Boost your business by becoming a
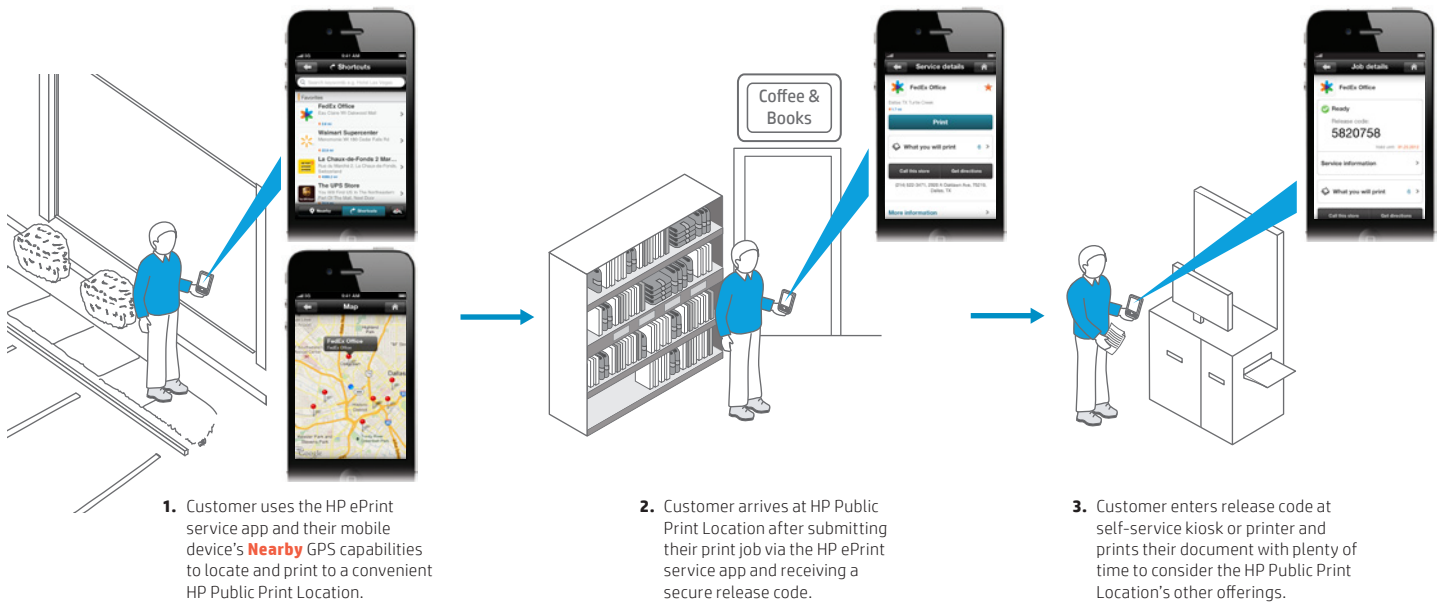# Public Print Location

The future is now

Technology has transformed how, when, and where we conduct business. Convenient and portable access to information, products, and services has allowed the modern consumer to turn coffee shops into cubicles and hotel rooms into boardrooms—all with a few finger taps on their mobile device.

In this fast-paced world, successful companies will offer versatile, easy-to-use technology solutions to capture and retain customers while driving new revenue opportunities. More than simply an added perk, having agile and accessible capabilities for tech-savvy consumers is quickly becoming a crucial part of a sound business strategy.

Thousands of businesses—including The UPS Store and FedEx Office® stores—have already increased their brand profile, enhanced their reputation for innovation, and added considerable value to their customer experience by becoming official HP Public Print Locations. Read on to find out how your business can experience the benefits that come from partnering with HP.

Figure 1 HP public printing experience for customers on the go

1. Customer uses the HP ePrint service app and their mobile device's **Nearby** GPS capabilities to locate and print to a convenient HP Public Print Location.

2. Customer arrives at HP Public Print Location after submitting their print job via the HP ePrint service app and receiving a secure release code.

3. Customer enters release code at self-service kiosk or printer and prints their document with plenty of time to consider the HP Public Print Location's other offerings.

Supported mobile devices

The application is available on a range of popular smartphones and tablets.

• BlackBerry® smartphone running OS 4.5 or later

• iPhone® 3G or newer running iOS 4.2 or later

• iPad® and iPod touch® (second generation) devices running iOS 2.1, 2.2, and 2.3 or later

• Android™ devices running version 2.2 or newer

Why become an HP Public Print Location?

Mobility is transforming the way we work and live. When it's time to print, anyone with a smart mobile device can access and print content on the go. And that creates a tremendous opportunity for you to provide a new and valuable service that drives traffic to your location.

Set your business apart

HP Public Print Locations provide a convenient printing experience, bridging the gap from mobile devices to public networked printers.[1] You can set your business apart by becoming an HP Public Print Location, incorporating guest printing into the list of services you already provide, increasing customer preference for your business, and improving your brand awareness. For hotels, airport lounges, print service providers, retail stores, and other innovative businesses, becoming an HP Public Print Location adds value to your brand with an easy mobile printing experience for people on the go.

Deliver more value

Your customers are increasingly dependent on mobile services—and now you can provide them with the solutions they need to be successful. The HP Public Print Service removes the hassle of dealing with flash devices, cables, and printer drivers. After downloading the app, your customers can print directly from their mobile devices. By helping your customers easily print on the go, you can increase brand awareness and establish your location as the one that provides mobile users with convenient printing.

• Becoming an HP Public Print Location allows your customers to print from their smartphones to your retail location, increasing revenue opportunities.

• Providing the ability to print drives foot traffic into your business and then gives you the opportunity to generate add-on sales.

• Allowing customers to print documents, emails, photos, and other information from their smartphones while they are in your location increases customer loyalty.

• As an HP Public Print partner, you will be associated with the market-leading mobile print service providers.

## Figure 2 Benefits of becoming an HP Public Print Location
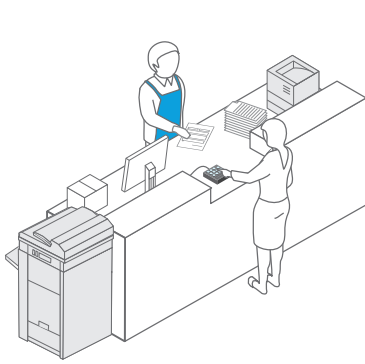
Print and copy stores, photo kiosks
Offering convenient, easy-to-use mobile printing strengthens your brand, increases revenue, and generates new printed pages.

Retail
Giving customers the ability to print at your stores builds your reputation for being helpful and service-oriented, while increasing add-on sales.
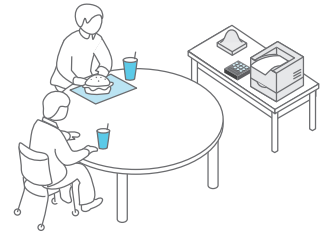
Hotels, lounges, restaurants, cafes, convention centers
Providing an additional convenience service increases customer satisfaction and loyalty—and the revenue you earn per customer.

What can I print?

- Microsoft® Word documents
- Excel® spreadsheets
- PowerPoint® presentations
- Adobe® PDFs
- Image files
- HTML files
- Text and rich text files
- XPS documents

Print while truly mobile

Becoming an HP Public Print Location helps you deliver more value to your customers by providing easy access to a printer when and where they need it. This helps differentiate your business and increases traffic to your locations, capturing more customers and driving more revenue through your business. Today's mobile market is varied, but some of the most common needs include:

Emergency prints—Life happens away from the home and office. With HP ePrint, customers can handle surprises while on the go.

Last-minute changes—Customers can conveniently print and pick up the latest versions of important documents right before they are due.

Working from home—Telecommuting has become the norm for many companies. By printing to an HP Public Print Location, employees can save a trip to the office while you benefit from increased traffic to your store.

HP Public Print Location case study

Who: Hilton Worldwide

Objective: Provide convenient mobile printing for hotel guests

Approach: Hilton Worldwide has made 1,500 of its hotels HP Public Print Locations, powered by PrinterOn, for use by its guests and plans to expand over the next year

Benefits:

- Premium guest experience with ability to print to printers in certain Hilton locations around the world.
- Convenient printing for hotel guests with mobile printing capability.
- The free HP ePrint service app enables users to discover Hilton public print locations while on the go and simply use the unique release code provided to retrieve content.

"The HP Public Print Location service is just one more example of how new applications and innovative ideas from HP are helping Hilton Worldwide run efficiently and enhance the guest experience."

—Keith Hymel, Senior Global Account Director, Hilton Worldwide

Why HP?

HP is a global leader in imaging and printing solutions for large organizations. HP can provide consulting services, relationships with third-party providers, and powerful solutions that enhance your organization's effectiveness, improve the bottom line, and help the planet.

Learn more

Scan this code to download the app or visit **www.hp.com/go/eprintmobile**

To learn more about becoming an HP Public Print Location, visit **www.hp.com/go/becomeaPPL**