

The logo consists of a 3x3 grid of orange squares. The top-left and bottom-right squares are replaced by orange triangles pointing towards each other. To the right of the grid is a dark blue square. A dark blue curved line starts below the grid and sweeps upwards and to the right, ending near the dark blue square.

MIPPC

www.mobileprinting.org

Mobile Imaging and Printing Consortium

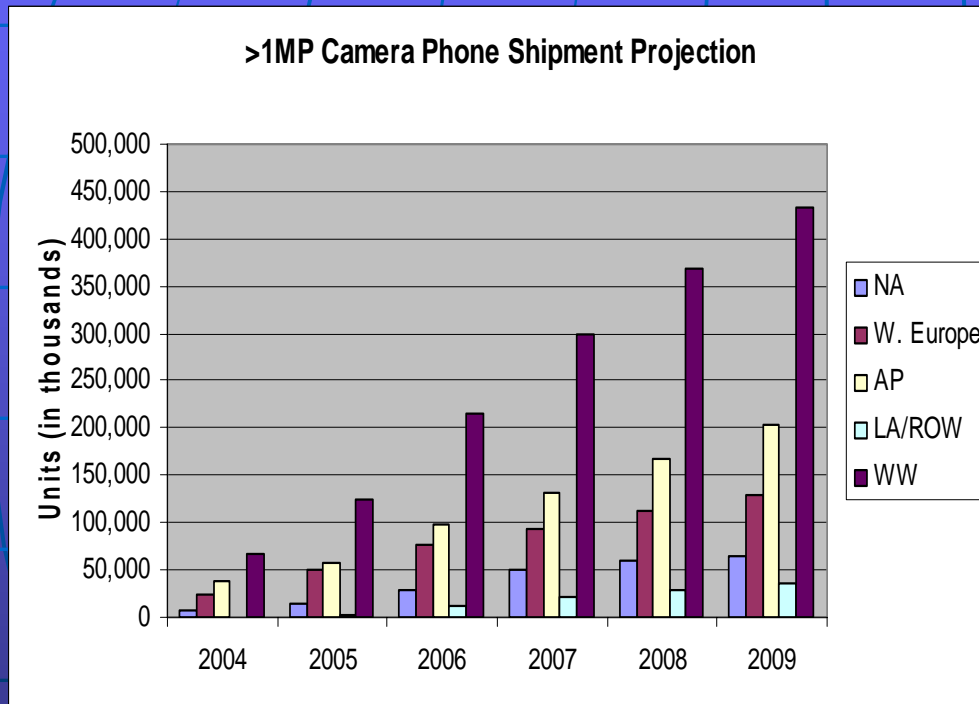
Ramon Garrido
Chairman, MIPC Inc.

Program Director
Consumer Imaging and Printing, HP

www.mobileprinting.org

Executive Summary

Key Market Trends



Source: Strategy Analytics

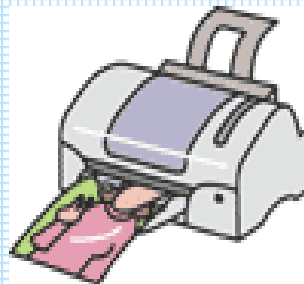
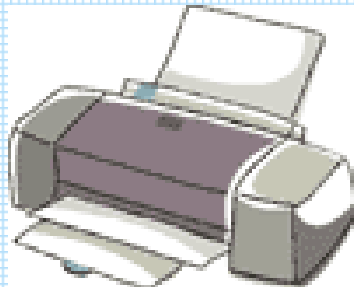
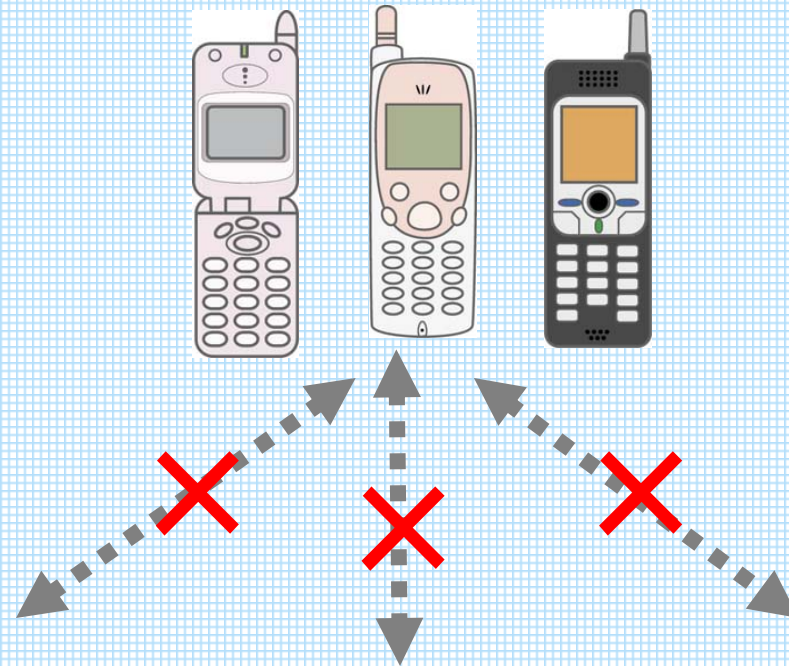
- Camera phone growth projections are still explosive.
- Camera features are rapidly improving – 20%~65% of camera phones shipped in '05 will be >1MP. For '06, over 50% will be >2MP.
- Camera phone pricing is decreasing over time even as the camera feature is improving

Bottom line:

Camera phone is already a significant capture device and the need for consumer imaging and printing solutions will grow accordingly

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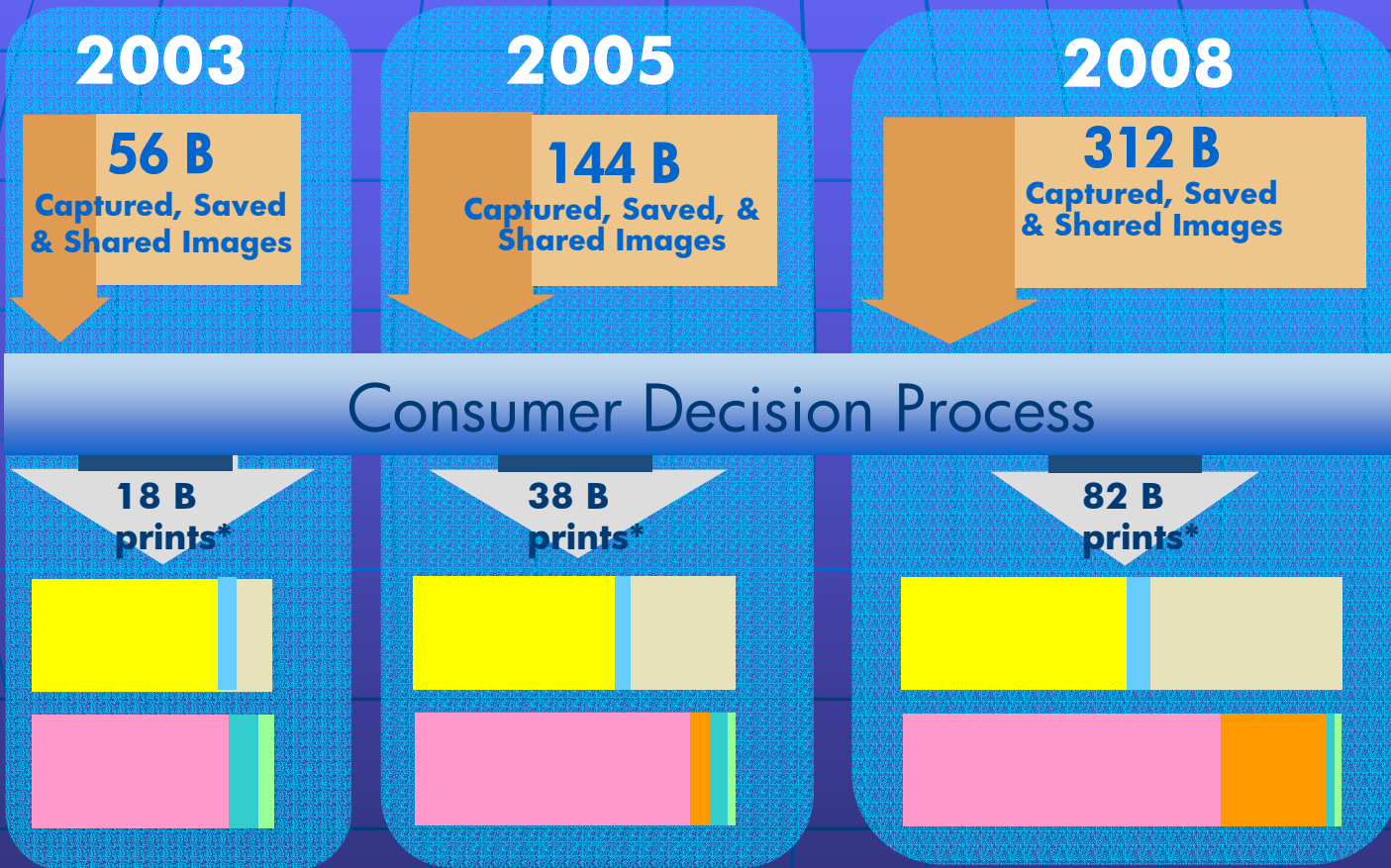
Current Status: Not guaranteed interoperability



WW digital print market forecast

from capture devices: DSC, Scanner, Camera phone

■ Images to be printed ■ Non-printed images (saved)



■ Print at Home
 ■ Print Online
 ■ Print at Retail
■ DSC
 ■ Camera phone
 ■ Scanner
 ■ Other

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*4x6 equivalents
> 1 MP camera phones

MIPC Formation

- Founded by Canon, Epson, and HP in Feb '04. Incorporated as a Delaware corporation in April.



- Board membership from leading handset vendors and Carriers



- Membership from industry leading imaging companies



Mission and Purpose

“To promote and support the development of **implementation guidelines** enabling **direct printing** of images and other content between **Mobile Terminals** and **Home Printers**.”

- Promote guidelines worldwide targeting broad spectrum of imaging products and services
- Ensure compliancy through high-quality and unambiguous deliverables
- Create high customer awareness of, demand for, and confidence in products designed in compliance with the Deliverables.

MIPC Approach

- Align industry leaders around mobile imaging and printing solution
- Develop, deliver, and promote implementation guidelines
- Create and grow market for mobile phone imaging and printing

Focus on Interoperability

Camera Phone



Home Printer



Wireless



USB



Memory Card



Promote interoperable connectivity standards

Provide technology guidance for camera phone printing

Develop use cases and standards technology roadmap for imaging and printing

MIPC Organization (2004, Oct)

Board of Directors

Governance and Strategic Planning

Technical Committee

Technology Planning
Consumer Deliverable
Standards Liaison
Interoperability Plug fest

Marketing Committee

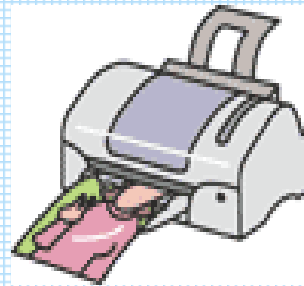
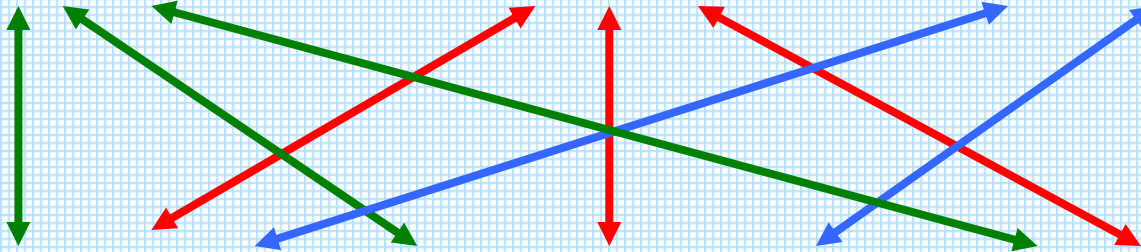
Use Cases
Market and Industry Promotions
Membership

Goal: Print to any Home Printer from any Mobile Terminal

A company

B company

C company



D printer

E printer

F printer

Deliverables

- White paper
- Implementation Guideline
- Sample application
- Promotion plan

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