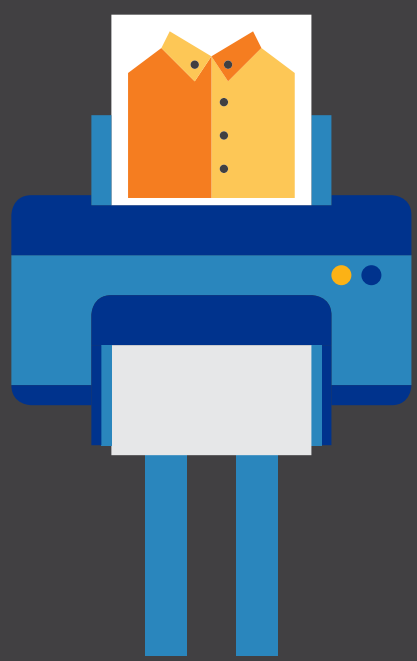


MOBILE DEVICES + PRINTERS



A Compatible Couple

Printing has been an essential part of business and will continue to be as mobile devices become a more integral part of the workday.

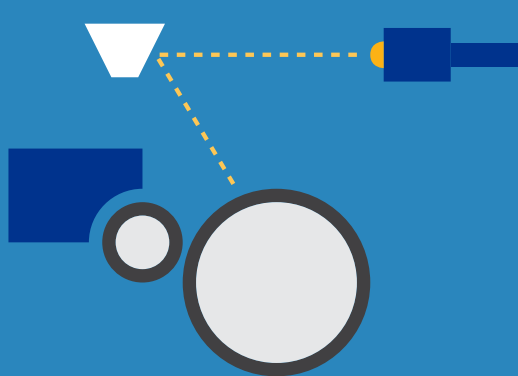


A BRIEF HISTORY OF PRINTING



MID-15TH CENTURY

Johannes Gutenberg revolutionizes the printing industry with his invention of a movable type printing press



1969

The first laser printer is invented by combining a laser, xerography and a Research Character Generator



1990s

The first digital color printers are launched, providing personalized, high-quality printing



1991

EFI™ launched the first Fiery® controller, which allows color copiers to be used as digital color printers

THE RISE OF MOBILE DEVICES



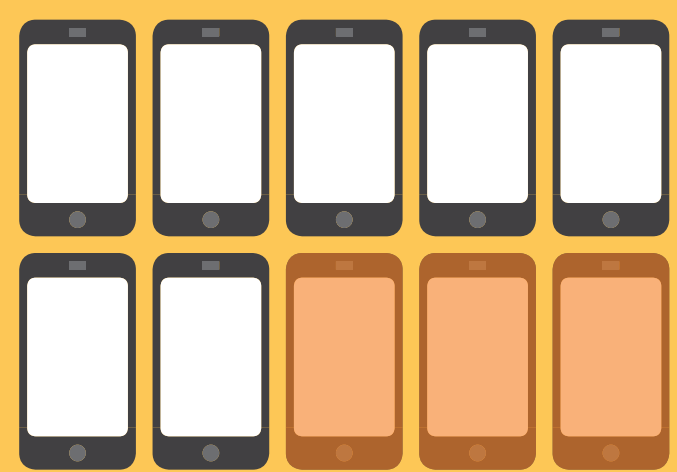
1984

Motorola introduces the world's first portable cellular phone to the public



1995

The Simon Personal Communicator is the first smartphone and features the first touchscreen



TODAY

70%

of U.S. businesses now allow employees to use their mobile devices for work

THE NEED TO PRINT WILL CONTINUE, AND THE RELATIONSHIP BETWEEN MOBILE DEVICES AND PRINTERS WILL GROW EVER CLOSER.

WE WANT TO PRINT!



According to TechNavio, printing is the most requested feature for mobile devices



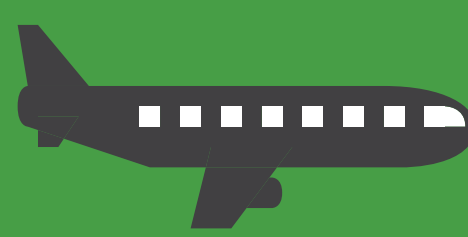
42%

of mobile knowledge workers currently print or want to print from their mobile devices

Things that are driving demand for mobile printing:



Convenience is a primary value of mobile printing, giving users the ability to print any time, anywhere



TRAVEL



ACCESS TO COLOR PRINTING

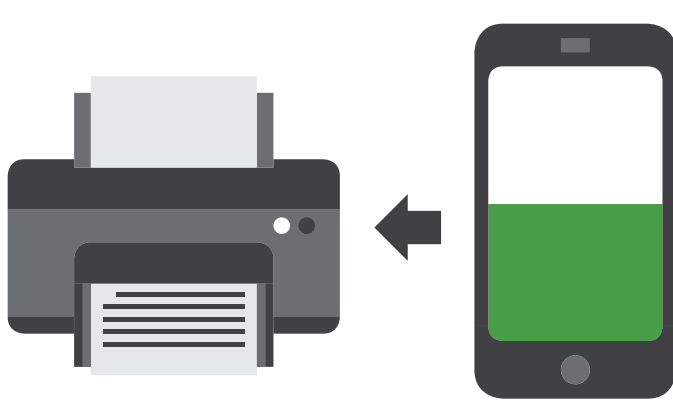


CORPORATE REQUIREMENTS

BY 2015

The mobile printing market will be worth nearly

\$1 BILLION



50%

of mobile device business users will be printing from mobile devices in the office environment

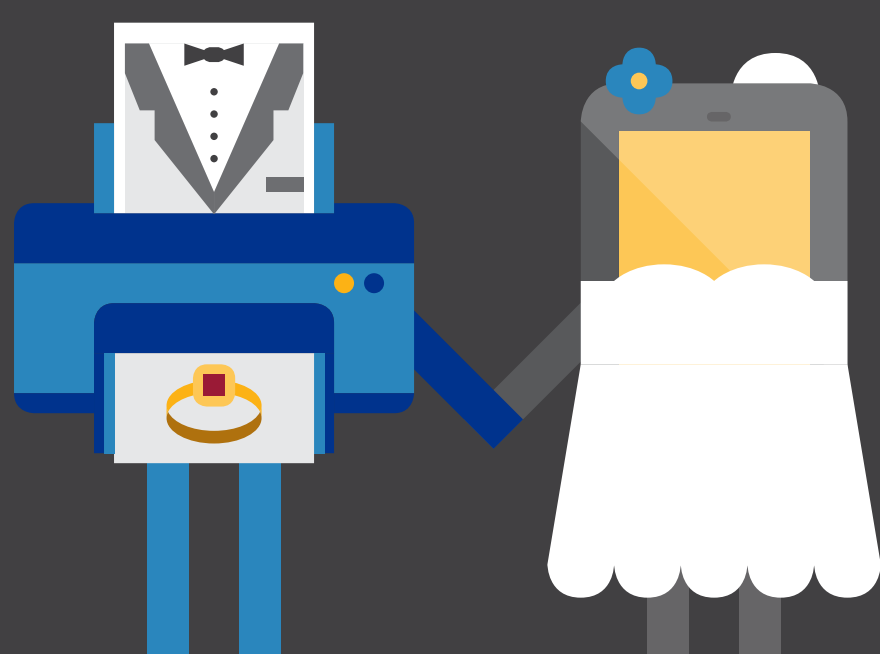
Half of the business community says printing is essential. Are you supporting a meaningful relationship between mobile devices and printers?



50%

of companies report that printing is vital to their business

Mobile printing solutions ensure that printing needs and mobile devices connect



VISIT

EFI.COM/PRINTMEMOBILE

TO FIND OUT HOW EFI CAN HELP YOU WED MOBILE DEVICES WITH PRINTERS TO MEET YOUR BUSINESS NEEDS.

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