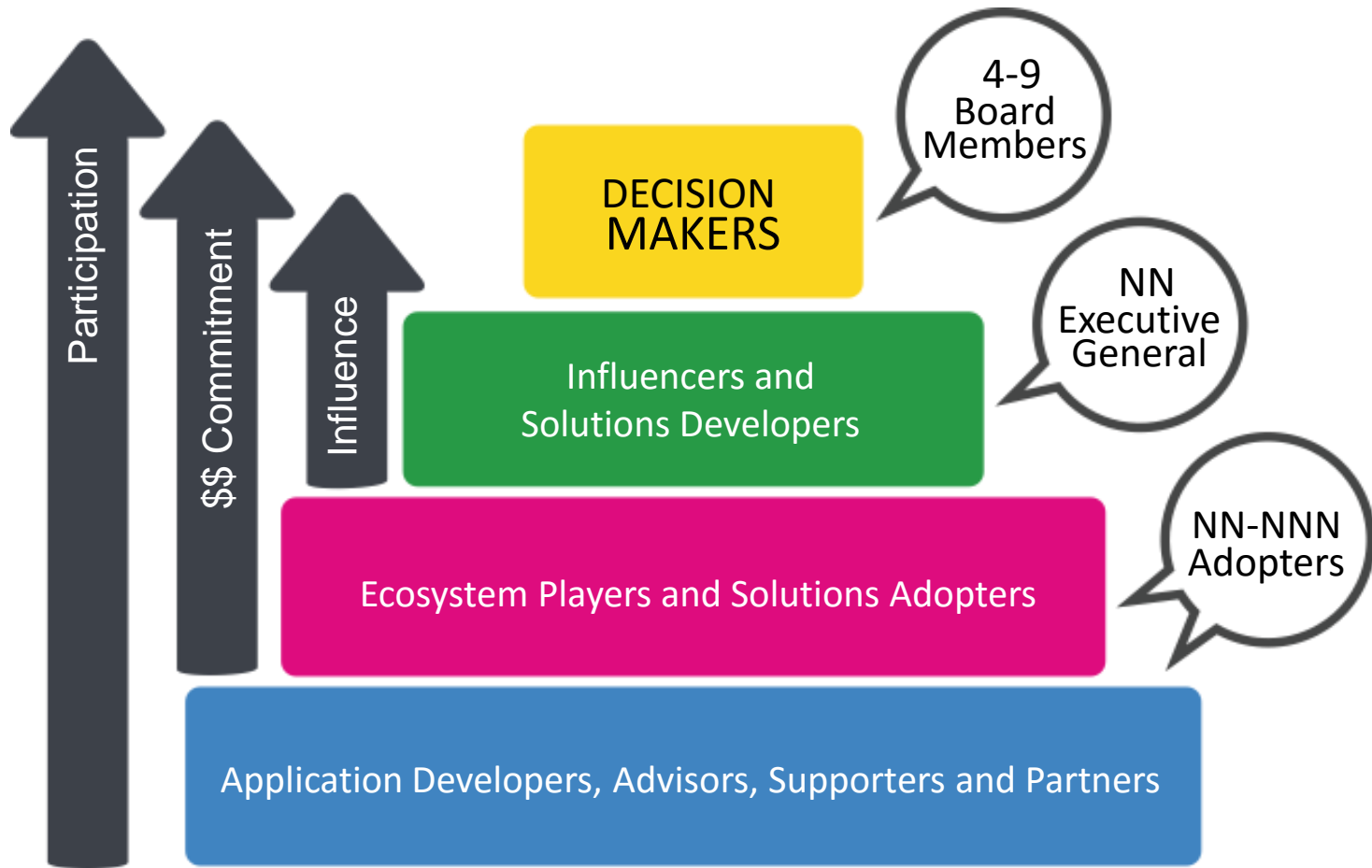
- Professionally managed by an independent entity:



Accelerating results through collaboration

- www.inventures.com

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



Adopter Membership

Access and benefits snap-shot

Limited membership level designed for companies interested in deploying the Mopria standards and supporting the marketing of the benefits to consumers. Membership includes:

- Access to the members-only website
- Access to final specifications
- Ability to provide suggestions and inform about defects
- Certify products and services for a fee
- Access to user group and online support
- Development support
- Use of the Alliance's trademarks, logos
- Inclusion within Alliance marketing
- Participate in general or annual Alliance meetings
- Receive member communications



Annual dues: \$30,000

Executive Membership

Access and benefits snap-shot

Full membership level designed for companies interested in contributing to the selection and development of standards behind the Mopria logo.

Participation is required or members may opt-out of participation for a fee.

Membership includes all of the benefits of Adopter Membership, plus:

- Review analytics and operating budget
- Chair committees and/or work groups
- Participate and vote within committees
- Ability to be elected to the Board of Directors (Seated Executive Member)
- Participate and vote within work groups
- Access to draft specifications before the review period
- Free certification of products and services

Annual dues: \$50,000

Board Membership

Access and benefits snap-shot

Membership level for the initial four companies (Canon, HP, Samsung and Xerox) that organized the Alliance, selected and developed the initial standards behind the Mopria logo. Membership includes all the benefits of Executive Membership, plus:

- Seat on the Board of Directors
- Initiate work groups or committees
- Approve final specifications
- Approve and give interviews on behalf of the Consortium
- Approve the operating budget and the Executive Director
- Set-up and approve requirements and certification processes for compliant products and services
- Authorize licenses to the Alliance logos
- Free product certification



Annual dues: \$125,000

Mopria Alliance Outcome

Unparalleled interoperability between brands resulting in a better user experience than PC printing



Customer Outcomes



- Intuitive mobile print solution
- Minimal to no set-up
- Standard way to connect to a printer, send a print job etc. across different mobile devices
- Apps include print feature
- Many connection methods: cloud, local wireless network, peer-to-peer, or NFC tap-to-print
- Mobile 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