

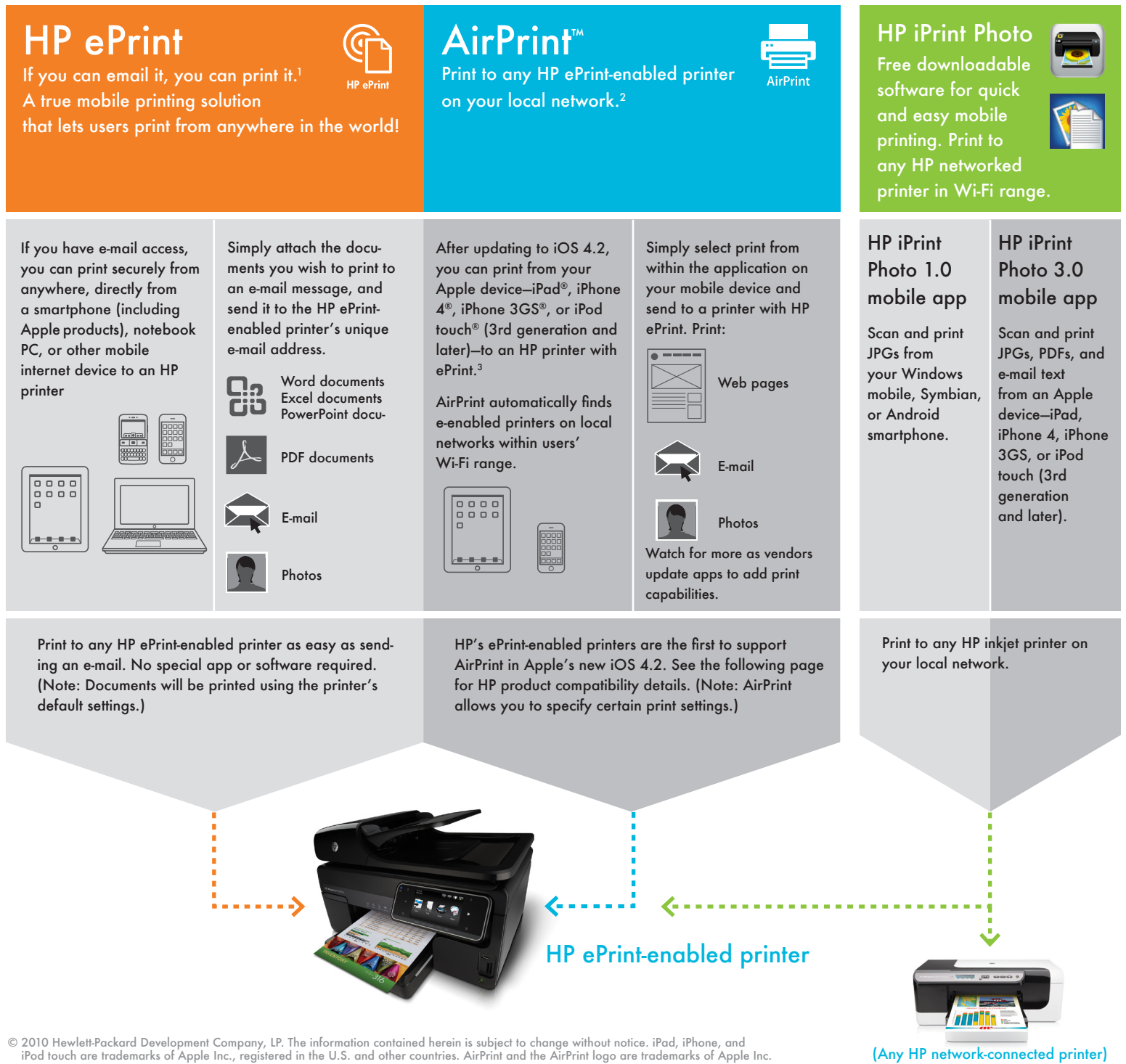
# HP MOBILE PRINTING

## HANDY REFERENCE GUIDE



With a range of mobile printing offerings to choose from, your customers need guidance to ensure they get the solution that meets their needs—and works the way they work. Help them “hit print” conveniently—whether they’re in the office, at home, or on the go.

Print capabilities at your fingertips—wherever you are, HP makes it happen.



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With the success of ePrint and AirPrint many competitors are trying to claim that they have equal solutions – don't be deceived – what they offer is the equivalent to HP's older iPrint photo 1.0 app – **No one matches the capability of ePrint** – simply email a document from any email capable device to a web connected ePrint enabled printer or AiO – across the room or across the country. **HP remains the only vendor to support AirPrint capability** – direct printing from Apple devices.

ePrint	AirPrint	Comp
<ul style="list-style-type: none"> <li>No app needed – simply attach doc to email</li> <li>Print advanced content: MS Office, PDF, Photos.</li> </ul>	<ul style="list-style-type: none"> <li>No app needed – Print capability built into the OS</li> <li>Any app can support printing 300+ already and more added every day</li> </ul>	<ul style="list-style-type: none"> <li>App required – print content from within app</li> <li>Print photos only (except Epson PrintJinni)</li> </ul>

	HP ePrint	Apple AirPrint	HP iPrint Photo 1.0	HP iPrint Photo 3.0	Epson iPrint	Epson PrintJinni	Canon Easy Photo	Kodak PicFlick	Brother iPrint & Scan	Lexmark LexPrint
Summary	Send from any email capable device to any ePrint enabled printer	Built into the Operating System – select print from within apps	Capture, edit & print photos directly to HP Inkjet printers	Capture, edit & print photos, & print PDF & text to HP Inkjet printers	Same as iPrint Photo 1.0	3 <sup>rd</sup> party SW – a little more advanced than iPrint photo 3.0	Same as iPrint Photo 1.0	Same as iPrint Photo 1.0	Same as iPrint Photo 1.0	Like iPrint photo 1.0, but Prints via PC SW (Lexmark Listener)
Path	WiFi > Cloud > ePrint printer	WiFi > ePrint printer on same NW	WiFi > printer on same NW	WiFi > printer on same NW	WiFi > printer on same NW	WiFi > printer on same NW	WiFi > printer on same NW	WiFi > printer on same NW	WiFi > printer on same NW	WiFi > Cloud > PC > printer
Device SW	None	None	App	App	App	App	App	App	App	App
printers	ePrint enabled printers and AiOs	ePrint enabled printers and AiOs	All NW Inkjet	All NW Inkjet	All Epson WiFi AiOs	All Epson WiFi AiOs	PIXMA MP 560, 640 & 990	5250, 6150 & 7250	All Brother WiFi AiOs	All Lexmark printers
Content	MS Office, PDF, Text, JPEG, HTML	Direct from any app (300+ & adding)	Photos	Photos, PDF, Text	Photos	MS Office, PDF, JPEG	Photos	Photos	Photos	Photos
Supported Mobile devices	Any that can send email	iPad, iPhone 3GS & 4, & iPod touch (2 <sup>nd</sup> gen +) iOS 4.2+	Windows Mobile, Symbian, Android	iPad, iPhone and iPod Touch	iPhone OS 2.2.1+	iPad, iPhone and iPod Touch	iPhone OS 2.2.1+	iPhone OS 2.2.1+ Blackberry 4.5 +	iPhone OS 3.0+ iPad OS 3.2+, Android	iPhone OS 2.2.1+
Price	Free	Free	Free	Free	Free	Free 1 <sup>st</sup> year then annual fee	Free	Free	Free	Free