



MOBILE PRINTING SOLUTIONS

EFI PrintMe Mobile

Any Mobile Device to Any Printer.
Just Print.



Keep Up with the Pace of Business

There's a workplace revolution going on: The mobile revolution. Today, transformative technology allows an increasing number of enterprise employees to use mobile devices such as smartphones and tablets to access, create and communicate business information when and where they need to. This speeds business decisions and transactions. It helps employees communicate and collaborate more efficiently and be more productive.

According to a survey by Forrester Research, 75% of companies reported increased worker productivity from mobile applications. Extending business data and applications to mobile devices increases the value of these corporate assets through real-time access, always-on availability, fewer delays and faster execution.¹

Your Devices Are Mobile. Your Print Choices Should Be Too.

While industry analysts may cite different numbers, they agree that employees using mobile devices for work are a large and growing population worldwide. As more and more people use mobile devices for work, the demand is also growing for the types of productivity tools they used on PCs and laptops. One tool they need is a convenient and secure way to print when and where they need to from their mobile devices.

Today's employees don't sit at the same desk all day every day, using their PC to print to the same printer. But enterprises need to make printing as simple as if they do. Having to invest in a special printer for a specific brand of mobile device is limiting and expensive. Generally, these are not shared network printers, so they're even more expensive to purchase and maintain.

Having to download a special app that works only with a certain brand of printers is equally restrictive. Transferring content into the application in order to print to specific printers takes time and limits printing access.

As users' expectations shift to on-demand access to their digital content, printing technologies will also need to adapt to allow employees to use a variety of printers in diverse physical locations.



See How PrintMe Mobile Can Work For You

Get more information and watch a short video tour at www.efi.com/printmemobile

¹ Forrester, Enterprise and SMB Networks and Telecommunications Survey, North America and Europe, Q1 2010



PrintMe Mobile: Any Mobile Device to Any Printer – It's that Simple

EFI™ PrintMe® Mobile, an enterprise mobile print solution, provides secure printing from mobile devices. It lets employees print now instead of later, to any existing printer in the enterprise. They don't have to email the file to an assistant, ask a co-worker to print a file from a USB drive or wait until they get back to their desk. They just print the way they want to, when they need to.

PrintMe Mobile allows employees using smartphones or tablets to print documents, presentations, reports and more — wherever business takes them within the building, around campus or between locations.

Some mobile print solutions on the market limit users to specific mobile devices or specific printers. Others make users leave their application to print. Or they require investing in additional equipment and complex software installation.

PrintMe Mobile works on all mobile devices and any networked printer. It removes limitations and gives employees back the freedom to print to any printer regardless of brand, age or type. PrintMe Mobile allows employees to securely print from any mobile device, any time, anywhere — without downloading software, mapping to a printer or booting up their laptops. PrintMe Mobile is simple to use and flexible with an ensured level of enterprise security.

PrintMe Mobile is:

- Simple and easy to use. There are no print drivers to download, and users don't have to search for printers.
- Flexible, with choices of how to print.
- Productive, as users can efficiently print anywhere — from any device to any printer.
- Secure, with control of when and where to print
- Cost-effective, with no new printers to buy, no training necessary and low IT support needs. There's no annual license fee. Buy PrintMe Mobile once with licenses for as few as 5 printers.

Print Anywhere, Any Way

For more productivity and efficiency, plus timely communication and collaboration, PrintMe Mobile works the way employees do. Anyone can print from their mobile devices to any network printer — without leaving their original application. With PrintMe Mobile, employees and visitors can print the way that works best for them, wherever they are:



Direct to Print provides printing from mobile devices directly to existing printers over Wi-Fi. Print from Apple® iPhone, iPad and iPod touch devices using the native print function, without an additional mobile app. For Android devices, EFI offers a PrintMe Mobile app to print using the "Share" command or similar menu functions.



Email to Print allows users to work with a technology they already know well — email. They simply send or forward an email with attached files to a printer.



Release to Print protects security and confidentiality by holding the print job until the user releases the file with a retrieval code from their mobile device when at the printer. This way, confidential or sensitive documents don't sit in the printer tray unattended.

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Print at the Speed of Business

Research shows that enterprises are embracing tablets and mobile applications. The Morgan Stanley 2010 CIO Survey shows two-thirds of businesses are adopting tablets in 2011.² According to a February 2011 report from InfoTrends, 42% of mobile knowledge workers currently print or want to print from their mobile devices.³

Without mobile printing, employees may delay reading and analyzing documents sent to their mobile devices until they can print them. This is especially true for large or more complicated documents. This can delay business.

Without mobile printing, employees may email a file or give someone a USB stick in order for them to print. In so doing, they expose information and leave a digital copy behind. This can compromise security.

Without mobile printing, workers can't make last minute revisions in documents before meetings or negotiations. This can hold up finalizing deals or moving ahead on projects.

To get around these limitations, employees using mobile devices often print and carry paper around, which limits their flexibility because they can't change the documents until they can print again. If they're desperate enough, they simulate printing by laying a tablet on a copy machine. Now there's a better way.

Here are some examples of how organizations are using mobile printing as part of their move to enable employees with mobile devices.

Financial services

A financial services company uses tablets to access client data from the corporate server. This allows them the flexibility to interact with clients without being tied to their desk and desktop PC. PrintMe® Mobile allows them to print information for and about clients anywhere in their multistory building.



Healthcare

Doctors, nurses, medical technicians and therapists are constantly moving around to examining, treatment, recovery and even waiting rooms. Mobile devices allow medical personnel to quickly and easily access patient records, use drug interaction or treatment databases and more. With PrintMe Mobile, they can print information, instructions or prescriptions for patients on demand, wherever they are.



²"Tablet Demand and Disruption," Morgan Stanley Research, AlphaWise 2010 CIO Survey, February 14, 2011

³"Mobile Knowledge Workers: Emerging Opportunities," InfoTrends, February 2011

Education

Schools are replacing expensive textbooks that become damaged or dated with tablets that are easy to update. Teachers can also upload a variety of study aids. Some districts are using them for assigning classwork, testing and communicating with students. PrintMe Mobile offers students the flexibility they need to print their work whenever they need to.



“Hoteling” mobile and virtual workforces

In the last decade, more and more companies have implemented hoteling of employees. They provide office space to employees as needed, rather than on a traditional, constantly reserved basis. This reduces the amount of physical space that businesses need, lowering overhead costs while offering workers access to office resources when necessary. With PrintMe Mobile, these mobile employees can easily find and print to a local printer no matter where their office is that day.



General Business Needs

Companies with multiple sites need to enable printing for employees traveling between locations. Employees use PrintMe Mobile to easily print in any office they visit without local IT support. Firms can also provide printing capability to on-site consultants, auditors and other guests — without giving access to their corporate network. Other organizations call themselves “virtual” companies. They have contract workers come in for a project and then leave. PrintMe Mobile offers these contractors printing services, while limiting access to the enterprise network.



Field Options

Companies with on-site operations can use mobile printing for employees and for clients.

- A construction company with WiFi in their on-site trailers can use PrintMe Mobile to let subcontractors, inspectors and visiting executives print from mobile devices.
- A film studio can allow production companies filming on the lot to use on-location printers through PrintMe Mobile



From EFI, the Leader in Professional Printing

EFI is the only major mobile print provider that is exclusively focused on helping customers gain the maximum value out of their existing print infrastructure. A mobile printing pioneer for 10 years, EFI has proven mobile print solutions already in use at 3,000 locations. So you know that PrintMe Mobile is an enterprise-caliber solution that fits the needs of your organization and your users.

Try it Today

Try PrintMe Mobile with a free trial of the enterprise software. Get more information — including a video tour — and download the application to try it for yourself at www.efi.com/printmemobile.

²“Tablet Demand and Disruption,” Morgan Stanley Research, AlphaWise 2010 CIO Survey, February 14, 2011

³“Mobile Knowledge Workers: Emerging Opportunities,” InfoTrends, February 2011

EFI is a World Leader in Customer-Focused Digital Printing Innovation

EFI has been the power behind production and enterprise printing for more than 20 years and at the forefront of delivering industry-first solutions:

- In 1991, EFI launched the industry's first color printer controller, enabling professional-quality digital color printing. Today, thousands of enterprises use Fiery® digital print controllers with printers from leading suppliers like Canon, Konica Minolta, Kyocera Mita, Ricoh, Xerox and others. Together, these systems help create, print and publish professional-quality, finished pieces quickly, easily and cost-effectively.
- In 1998, EFI technology advancements drove color printing speeds to parity with color copiers. This allowed office users to get both the speed and the quality they needed for all their color document requirements.
- In 2001, EFI launched PrintMe.com, a cloud printing solution that let users on the go print when away from the office. It's ideal for enterprises that want to support guest printing with zero upfront investment in IT infrastructure. PrintMe cloud printing is available through a standalone terminal attached to any printer, or as an embedded solution users access through the display panel of many Canon and Xerox multifunction printers. Today, EFI PrintMe.com is in use at 3,000 locations.
- In 2003, EFI launched SendMe and revolutionized scanning technology. Much more compact than regular scans, SendMe files retain color, graphics and text with high fidelity. These leading-edge capabilities enabled users to more easily capture, create, view, store, email and print electronic documents.
- In 2010, the day after Apple AirPrint was included in iOS 4.2 software for Apple devices, EFI announced that office users could print directly from their Apple iPhone, iPad and iPod touch devices to any Fiery Driven™ printer using a WiFi connection. This solution provides a secure AirPrint-like printing solution for Apple mobile devices within the enterprise wireless network.

Whenever there has been a change in the requirements for enterprise printing, EFI has led the industry.

The world of enterprise printing has changed again with the mobile revolution, and EFI is leading the way with PrintMe Mobile.

MOBILE PRINTING SOLUTIONS

EFI PrintMe Mobile

Beat the competition and profit with EFI's integrated Fiery®, VUTEk®, Jetrion®, Rastek™, Print MIS and Web-to-Print solutions. Visit www.efi.com to learn more.

Print to Win™ with EFI.

EFI™ (www.efi.com) is a world leader in customer-facing digital print products from job submission to production. Our integrated, end-to-end solutions include Fiery® digital print controllers and solutions; VUTEk® superwide digital inkjet solutions; Rastek™ wide-format solutions; Jetrion® industrial inkjet systems; print production workflow and management information software, and corporate printing solutions.



303 Velocity Way
Foster City, CA 94404
650-357-3500
www.efi.com

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