# Public cloud printing—enabling convenient mobile access

## HP and ePRINTit® mobile printing solution suite

Help boost productivity, grow your business and expand customer services by providing geo-located and branded services for public printing worldwide. Enable mobile students, workers, or travelers to easily print content from virtually anywhere and at any time.





ePRINTit is a proven and tested cloud-based system

### Mobile and at-printer payment

Payment portals are available on the mobile and desktop applications, and payment terminals are integrated into the all-in-one PCs for public printing. ePRINTit will even manage payment processing.

## Convenient for customers and good for business

Mobility is transforming the way people work and live. Drive new revenue opportunities by offering customers the convenience of pay-for-use print services with ePRINTit.[1]

ePRINTit is a third-party solution that is enabled on most of the HP suite of printers. ePRINTit helps you provide public and guest printing and payment services. Easily deploy and scale this cloud-based solution without the cost of additional print servers.

ePRINTit also enables customized branding, analytics, and hyper-targeted marketing for your customers via a suite of mobile and desktop applications providing geo-location, payment, and account management services.

## Safeguard printing services for mobile users

With ePRINTit, consumers get a cloud-based service that employs end-to-end encryption and is available virtually anywhere. This solution helps bridge the gap between mobile devices and networked printers, enabling mobile travelers to stay connected wherever they may be.

Users select content on their mobile device and send it for printing. The print job is then encrypted, processed and sent to a supported HP OXP-enabled printer, a printer paired with a PC release station, or an unattended print kiosk. The job is printed when the user enters a release code at the device.

Content is safeguarded using SHA-2 cryptographic hash function and SSL certificate. An 8-digit PIN is provided upon job submission and nothing prints until the code is entered into the system. Print documents requested are automatically deleted after a time period agreed to by the business (typically 7 days).



ePRINTit Mobile app for Education provides a private, branded school application, which allows for printing, depositing funds and managing the cloud ePORTAL.

**HP printers and PC release stations**

### Business benefits
- Drive revenue and foot traffic
- Enhance brand name
- Increase customer satisfaction

### Customer benefits
- Convenient 24/7 printer access
- Top level data security for peace of mind
- Productivity boost
- Complete mobility with any web-connected or mobile device

**Self-service kiosks**

### Learn more at
eprintitpublic.com

# Two scenarios for deploying the ePRINTit solution

### Option 1: Turn your HP printer into a retail-ready device
Public printing has never been so easy. Simply download the Public Printing Interface to a supported HP printer, or to an all-in-one PC (such as the HP ElitePad) attached to any default printer, enable the solution, and provide printing using a customer-assigned email address or mobile applications.

*Verticals focus*
Draw in customers and engage them in mobile marketing and convenient pay-for-use printing. ePRINTit enables an easy to use solution with payment capabilities for coffee shops, convenience stores, libraries, boardrooms, condo towers, vacation rentals, and more.

*Perfect vertical: coffee shops*
ePRINTit is the perfect solution for semi-attended environments where a customer associate is available to assist. For example, thousands of mom-and-pop as well as the mega-chain coffee shops worldwide. Regular customers and visitors alike regularly need to print important documents, and appreciate the convenience and flexibility.

### Option 2: Enable a fully unattended solution
Need a 24/7 unattended print solution? Fully integrated kiosks which include printers, connectivity and payment modules in various configurations are available for deployment.

*Verticals focus*
Kiosk versions, or touchscreen all-in-ones connected to any printer provide a custom user experience. Perfect industries for this solution include hospitality (hotels, business centers, convention centers, airport lounges), education (K-12 and up), libraries, Internet shops, and retail.

*Perfect vertical: education*
ePRINTit provides a single platform that enables students and faculty at K-12 as well as universities and colleges to print from any device, manage their own funds, quotas and print workflows. Waste is minimized through secure job release with authentication at the printer. This can substantially reduce printing costs while enhancing the technology experience. A self-service multi-function device is available 24/7, connecting web-enabled devices with school technologies anywhere.

# ePRINTit support
Every ePRINTit solution comes with 24/7 system and security monitoring and support to ensure your users get the quality experience they demand. Printer monitoring and tailored support solutions can also be arranged.

**Recommended HP printers and release stations**

| HP printers not requiring release station [2]<br>*(Option 1a)* | HP printers to pair with release stations[2]<br>*(Option 1b)* | HP release stations with touchscreen[2]<br>*(For use with Option 1b printers)* | HP printers for print kiosks<br>*(Option 2: fully unattended solution)* |
|---|---|---|---|
| HP LaserJet Enterprise MFP M527 series<br>HP Color LaserJet Enterprise MFP M577 series<br>HP Officejet Enterprise Color MFP X585 series<br>HP PageWide Enterprise Color Flow MFP 586 series<br>HP LaserJet Enterprise 500 MFP M525 series<br>HP LaserJet Enterprise 500 Color MFP M575 series<br>HP LaserJet Enterprise MFP M630 series<br>HP Color LaserJet Enterprise MFP M680 series<br>HP LaserJet Enterprise MFP M725 series<br>HP LaserJet Enterprise 700 color MFP M775 series<br>HP LaserJet Enterprise flow MFP M830 series<br>HP Color LaserJet Enterprise Flow MFP M880 series | Any HP printer, whether networked or connected directly with a PC release station shown in the next column will connect with the ePRINTit cloud service.<br><br>(Equipment monitoring capabilities require HP Web Jetadmin-connected devices.) | HP EliteOne 800 G2 All-in-One PC<br>HP Pavilion 23-q119 All-in-One PC<br>HP RP7 Retail System Model 7100<br>HP RP2 Retail System<br>HP MX10 Retail Solution (HP ElitePad, with retail jacket and expansion dock<br>HP ENVY 24-n009 All-in-One PC | HP Color LaserJet Enterprise CP4520 series<br>HP Officejet Pro X451dn/X551dw<br>HP Officejet Pro X-Series 500-sheet Tray (CN595A) |

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