Mopria Alliance Launches Tap to Print, the Second Annual Mobile Print App Challenge for Android Developers

Mopria and BeMyApp are co-sponsoring #TapToPrint, an Online Competition for Android App Developers; with Developer Meetups and Hackathons also Planned

San Ramon, Calif. – April 10, 2017 – The Mopria® Alliance, a global non-profit membership organization chartered to drive industry-wide standards for mobile printing, today announced *Tap to Print*, the second-annual Android Mobile Print App Challenge that calls on developers to design the most creative Android apps with mobile print capabilities to win lucrative cash prizes.

Beginning today through July 12, app developers can register for the online challenge and become eligible for 10 grand prizes of $500 each. The grand prizes will be awarded in early August to the five best apps in the business category and the five best apps in the lifestyle category. In addition, the first 100 participants who submit eligible entries will receive a $50 Amazon gift card.

The Mopria Alliance will also sponsor a series of meetups and hackathons beginning later this month to promote the app challenge, and to engage with developers. Information on the meetups and hackathons will be posted on the challenge website and the Mopria Twitter feed. The BeMyApp page will also feature developer Q&As, valuable insights, and the opportunity to interact with other developers.

"Last year we were impressed with the quality of apps submitted, so we're looking forward to the exciting new ways developers will find to incorporate mobile print in their apps in this second year of our Android Mobile Print App Challenge," said Steve Kim, Marketing Chair at Mopria Alliance. "The Mopria Alliance is excited to be a part of this event because it helps provide support and mentorship to the app developer community, and provides another opportunity for them to showcase their work."

Winners will be chosen in business categories including healthcare, banking, office, retail, and productivity, while consumer categories include entertainment, travel, photos, recipes, news, and more. All developers will be evaluated equally based on the value of adding print functionality, ease of use, overall app experience, and total number of user downloads during the challenge. To be eligible, developers must submit their app via the Google Play store and demonstrate their mobile printing capabilities to BeMyApp. In

addition, the apps must use the latest Android 4.4 or later Print API to enable mobile printing within their apps.

One of last year's winners was [Squid Notes](#), a note-taking app that took home a grand prize by improving its user experience through mobile print.

"Our app lets students, professionals, and anyone else take notes electronically," said Andrew Hughes, Squid Notes developer. "But sometimes it's necessary to print notes, like a filled-out contract or marked-up essay. The Mopria App Challenge was a great opportunity for us to bring mobile print to our users so they can easily print their notes."

The Mopria Print Service is available for download from [Google Play](#) for any Android 4.4 device or higher. Mopria print technology is designed to simplify printing from Android devices to more than 88 million[1] certified printers and currently has more than 500 million installations and 300 million active users. For the latest list of Mopria certified printers and print accessories, please visit http://mopria.org/certified-products.

For more information, please [visit](#) the *Tap to Print* Android App Challenge by Mopria homepage and follow the contest on social media via the hashtag #TapToPrint.

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[1] Based on shipment units. Data provided through Q3 2015 by IDC.

About the Mopria® Alliance
The Mopria® Alliance is a non-profit membership organization of leading global technology companies with the initial goal of simplifying printing from smartphones, tablets and other devices. The Alliance develops and promotes technology standards that deliver an intuitive experience connecting different devices and mobile operating systems. The adoption of these standards allow users to seamlessly interact with a printer, regardless of brand. Plus, app downloads and setups for new mobile devices or printers will become unnecessary. Look for Mopria certified printers and accessories for easy printing with Mopria-enabled mobile devices. Learn more at www.mopria.org or download the latest Mopria software on [Google Play](#).

About BeMyApp
BeMyApp is a developer relations agency that ideates, plans and executes events and online campaigns for technology companies and brands. With offices in San Francisco, Paris, London, Munich, Amsterdam and Shanghai, we have a community of 100,000 developers, startups, mentors and partners. We aim to connect companies with the best developers and startups in the world.

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