

Special Firmware Support for Google Cloud Print™ Web Printing Service



SIICA Product Management
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Google in Business and Education

Google and Chromebook™ Notebook Computers offer an alternative to Windows® and iOS® Operating Systems



5 Million+

More than 5 million businesses have gone Google for work



1Million+

More than one million Chromebook notebook computers were sold to schools in Q2 of 2014

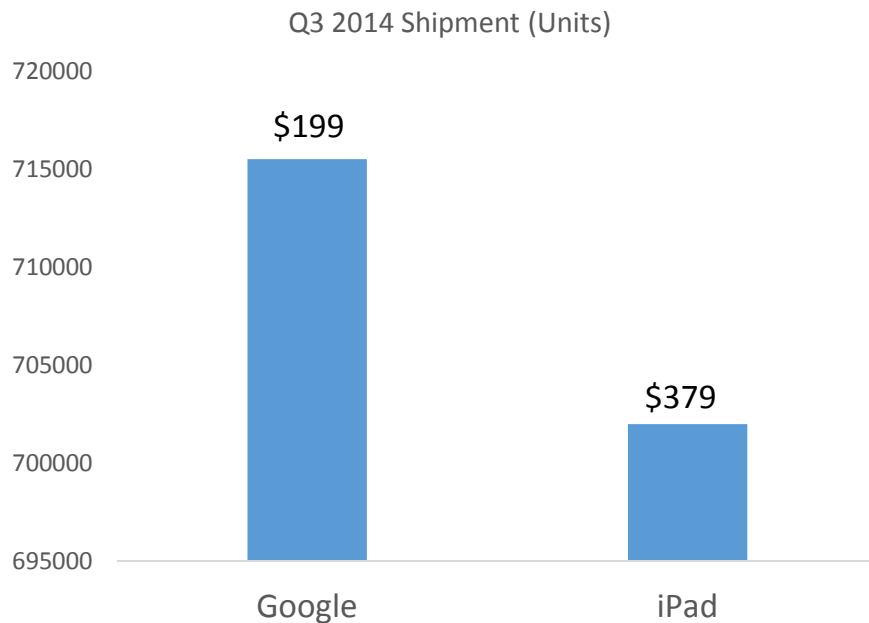


Fortune 500

64% of Fortune 500 have gone Google

Source: <https://www.google.com/work/>

Google and Chromebook Share in Education

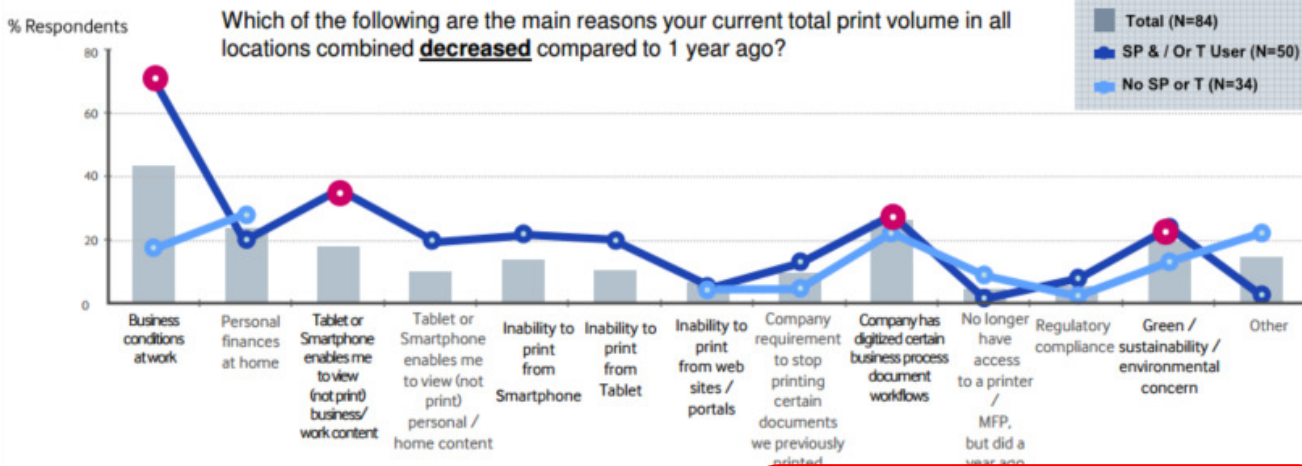


- Google Chromebook (715K units) outsold Apple® iPad® mobile digital devices (702K units) in the education space in Q3 2014.
- A lower price point for Google Chromebook has helped Google outsell Apple in the broader education market.
- In two short years, Google took a 25% share in the educational space with their low-cost laptops in the US.

Source: IDC

Growth of Mobile Print Needs

Mobile Devices are Print Inhibitors, but Missed Opportunities too!



- ▶ Industry analyst IDC reports that as organizations move toward digitization and focus on mobile options such as tablets, there are printing needs that are not being addressed/met
- ▶ Top three missed opportunities are support of print on mobile devices

Top Inhibitors

- Business conditions
- Tablet or Smartphone enables content viewing
- Company digitized certain business process workflows
- Green/sustainability concern

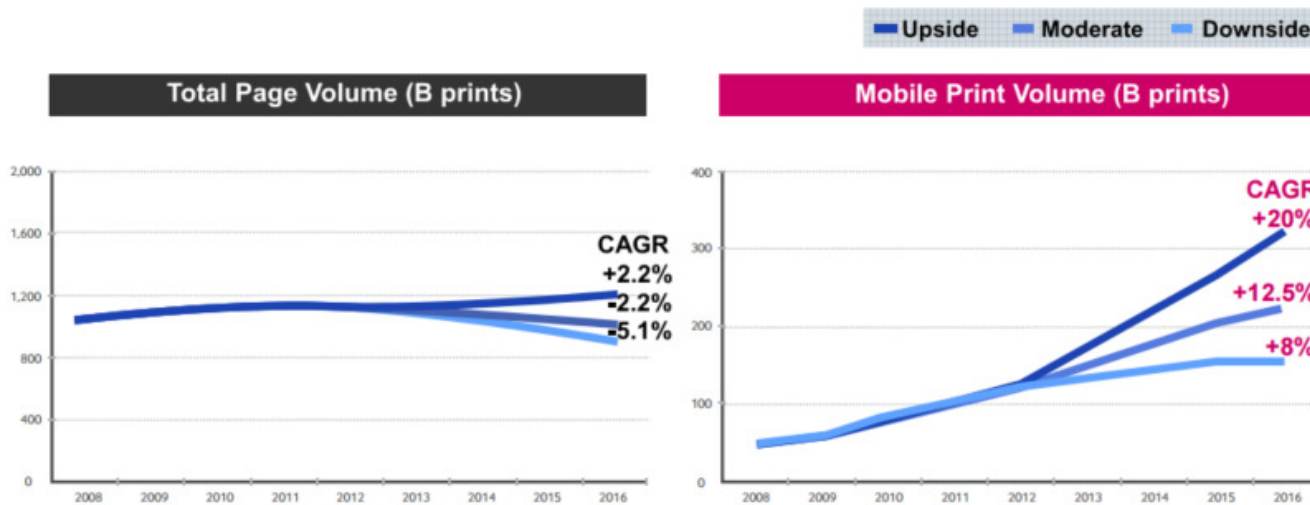
Missed Opportunities

- Inability to print from Smartphone
- Inability to print from Tablet
- Inability to print from web sites/portals



Growth in Print Volume for Mobile Print

Print Volume 2008-2016



- ▶ Total page volume projection through 2016 is relatively flat
- ▶ Mobile print volume projections show growth as businesses integrate digital and mobile devices into their organization

What is Google Cloud Print?



- Google Cloud Print allows you to connect your MFP to Google Cloud
- Once the MFP is registered and set up, you can print from anywhere to the connected MFP
- Google Cloud Print works on your phone, tablet, Chromebook, PC and any other Web-connected devices to enable printing
- Google Cloud Print support is available for Sharp MFPs* via special firmware

*Supported MFP Models for special firmware: MX-2640N, MX-3140N, MX-3640N, MX-4140N, MX-4141N, MX-5140N, MX-5141N

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Benefits of Google Cloud Print for the Office



- Google Cloud Print support gives you mobile access to print, extending the work place beyond the office.
- With your Google Chrome™ browser-enabled devices, you can print to your connected MFP from anywhere without the need to install print drivers on the client's device.

How Does Google Cloud Print Work with Sharp MFPs?

For Users: Print from Anywhere

Step 1



Use your Chrome-ready devices

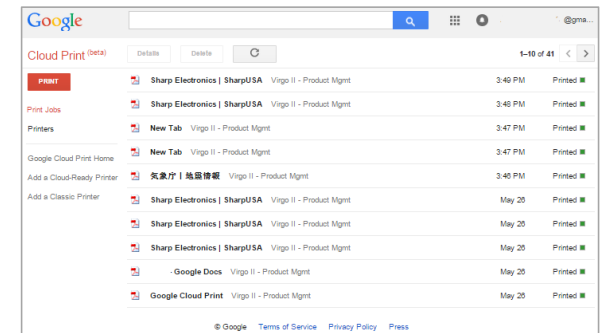
- Helps to Increase efficiency and productivity
- For example, the benefits of Google Cloud Print support can lend a boost to education and real estate organizations by allowing mobile devices to print on the go

Step 2



Print using Google Cloud Print Ready Sharp MFP

Step 3



Manage/Verify your print job status

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Google Cloud Print Support on Sharp MFPs

For Administrators: Register and Manage/Share MFP

Step 1



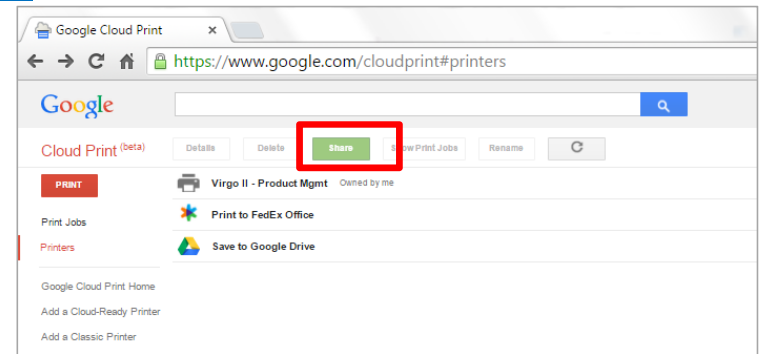
Set Up & Register Google Cloud Print Settings on your Sharp MFP

Step 2



Complete Registration via the URL/QR Code

Step 3

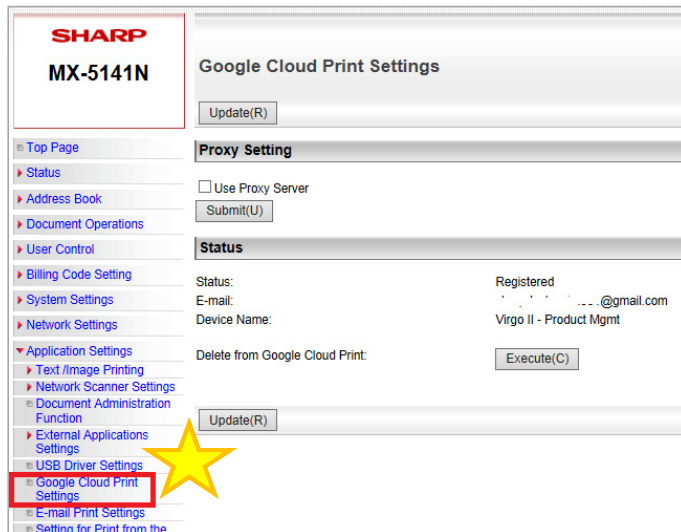


Manage/Share Access to Google Cloud Print Enabled MFP with Others

- Quick and easy registration and set up
- Manage and share access to Google Cloud Print-enabled MFP
- Refer to the Technical Bulletin for more info

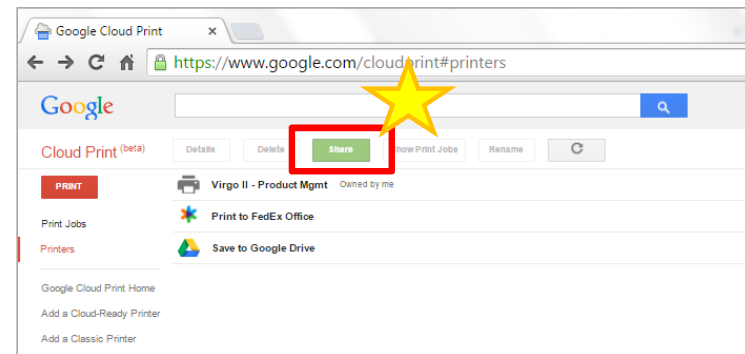
Google Cloud Print Firmware Implementation

Sharp MFP Device Webpage



- Access Admin Settings for Sharp MFP
(Supported MFP Models for special firmware: MX-2640N, MX-3140N, MX-3640N, MX-4140N, MX-4141N, MX-5140N, MX-5141N)
- Select Google Cloud Print Settings under Application Settings

GCP Printer Management Webpage



- Manage/Share Access to Google Cloud Print Enabled MFP with Others
- View connected GCP MFP
- Please refer to the Technical Bulletin for more details

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