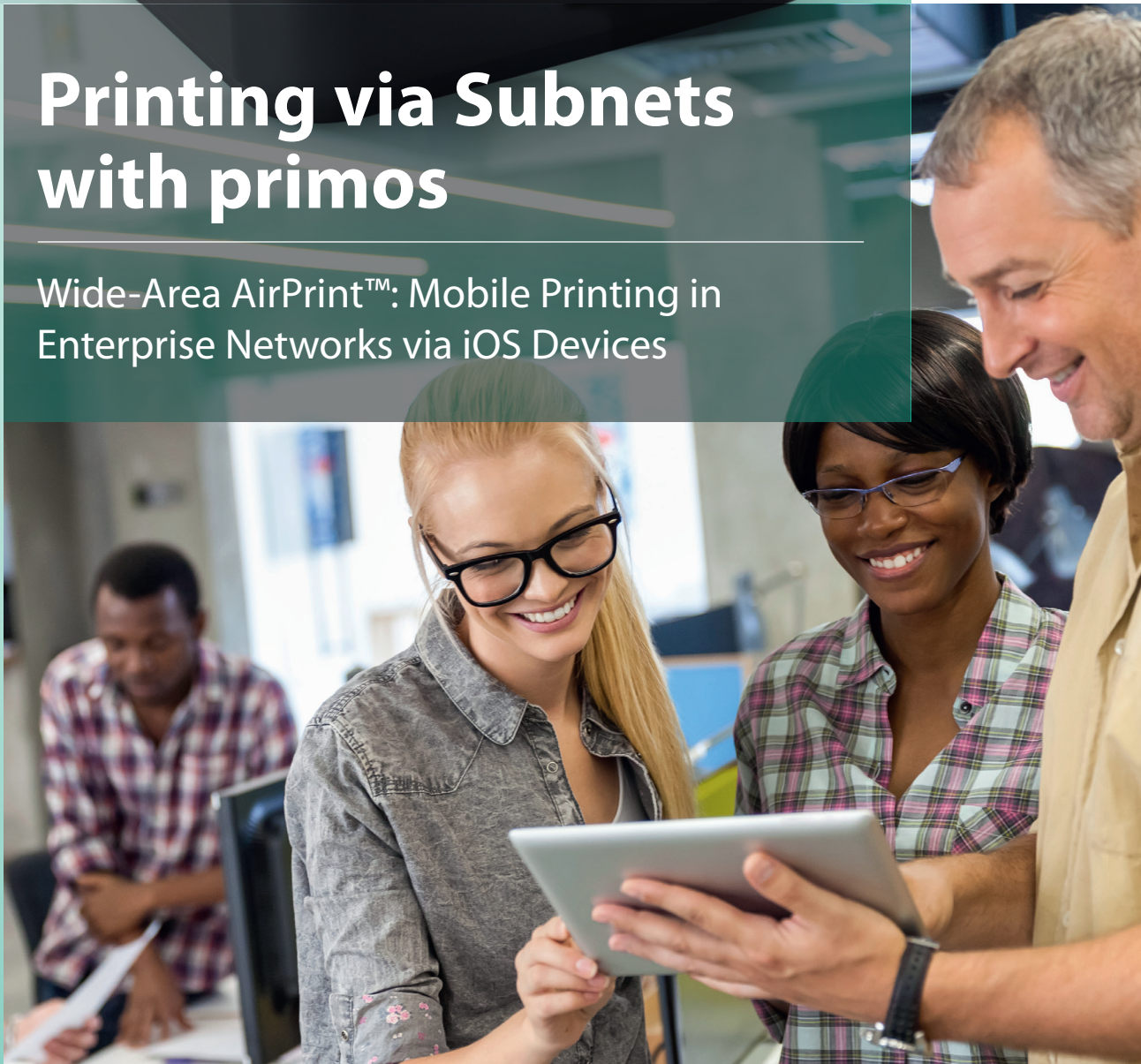# Printing via Subnets with primos

Wide-Area AirPrint™: Mobile Printing in Enterprise Networks via iOS Devices

Printing via Subnets with primos

Wide-Area AirPrint™: Mobile Printing in Enterprise Networks

The mobile printing solution primos by SEH makes it possible to print from iOS devices in enterprise networks. Its easier than ever. Developed for professional business use, the elegant primos solution makes modern mobile printing possible. Enterprise environments are sophisticated and often have complex structures so that Wide-Area AirPrint™ is required: protocol limits are no longer an issue with primos.

The Environment

Printing documents is common routine in business. In contrast to our more and more mobile lifestyle, printing still depends on a cabled structure tied to a particular location. Another solution for printing is to use Wide-Area AirPrint™, also known as Wide-Area Bonjour®—useful for any scenario in which people need to print from mobile devices (e.g. guests or office duty/field service employees). Areas of application include amongst others medicine, architecture and the creative industry.

Existing solutions most often do not cover all requirements (e.g. native AirPrint™ printers do not support Wide-Area Bonjour®). With primos it doesn't matter what kind of printer you have, nor do you have to buy new AirPrint™ capable printers. You just print over the company network. As long as it is within the company network, the exact iOS device location doesn't matter. You can print all common document and graphic formats.

Printing with primos is secure to the very last detail.

Areas of Application

Providing printing capabilities to guests and others in your company on short notice and without hassle was not possible until now. Even after you company network has been adapted for it, "normal" AirPrint™ is still subject to limitations. In order to provide absolutely secure guest printing, you need Wide-Area Bonjour®: With this technology primos makes printing easy. Thanks to its native iOS compatibility, you neither need additional apps nor is a connection to the Internet or a cloud mechanism required. Use case example: You have a client meeting at your company and your client wants to print some documents on short notice. How do you make that possible without revealing the whole infrastructure of your company to your client?

AirPrint™ Basics

AirPrint™ allows for wireless, mobile printing. Using your iOS devices, you can print in a WLAN network without the need to install a software or drivers. AirPrint™ is an Apple® technology.

What is Wide-Area AirPrint™?

The simple AirPrint™ protocol soon reaches its limits when it comes to complex company networks; it fails due to its protocol restrictions (see figure). primos lifts these restrictions by means of Wide-Area Bonjour®.

Note:
If you want to use Wide-Area Bonjour® with primos, you have to adapt the network infrastructure beforehand.

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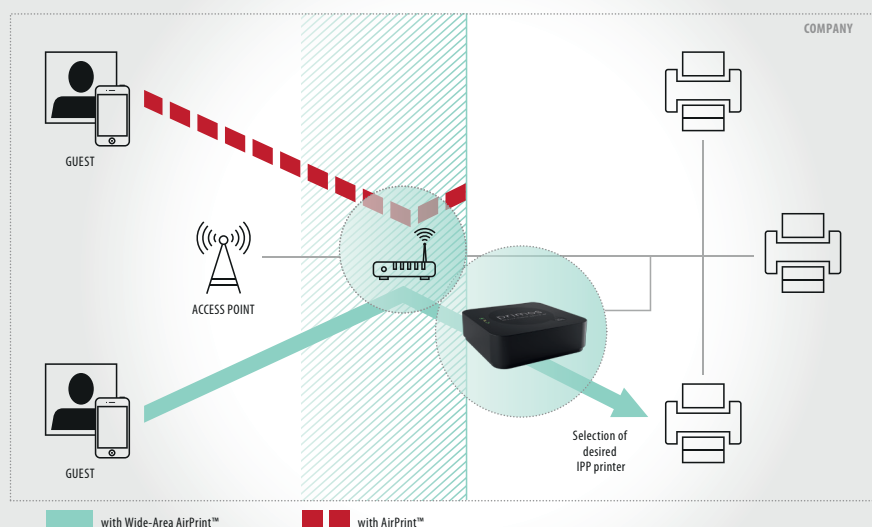
primos and Wide-Area Bonjour® redefine mobile printing.

Another scenario pops up when we have a look at companies with extensive infrastructures. They consist of several networks in a flat structure and include a high number of printers. In this scenario you aim to provide user guidance as far as the printer choice is concerned (it would make no sense to have the user choose from e.g. 40 printers). By using Wide-Area Bonjour®, primos provides a list of printers based on location. On the iOS device only printers in the near vicinity are displayed for choosing. Technical background: primos only "is responsible" for one search domain so that the iOS device will just receive information on printers in this domain area.

In some cases companies share a (most often very complex) infrastructure. Then primos provides separation first and foremost.

Having a look at Wide-Area Bonjour® is worthwhile. primos makes mobile printing simple and elegant, supports processes, optimizes workflows and thus increases your effectivity and sets standards for modern working.

Requirements/Basic Conditions

In order to use Wide-Area Bonjour® with primos, you need to develop a concept and adapt your network in advance (DHCP and DNS server configuration required). How much effort this is, mainly depends on the structure of your environment. Afterwards you configure primos. This is very easy to do via the user-friendly web interface.

More information on the technical background and the required configuration of your environment can be found in the **primos User Manual**.
Click here.

Advantages of Wide-Area AirPrint™ with primos

› Ease of work
› Use of existing printers
  (manufacturer-independent,)
› Manifold use cases; e.g. providing
  › user guidance
    (directing users to printers nearby)
  › convenience for employees
  › secure guest printing
    (protect your servers)
  › individually defined access
    to the infrastructure (user control)
› Going beyond protocol limits

Additional Advantages of primos

› No need to buy AirPrint™ capable printers
› Point-to-Point encryption (P2PE)
› Local print data handling (no cloud)
› Information can neither be read nor changed
› Access protection via authentication

SEH Computertechnik GmbH

SEH specializes in professional network solutions. With more than 20 years of experience, SEH offers a broad range of expertise in network printing and USB virtualization solutions for all business environments.
The diverse product portfolio includes a broad range of external (box) and internal (card) print servers for all common network types (Ethernet, Gigabit, fiber optic, WLAN), hardware solutions for optimizing ThinPrint and ThinPrint Personal Printing solutions by Cortado, myUTN (USB-to-network) USB device servers for accessing and managing USB devices across the network, and ISD print appliances for efficient print spool management.

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