



# Printing over Subnets with primos

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

## Printing over Subnets with primos

### Wide-Area AirPrint®: Expand your AirPrint®

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



#### The Environment

Printing documents continues to be part of daily business routine. Although many processes are now digital, others continue to be done on paper – such as contracts or invoices. As the use of mobile devices (such as iPhones® and iPads®) continues to increase, we quickly reach our limits when it comes to printing. The reason for this is that many company structures with established printer pools and complex networks don't allow for simple and secure printing from mobile devices. While using iOS devices the possibilities are limited mainly due to the search method "Bonjour®" which is primarily used by Apples® printing protocol "AirPrint®". This method has been developed for simple networks i.e. those found in home or small business environments. In more complex environments however, with separate subnets, the networks either need to be "opened" or an investment is to be made in establishing new and simplified network infrastructures. Generally, most companies ban the use of printing via AirPrint® due to all these issues.

Another, more elegant way of overcoming this problem is printing via Wide-Area AirPrint®, also known as Wide-Area Bonjour®. This function is not offered by native AirPrint® certified printers, however, primos as a certified AirPrint® Server does. With primos it doesn't matter which brand or type of AirPrint® printer you have. Printing happens simply over the company network – however complex it may be.



#### Areas of Application

You have a meeting with a client at your headquarters. The client has arrived and would quickly like to print something. How do you allow this, without revealing your entire company infrastructure? With primos you can allow guests to print using Wide-Area Bonjour®.

Another situation may arise in companies with extensive infrastructures i.e. many networks, flat structure but many printers. The goal here is to provide guidance to the users so that they are not overwhelmed with choosing from e.g. 40 printers. With primos and WideArea Bonjour® we are able to separate networks based on structure. The user will only see printers that are in his or her environment on their iOS device. Primos is responsible for a specific domain and the iOS device only receives information about printers within this domain area.

Sometimes companies even share their infrastructures (very complex). In this case, primos can establish boundaries.

#### AirPrint® Basics

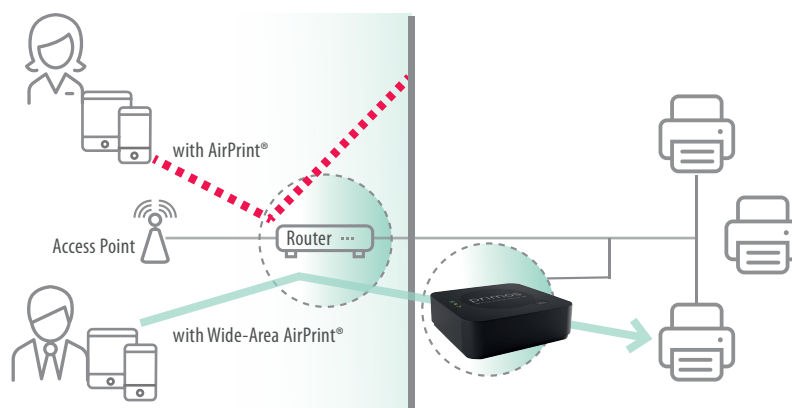
AirPrint® allows for wireless, mobile printing. Using your iOS devices, you can print in a WLAN network without the need to install a software or drivers. AirPrint® is an Apple® technology.

### What is Wide-Area AirPrint®?

The simple AirPrint® protocol quickly reaches its limits when it comes to complex company networks; it fails due to its protocol restrictions (see figure). primos overcomes 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.



## Mobile printing gets a whole new meaning with primos und Wide-Area Bonjour®.

Taking a closer look at Wide-Area Bonjour® and primos is worthwhile. primos enables simple and elegant printing, supports processes and ensures optimal workflows.



## Requirements

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). The amount of effort this requires depends mainly on the structure of your environment. Afterwards primos can be simply configured via the user-friendly web interface.

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

→ to document

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## SEH Computertechnik GmbH

We at SEH, specialize in professional network solutions. With more than 30 years of experience, we offer a broad range of expertise in network printing and USB virtualization solutions for all business environments.

All of our products are developed and produced at our headquarters in Bielefeld, Germany. Worldwide distribution is via our US and UK subsidiaries and an extensive network of partners, distributors, and resellers.

Our customers are made up of companies, corporations, authorities and institutions from a wide range of public and private sectors.

## Advantages of Wide-Area AirPrint® with primos

- Several use cases, e.g.
  - user guidance (directing users to printers nearby)
  - makes printing (and working) easier for employees
  - secure guest printing (protecting servers)
  - individually defined user rights and access control to infrastructure
- Overcome protocol limits