

## News Release

# Mobile Imaging and Printing Consortium Releases its Second Set of Guidelines Covering More Use Cases and Kiosks

San Diego, CA, April 10th, 2006 – Mobile Imaging and Printing Consortium (MIPC), an industry group developing solutions and implementation guidelines for printing images captured with camera phones, announced the release of its second guidelines today. With the new version, the guidelines now cover significantly more connectivity transports as well as enhancements to the existing transports. All in all, the MIPC now addresses the interoperability of devices using Bluetooth, Infrared, Wi-Fi, Memory Cards, and USB (utilizing PictBridge). Also, the guidelines outline the best use cases for not only home printers but also kiosk printers. The new v2 guidelines are available for download at <http://www.mobileprinting.org/developers/guidelines/guidelines>. Registration is required.

“The MIPC continues to support and promote photo printing with additional connectivity technologies adopted by handset and printer vendors,” said Ramon Garrido, MIPC Chairman and Program Director at HP. “The organization also acknowledges the emergence of photo printing at retail kiosks and has expanded its customer use cases accordingly.”

The consortium experienced acceleration in its membership growth and added a host of companies in mobile and imaging related industries. The new members include Avago Technologies; BenQ Mobile; Brother Industries, Ltd.; Konica Minolta; MCCI; Olympus Imaging Corporation; and Sagem Communication.

In the near future, its website, [www.mobileprinting.org](http://www.mobileprinting.org) will host a searchable database of products that adheres to its guidelines. Consumers will be able to search for matching phones or printers that followed the MIPC guidelines in his or her region. As its mission is to promote interoperability between handsets and printing devices, the MIPC will continue to host its plugfests, where any manufacturer of mobile and printing devices can test its products' interoperability. The next plugfest will be held in Seoul, Korea on April 26<sup>th</sup> and 27<sup>th</sup>. Any company is welcome to participate in the plugfest. For more information or to RSVP for the next MIPC Plugfest, please visit the MIPC Web site at [www.mobileprinting.org](http://www.mobileprinting.org).

### About the Mobile Imaging and Printing Consortium

Launched by Canon Inc., Epson and HP in February 2004, the Mobile Imaging and Printing Consortium (MIPC) is a non-profit industry association working to foster collaboration across the hardware, software and wireless technologies involved in mobile imaging and printing. The Consortium is producing standards-based solutions and printing guidelines that will provide consumers with simple and spontaneous methods for printing pictures taken with camera phones. More information is available on the MIPC on the organization's Web site at [www.mobileprinting.org](http://www.mobileprinting.org).

MIPC member companies are:

Aplix Corporation; Avago Technologies; BenQ Mobile; Brother Industries, Ltd.; Canon, Inc.; Eastman Kodak Company; Flextronics; Fuji Photo Film Co., Ltd.; Hewlett Packard Company; Konica Minolta; Lexmark International, Inc.; MCCI; Motorola; NEC; Nokia; Olivetti; Olympus Imaging Corporation; Sagem Communication; Samsung Electronics; and Seiko Epson Corporation.

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