



HP intros digital album, picture mover

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Online photo service HP Snapfish launched its Photo books as well as Free Picture Mover software.

The Photo book, priced at Rs 199, is a customized, durable, hardcover, digital album that can be ordered online, HP said in a statement.

The Picture Mover is a software tool that allows effortless transfer of photos from digital cameras or memory card readers to both PCs and Snapfish accounts without clicking the mouse. The tool is aimed at providing an effective way of both transferring and managing photos.

Snapfish Picture Mover is a downloadable desktop tool. When a camera or memory card reader is connected, the transfer process automatically begins, uploading users' photos to both their computers and their Snapfish accounts

"Personalization and choice of storing cherish able memories in a precious format is one of the key needs of the consumer. A shorter, faster way of accomplishing this is a necessity. These two factors spurred the launch of Photo books and Picture Mover in India," said Michael M Bala, Country Manager, Snapfish India, HP.