

## MMS Direct

### Print your images

MMS Direct enables HP Business InkJet 3000 to receive and directly print MMS messages from mobile phones, without requiring a pc.

MMS (Multimedia Messaging Service) technology is more and more widespread among mobile phone users: taking pictures through the phone camera and share them with other users is a funny and useful feature in everyday life.

The images acquired via the phone camera can be stored in the phone memory, sent to other MMS phones or sent to e-mail addresses, therefore you need a pc, an image editor software and a printer driver in order to print your picture.

MMS Direct allows to print your images directly on HP Business InkJet 3000, without requiring a pc: you just need to send the image to the printer's e-mail address via MMS or e-mail (from remote) or via BlueTooth or Infrared transmission (if you're close to the printer).

### How MMS works

MMS Direct is stored on a Flash Dimm and can be installed in the memory slot of the printer. Thanks to MMS Direct web interface, the user can assign to the printer its own e-mail address. After taking a picture with an MMS-enabled mobile phone, you can send it to the printer's e-mail address by using four different methods:

MMS (by typing the printer's e-mail address instead of the addressee phone number), e-mail (by attaching the image to the e-mail message), Infrared and BlueTooth (if you're close to the printer and the printer has the IR or BT adapter).

When the printer receives the message it automatically prints it, without requiring a pc.

Thanks to HP Business InkJet 3000 printing quality and HP Photo Paper, you can reach the best results.



MMS, BlueTooth, IRDA, e-mail



MMS Printing on the HP Business InkJet 3000



Immediate picture printing on HP Photo Paper

### Benefits

MMS printing is a simple and user-friendly process, creating images of the best quality.

- Printing pictures from MMS-enabled mobile phones is easy and convenient. Even when users are not near a printer, they can print at the touch of a button with the versatile JetCAPS technology automatically and immediately delivering MMS to the HP Business Inkjet 3000.

MMS printing on the HP Business Inkjet 3000 is compatible with any existing MMS phone and therefore no additional software needs to be installed.

- The HP Business Inkjet 3000 offers an excellent price-performance ratio with print speeds of up to 14ppm (mono) and 7ppm (colour) and resolution of up to 2400 x 1200dpi on photo quality paper. Best results are achieved together with HP Photo Paper (10x15cm). A camera with a resolution of 640x480 pixels delivers surprisingly good results with full-size photo prints. Overlays with customised design and messaging can be added to each printed picture. MMS text elements, for example address information on a postcard, can also be produced easily.

### Transfer Options

#### From remote location:

Send MMS via e-mail to printer's e-mail address (requires network infrastructure at printing location)

Send MMS directly to a printer-attached MMS phone, configured for automatic printing (no network infrastructure required, easy set-up)

#### From near the printer:

Send MMS via Bluetooth or Infrared

### Availability

All APS solutions are available through an effective, dedicated distribution channel that HP has created with its APS programme. Established in 1994, the APS programme formalises relationships between HP and a number of its selected partners. It has since expanded to include almost 40 partners worldwide. In Europe, the APS programme now includes 26 countries with one dedicated -APS partner for each country making APS solutions available for HP channel partners and resellers.