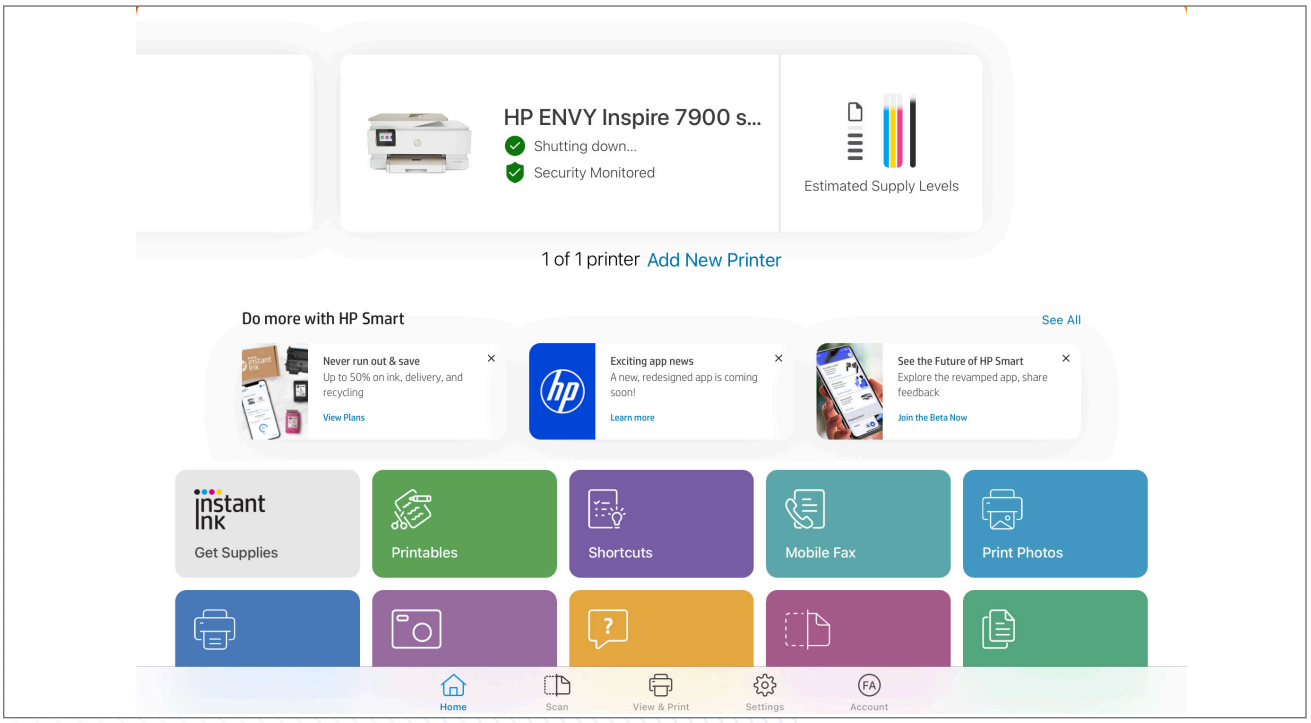
July 2025

The Best and Easiest to Use Print App[1]



Objective

Commissioned by HP Inc. to evaluate the HP print app against other top OEM print apps, Keypoint Intelligence considered a variety of key criteria to access each print app's compatibility for the majority of A4 and A3 devices for home and office use. The competitive set for this study consisted of the Brother Mobile Connect app, the Epson Smart Panel app, and the Canon Print Inkjet/Selphy app. The testing parameters considered Apple mobile, Android mobile, and Windows desktop.

[1]Compared to OEM printing apps for the majority of top-selling, network-capable inkjet/laser printers and all-in-ones for the home and office, priced ≤$450 USD. Printers selected by market share as reported by IDC Quarterly Hardcopy Peripherals Tracker – Final Historical CYQ1 2025. Claim based on research of printer manufacturer's print apps and Keypoint Intelligence hands-on testing and study commissioned by HP, July 2025. For details, please see: https://keypointintelligence.com/hpapp

This report has been reproduced with the written permission of Keypoint Intelligence.
Any duplication without the written permission is prohibited © 2025 Keypoint Intelligence

Background

Today, it's common to manage both business and personal tasks on multiple devices, whether at a company office, a home office, or away from work. Regardless of the device used, it is important that printing and scanning in every capacity remains easily accessible. Print remains an essential part of daily life for both work and personal tasks. With the rise of virtual technology, it's crucial that the tools we use are user-friendly while maintaining full functionality. To keep pace with user's printing and scanning needs, it is essential to have access to a feature-rich app that is easy to use across a spectrum of devices, operating systems, and user abilities.

Methodology

Keypoint Intelligence technicians downloaded the most recent versions of each OEM print app available for iOS, Android, and Windows, platforms to be tested across their respective devices. The HP print app, Brother Mobile Connect app, Canon PRINT Inkjet/Selphy app, and Epson Smart Panel app were tested using the HP Envy Inspire 7955e, Brother MFC-J1170dw, Canon PIXMA TR7820, and Epson Expression Photo XP-8800.

Keypoint analysts noted available steps, functions, and options the apps offered during installation, as well as key processes like print, scan, fax, copy, and photo editing, paying special attention to the usability of each app and how intuitively the workflows progressed. The ability to customize was detailed as analysts explored each workflow, as were any errors or hindrances experienced. Prompts or shortcuts to access connectors to file sync-and-share sites like Dropbox, or social media sites such as Facebook, were recorded. Lastly, analysts examined the ability of the apps to provide users with remote feedback and device status alerts for a variety of scenarios.

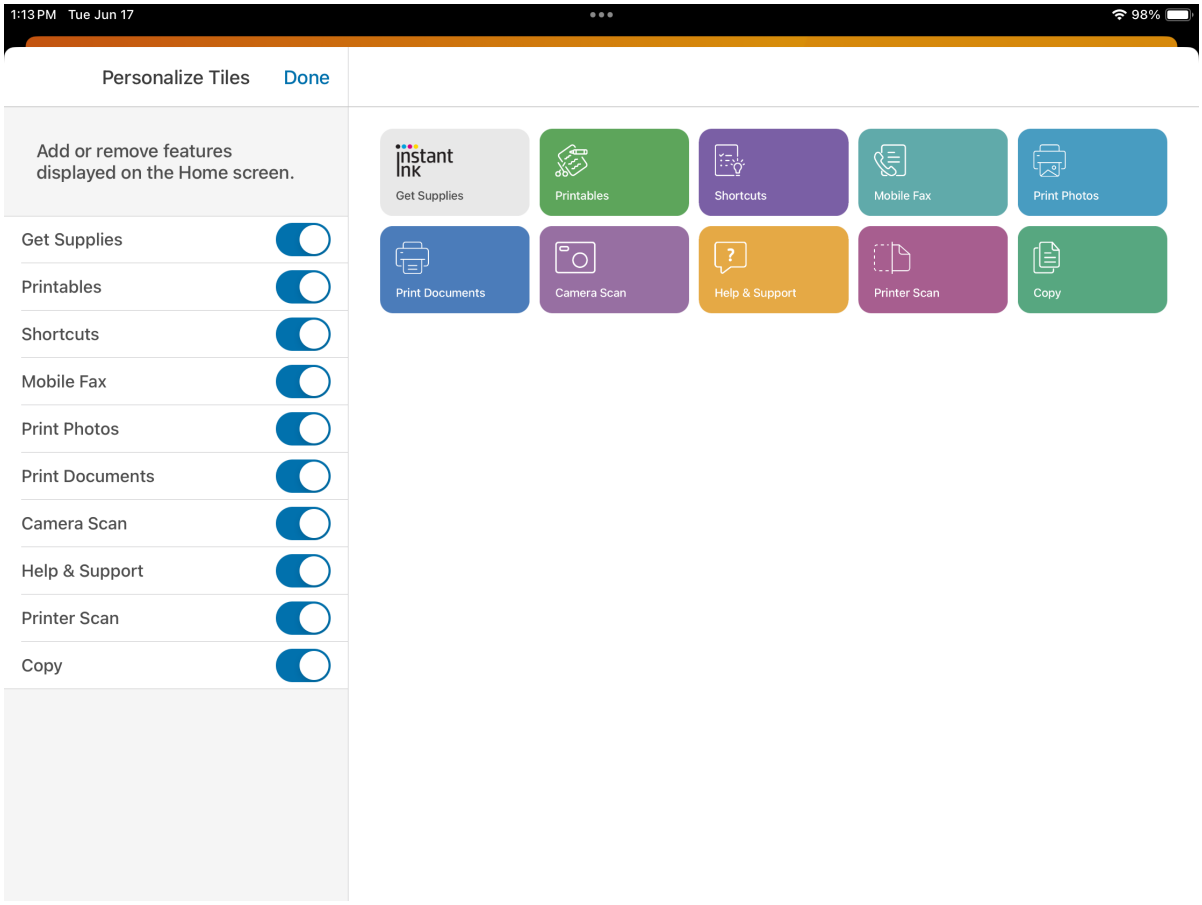
Findings

The HP print app has many advantages across each tested platform. The UI employs a bright, convenient tile format which allows users to streamline and focus on their most used processes, as well as engage with enhancements such as the ability to send a secure fax via the app, or order ink supplies via Instant Ink. Keypoint technicians found the customization of the app to be an excellent feature, ensuring users can select and rearrange the functions they need with ease.

Unlike the HP print app, the other tested apps have static menus, meaning users must navigate to perform tasks via submenus to change settings or view vital statistics. That said, all the other apps do enable you to customize the home screen, to a degree. The HP print app offers a greater variety of help and support options than competitors, including detailed articles on functionality, a live chat tool, and in-depth product assistance.

This report has been reproduced with the written permission of Keypoint Intelligence.
Any duplication without the written permission is prohibited © 2025 Keypoint Intelligence

Scan features of the HP print app are far more powerful than the competitors, providing selections both before and after the scan takes place. The HP print app also offers the most remote feedback to the user, not only providing at-a-glance consumable status levels on the home screen but also quick and accurate feedback on firmware status, paper levels, offline status, open doors, and more. The Canon PRINT app, for example, only provides users with an error code when remote feedback is given; the user must then look up the error code meaning in the online manual to understand what the issue is.



Personalize the Home Screen on the HP Print App

One thing that helps make the HP print app the easiest to use is HP Shortcuts. This function allows users to save unique workflows as one-touch buttons, so they can automate tasks like scanning an expense report, printing a copy for their records, and emailing a copy to finance. The Epson Smart Panel app sports a preset copy function, but none match the scope of functionality from HP's offering, thus giving HP the edge by allowing the use of Shortcuts functionality to program unique job types across each available mobile or desktop platform.

This report has been reproduced with the written permission of Keypoint Intelligence.
Any duplication without the written permission is prohibited © 2025 Keypoint Intelligence

Another advantage of the HP print app is how it works with HP+, a seamless upgrade that elevates the users' print experience. With HP+ activation, customers get advanced features in the HP print app, six months of Instant Ink subscription, an extra year of warranty, among other benefits. After six months, a monthly fee will be charged automatically unless cancelled. So long as the HP print app is used to send the job to the machine, with Bluetooth functionality enabled on the chosen device, users will be able to release the job as they approach the printer. SMB environments specifically benefit from this secure printing solution, without the need for additional software. This is a feature the competing apps do not support. Private Pickup also poses excellent value for consumer print environments, as an enterprise-level secure print solution is included with the HP print app and HP+ eligible printers.

When accessed from Windows and iOS, the HP print app still outperforms the competing apps in available features, customization, and usability. Both the Windows and iOS editions of the HP print app mirror the performance of its Android counterpart, with an intuitive visual interface. The ease-of-use associated with the interface means users will be familiar with processes and will not need to recalibrate between devices. HP print app maintains a rich feature set without involving additional programs or drivers. The Brother Mobile Connect app, for example, does not support Windows and users must use iPrint&Scan. The same applies for Epson's Smart App – users must install drivers from the website to use Photo+ and Epson Scan. Installation for the HP print app was quick and simple. Unlike other competitors, the app connected to the print device quickly with no errors occurring during the process.

There are also many more options for remote feedback without utilizing other programs, and the scan features continue to be considerably more robust than competitors. While the app can connect to any application that has print support, it also provides shortcuts to commonly used connectors to save time. Though Canon's PRINT Inkjet/Selphy app closely mirrors the HP print app in terms of its print, scan, and copy capabilities, the software is not as intuitive and succinct as the HP print app.

Keypoint analysts found the HP print app to be an intuitive and flexible choice for workflows like printing and scanning. While all the apps offer a competent feature set, the HP print app takes it a step further with a stronger feature set and even better usability. The result is the best and easiest to use print app, versus the competitors, in this test1.

[1] Compared to OEM printing apps for the majority of top-selling, network-capable inkjet/laser printers and all-in-ones for the home and office, priced ≤$450 USD. Printers selected by market share as reported by IDC Quarterly Hardcopy Peripherals Tracker – Final Historical CYQ1 2025. Claim based on research of printer manufacturer's print apps and Keypoint Intelligence hands-on testing and study commissioned by HP, July 2025. For details, please see: https://keypointintelligence.com/hpapp

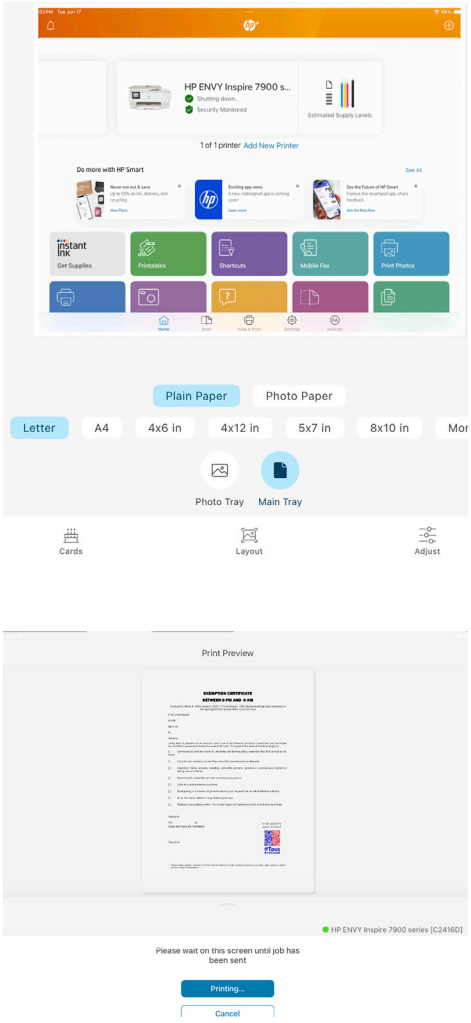
This report has been reproduced with the written permission of Keypoint Intelligence.
Any duplication without the written permission is prohibited © 2025 Keypoint Intelligence

Supporting Test Data

User Interface

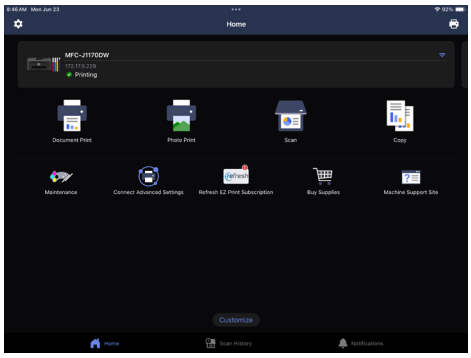
Print

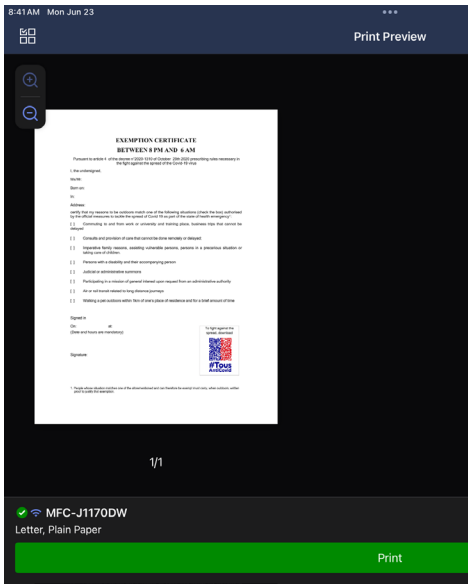
HP



The HP print app makes mobile printing very easy. Dedicated "Print from" buttons for different sources, plus easy wizard-like job configuration menus and shortcuts, make it simple for users to select all the settings they need to print.

Brother Mobile Connect



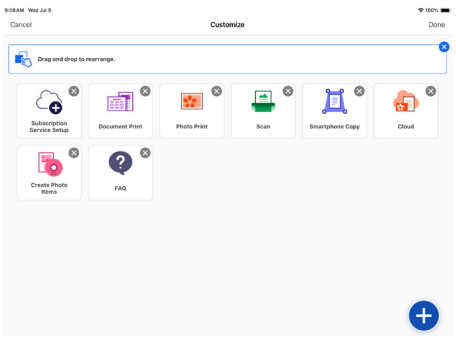


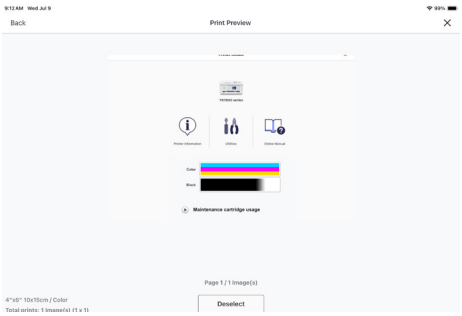
Printing using Brother Mobile Connect is straightforward. The app also enables users to print photos stored in their camera roll and documents, as well as adjust print and image quality settings beforehand.

This report has been reproduced with the written permission of Keypoint Intelligence.
Any duplication without the written permission is prohibited © 2025 Keypoint Intelligence

Print

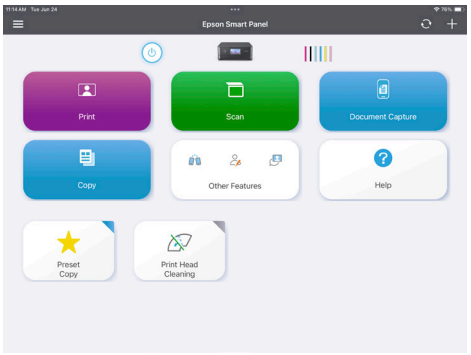
Canon PRINT Inkjet/Selphy

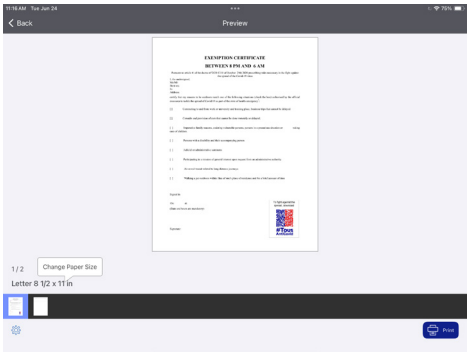




Canon PRINT Inkjet/Selphy offers simple document and photo print mobile procedures, mostly because of its simple feature set. Users can alter the page layout, select the number of copies to be made, alter the paper size, media type, and boarder, and change the orientation.

Epson Smart Panel



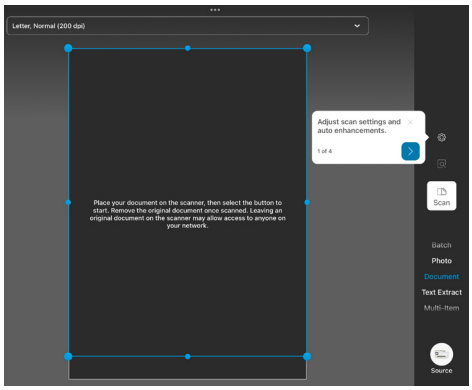


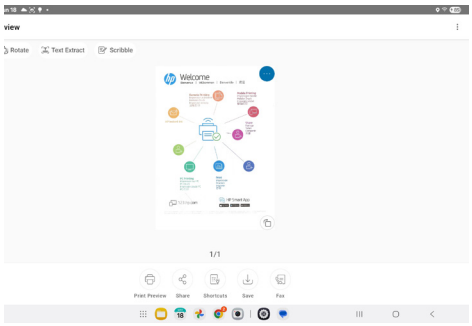
Epson Smart Panel offers simple and easy printing from mobile devices. Users can preview the image, select the number of copies, print range, paper size, media type, layout options, print quality, paper source, color mode, and duplex printing.

This report has been reproduced with the written permission of Keypoint Intelligence.
Any duplication without the written permission is prohibited © 2025 Keypoint Intelligence

Scanning

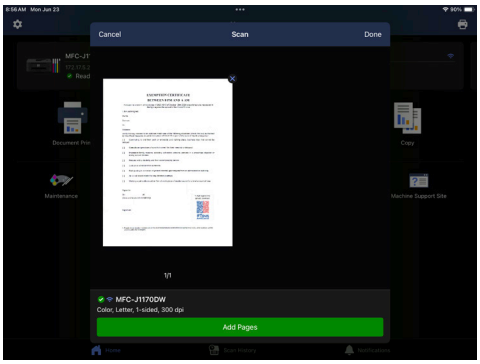
HP

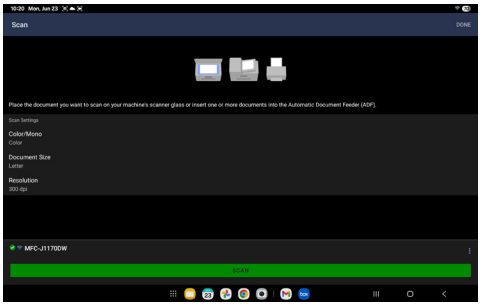




The HP print app employs a simple scanning paradigm, making it easy for users to capture information, be it in paper form or from digital sources. The app enables users to capture documents using their smartphone's camera (images on the camera roll can also be imported) or through an MFP. Dedicated scan to email and cloud buttons streamline scanning processes. Scanning with an MFP is equally simple, as users select the source through a clearly marked scan printer icon. There are many features available after scanning, including tools such as auto orientation and auto heal.

Brother Mobile Connect





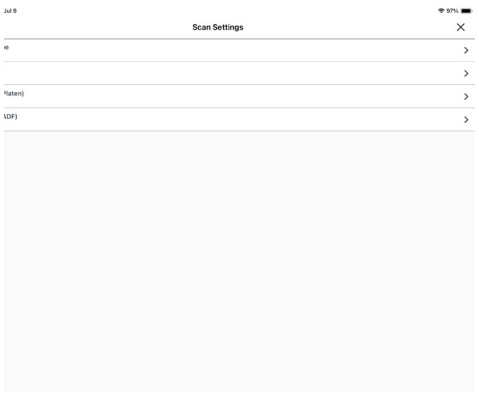
Brother Mobile Connect has limited scan functionality compared to the apps in this group. Users click Scan and then select document size, and resolution, after which they hit Scan. Users can view the document and add/remove pages from the scan once completed. Scan history can be accessed easily, and files can be shared with relative ease.

This report has been reproduced with the written permission of Keypoint Intelligence.
Any duplication without the written permission is prohibited © 2025 Keypoint Intelligence

Scanning

Canon PRINT Inkjet/Selphy

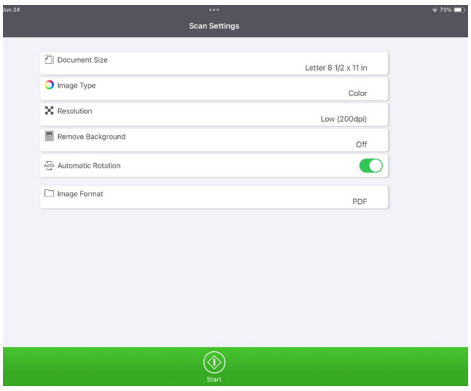




Canon PRINT Inkjet/Selphy offers very simple scanning functionality. Users can select document type, color mode, and document size settings for platen and ADF before scanning. After capture is complete, users can revert to the original scan or save multiple scanned pages to a single file.

Epson Smart Panel



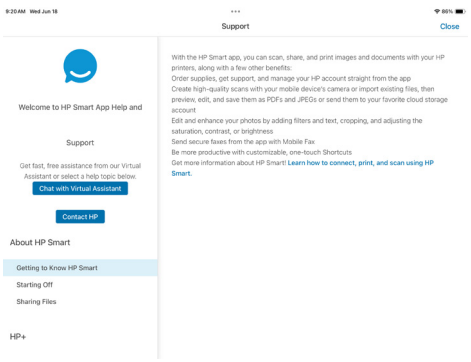


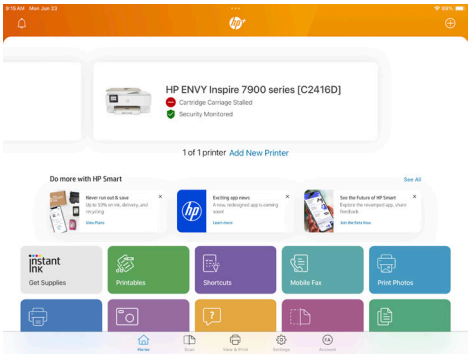
Epson Smart Panel has two scanning buttons: Scan and Document Capture (capture images using the smartphone's camera or by importing an image from the camera roll). When using Scan mode, users can configure the source (ADF or platen), document size, and image type, and select resolution, remove background, and auto rotate. When scanning is complete, users can save the image in a local folder, in the device camera roll, or open it in another application on the smartphone. Alternatively, users can route scanned images to Dropbox, Google Drive, and Microsoft OneDrive.

This report has been reproduced with the written permission of Keypoint Intelligence.
Any duplication without the written permission is prohibited © 2025 Keypoint Intelligence

Help and Maintenance

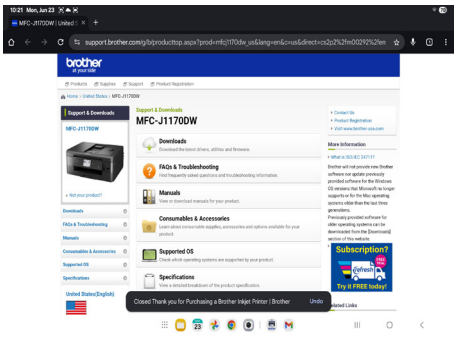
HP

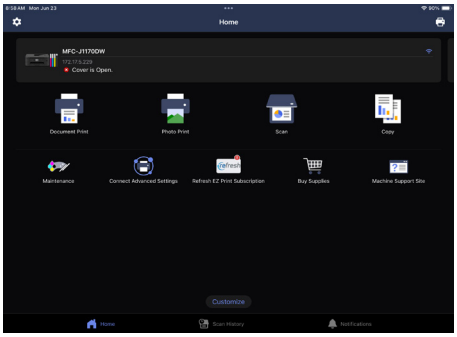




The HP print app provides a whole section of the app dedicated to in-depth help and support. Status and printer information on the home screen as well as in-depth details when selecting the printer icon, which can also take users to resources to search online help. Support is available for HP+, HP Smart Advance, HP Instant Ink, as well as printer and connection information, and print, scan, and share functionality. The error messages were accurate and quick to appear when issues were simulated and to resolve when issues were rectified.

Brother Mobile Connect



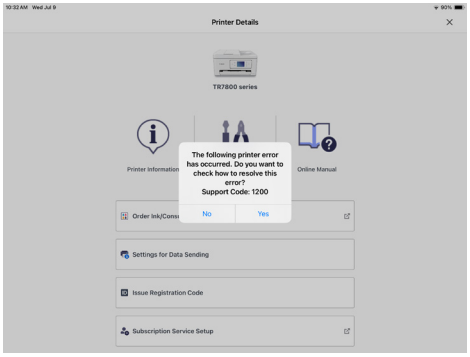


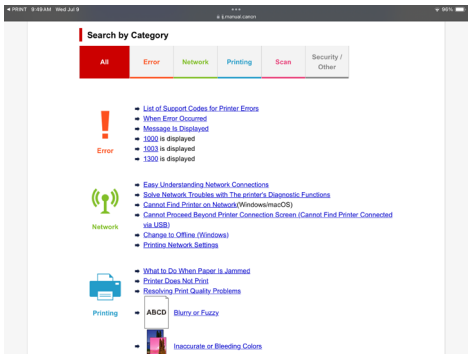
The Brother SupportCentre app has been discontinued, and users can access help and support via the Mobile Connect app and iPrint&Scan. For the print device, users can also access specific information via the support pages of the Brother website. The Mobile Connect and iPrint&Scan apps provide messages and pop-ups when errors occur, such as paper jams or no ink.

This report has been reproduced with the written permission of Keypoint Intelligence.
Any duplication without the written permission is prohibited © 2025 Keypoint Intelligence

Help and Maintenance

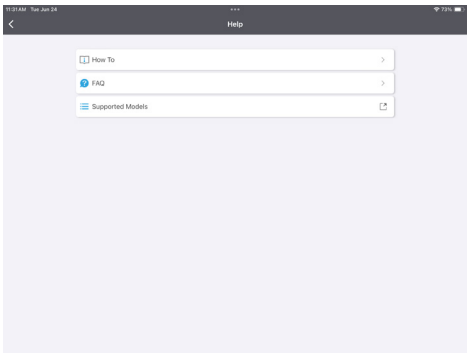
Canon PRINT Inkjet/Selphy

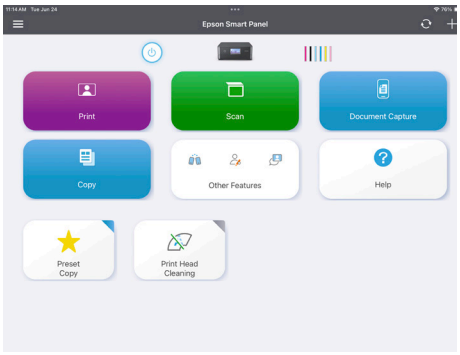




Canon PRINT Inkjet/Selphy provides a Menu for printer and consumables status, as well as printer information for the connected device and pop-up error messages during a paper jam or when the device is out of ink or paper. The error messages only contain an error code and the user must navigate to the online manual for further help and support in deciphering what the error is.

Epson Smart Panel





Epson Smart Panel provides status and printer information as well as links to let users search online help. Users can access help functionality via the 'Help' button on the home screen which enables them to access manuals, FAQs, and check supported devices. Users can also perform maintenance tasks such as head cleanings, nozzle checks, or checks for firmware updates. Users can also access video help manuals to solve any common errors or problems.

This report has been reproduced with the written permission of Keypoint Intelligence.
Any duplication without the written permission is prohibited © 2025 Keypoint Intelligence

Feature Comparison (Android/iOS/Windows)

	HP	Brother Mobile Connect	Canon Print Inkjet/ Selphy	Epson Smart Panel
Features Set	Instant Ink Get Supplies Printables Shortcuts Mobile Fax Camera Scan Help and Support Print Photos Print Documents Printer Scan Copy Camera Scan Printer Settings Account Personalize Tiles Estimated Ink Levels	Print (Doc/Photo) Scan Copy App Settings Create Workflow Machine Status Ink Levels Supplies Machine Settings Machine Scan Settings Machine Selection Maintenance Customize Tiles Refresh EZ Print Subscription	Document Print Scan Photo Print Online Manual Subscription Service Registration FAQ Add/Switch Printer Privacy Settings Order Ink/ Consumables Subscriptions Service Printer List Customize Cloud Recommended Apps Poster Artist	Print Photos Print Documents Scan Copy Class Help Preset copy Printer Status Ink Levels Print Head Cleaning Customize Home Screen Power On/Off Device App Menu
Features Other	Customizable (all can be toggled on or off)	Toggle Machine Models		

This report has been reproduced with the written permission of Keypoint Intelligence.
Any duplication without the written permission is prohibited © 2025 Keypoint Intelligence

Photo Editing Features	Page Size Page Type Page Orientation Layout Fit Fill Rotate Boarder Flip Copies Colour/Mono	Crop Fit To Page Rotate	Media Type Border Extension Color Mode Auto Photo Fix Sharpness Rotate Frame Crop	Access to Class, Creative Print, Fun with Printing, Guest Communication
Scan Features	Batch Photo Document Text Extract* Multi Item* Book* ID Card* Different Paper Types Color Grayscale DPI Resolution Options Auto Enhancements Auto Heal Auto Orientation Preview Option Mobile Fax Auto Full Share Mode (Office 365, Mail etc.) Flatten *Comes with HP+ activation	Document Photo Document Size Color Setting Resolution Document Correction Image Quality Feed Control PDF JPEG File Size Share/Save Rotate Crop Filter	Document Photo Platen/ADF Original Size (Letter, A4 etc.) Resolution Share Option Color Mode *Canon IJ Scan Utility used	Document Scan Photo Scan Document Source Document Size Image Type Resolution Rotate Correct Document Skew Add/Edit Pages After Scan Image Format File Name Preview Multiple File Types (PDF, JPEG, PNG, TIFF etc.) Remove Background Crop Trash Bin

This report has been reproduced with the written permission of Keypoint Intelligence.
Any duplication without the written permission is prohibited © 2025 Keypoint Intelligence

Print	Orientation Paper Size Paper Type Output Quality Copies Duplex Printing Page Range Delivery Mode Color Mode Print Preview Collate Paper Source Booklet Page Order HP Easy Color Privacy Pick Up Boarderless Printing Media Type Input Tray Fill Page Scaling Cloud Services Email Mobile Fax	Photo Document Copy Media Type Paper Size Borderless Color/Mono Zoom Print Preview Layout Duplex Quality Selected Pages Rotation Crop Fit To Page	Paper Size Orientation Media Type Print Quality Page Layout Duplex Border Amount of Extension Color Mode Auto Photo Fix Sharpness Rotate Frame Crop Media Type	Paper Source Document Size Orientation Paper Type Quality Color Duplex Printing Multi Page Copies Quiet Mode Print Preview Printing Presets Reduce/Enlarge Documents Color Correction Water Remark Rotation Bidirectional Printing Mirror Image Maintenance Input Tray Media Type Printing Range
Connectors	Any application with print support	Google Drive Dropbox OneDrive SharePoint OneNote Email iCloud	Dropbox Google Drive Google Classroom OneDrive OneNote Box Image.Canon Scan to Email	Drive OneDrive Email Google Drive Dropbox

This report has been reproduced with the written permission of Keypoint Intelligence.
Any duplication without the written permission is prohibited © 2025 Keypoint Intelligence

Remote Information Available	Load Paper Cover Open Tray Open Paper Jam Paper Level Ink Level Custom Media Firmware Update Security Monitored Printer Name/Model Printing Status	Printing Status Cover Open Ink Indicator Error Messages Paper Tray Paper Status Paper Jam Machine Information Ink Missing	Cover Open Paper Status Ink Levels Paper Jam Ink/Paper Missing	Paper Status Ink Levels Maintenance Box Life Error Message Board Buy Supplies Paper Jam Out Of Paper

About Keypoint Intelligence

For over 60 years, clients in the digital imaging industry have relied upon Keypoint Intelligence for independent hands-on testing, lab data, and extensive market research to drive their product and sales success. Keypoint Intelligence has been recognized as the industry's most trusted resource for unbiased information, analysis, and awards due to decades of analyst experience. Customers have harnessed this mission-critical knowledge for strategic decision-making, daily sales enablement, and operational excellence to improve business goals and increase bottom lines. With a central focus on clients, Keypoint Intelligence continues to evolve as the industry changes by expanding offerings and updating methods, while intimately understanding and serving manufacturers', channels', and their customers' transformation in the digital print and imaging sector.

For more information on Keypoint Intelligence, please call (973) 797-2100, visit keypointintelligence.com, or email info@keypointintelligence.com.

This report has been reproduced with the written permission of Keypoint Intelligence.
Any duplication without the written permission is prohibited © 2025 Keypoint Intelligence