

CHIP

HP is ready to snap the local retail photo market

Recently, Hewlett-Packard unveiled its strategy to revolutionize the digital photography market in India. HP is now entering the space of retail photo printing market with the launch of HP Retail Photo Solutions. HP has also announced the launch of Snapfish, a consumer online photo service, which is specially customized for the Indian market. HP has plans for 3000 retail photo outlets by 2010 with HP Retail Photo Solutions.

Snapfish will be yet another platform for users to upload their pictures online, besides it will be part of HP's online network connected to all their retail photo outlets and for home delivery of photos. Snapfish will offer their consumers free online photo sharing, unlimited online photo storage and professionally developed digital camera prints for just under Rs 3 (shipping exclusive). They are also offering 20 free prints to new customers and they claim



this offer has no obligations. Snapfish was initiated in the US in April 2000. HP Retail Photo Solutions will bring the customer in direct contact with the printing process through kiosks installed at retail stations. Besides printing quality photos in different sizes, this service offers creative photo products, posters, enlargements and a whole lot of mediums to print on. With HP Photosmart pm 1000 Microlab Printer, they expect to speed up the printing process and make it profitable for both the retailer and the consumer. We tested out an art print on canvas using this service and the result was exquisite and quick.