

Brother RuggedJet™ 4 Wi-Fi Mobile Printers Now Support Apple AirPrint™

Brother Mobile Solutions, Inc., a wholly-owned subsidiary of Brother International Corporation, recently announced that its RuggedJet™ 4 mobile printers now support Apple AirPrint wireless technology, enabling on-the-go printing from iPhone, iPad, and iPod touch, without the need to download special printer drivers or interfaces. The RJ-4040 with Wi-Fi is the first 4" format mobile receipt and label printer in the mobile print marketplace to feature AirPrint compatibility.

Mobile Enterprises and App Developers Benefit

Raul G. Palacios, Senior Product Manager at Brother Mobile Solutions, notes: "This is a groundbreaking advancement for the mobile printing market and a much-anticipated solution for mobile enterprises. We released the product 6 weeks ago, and developers of field mobility software and end users in the field are already validating key benefits; simplicity, improved workflow productivity, streamlined deployment and little to no development work."

The solution from Brother will have the most immediate impact in industries where field workers are currently equipped with iPhone and iPad devices – followed by mobile enterprises considering future investment in iOS® devices for their field workforces. Transportation and logistics drivers, distributors, public safety officers and inspectors in government agencies, construction workers, commercial field services technicians,



retail store associates, direct store delivery (DSD) fleets, warehousing and distribution managers, and other workforces that favor the 4" receipt format, can use their iPhone, iPad, and iPod touch devices to print receipts, labels and other documents quickly and easily, right out of the box, directly to the RuggedJet RJ-4040 mobile printer.

The enhancement to the RuggedJet™ 4 mobile printers helps provide the enterprise with device flexibility and a way to future-proof their technology investments. IT specialists will realize efficiencies as they should not have to spend time programming the printers or dealing with special installation and set-up requirements. And app developers won't have to learn a new printer language or develop around a printer as they can utilize the latest printer APIs available in iOS and a printer compatible with the application.

Changing the Mobile Landscape

Until now, Apple AirPrint technology has been available only in stationary home and office printers, with no presence in the mobile print marketplace. At the Apple Worldwide Developer Conference in June 2014 the AirPrint presentation covered features and benefits, new AirPrint enabled products, details on integrating the latest API updates, and a slide illustrating a mobile application - in this case a retail app - printing to a Brother RuggedJet 4040 mobile printer.

AirPrint technology allows users to print directly from their iOS device to the printer without the need to download or install drivers. AirPrint connectivity and printing support is built into the printer's firmware and the iOS device's operating system making it easy to connect and ready to print out of the box.

About Brother RuggedJet Thermal Printers

Brother mobile thermal printers have long been a choice for businesses that rely on a mobile workforce. The RuggedJet printer's combination of rugged construction, reliability, compact size and ease of operation make it ideal for route-based and over-the-road drivers who need to produce clear, legible delivery receipts, orders and other documents, day in and day out, in all kinds of weather



Case in Point

Rolfson Oil is already realizing the benefits of the Brother RuggedJet RJ-4040 with AirPrint. The firm's fleet of trucks delivers a range of fuels and drilling fluids on a 24/7 on-demand basis to customers engaged in drilling, hydraulic fracturing and construction operations in North Dakota's vast Bakken Shale. According to Jason Burger, Director at Rolfson Oil, they needed to equip drivers with rugged mobile printers to use with their existing iPad minis. The iPad minis tie into Rolfson's database and business systems software network.

"We were excited to learn there was an easy, out-of-the-box mobile printing solution for the iPads our 100 field workers were already using. After testing the RuggedJet, we knew it was the right solution - but the speed and ease of implementation still surprised us. It took only four days to deploy the project and so far the results have been excellent."

The company is already seeing improved business flows and ROI – such as more efficient reporting and billing. But more significantly, they have a whole new flexibility in handling unplanned delivery requests and re-directs. As Burger points out, "When your routes are hundreds of miles a day over vast, rugged terrain, this is a big deal." Today Rolfson executives believe the company is positioned to serve the region's dynamic oil and gas industry with a new level of speed and efficiency.



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conditions. Because they are thermal, they don't use ink cartridges or ribbon rolls making it even simpler to use and maintain.

All new RuggedJet™ RJ-4040 with Wi-Fi printers now include AirPrint. And, since the technology is backward compatible, users with existing RuggedJet 4040 Wi-Fi printers can simply download and load the free firmware from the Brother website.