

DECCAN HERALD

*Starts Snapfish for online printing*

# HP forays into retail photo printing mart

**DH NEWS SERVICE**

MUMBAI: Hewlett-Packard (HP), on Tuesday, unveiled its strategy to revolutionise the digital photography market by announcing its entry into retail photo printing market with the launch of HP Retail Photo Solutions.

It has also announced the launch of consumer online photo service - HP Snapfish - customised specially for the domestic market ([www.snapfish.co.in](http://www.snapfish.co.in)).

Briefing reporters, HP India General Manager (Consumer Sales, Imaging & Printing Group) V Krishnan said "HP Revolution seeks to take digital photography to next level. By establishing a footprint of 3,000 retail photo outlets

with HP Retail Photo Solutions by 2010 and photo delivery through Snapfish across India, we hope to change the dynamics of photo printing market."

**Free prints**

Snapfish will offer consumers free online photo sharing, unlimited online photo storage and professionally developed digital camera prints for as low as Rs 2.95 only (for 4x6 size). Additionally, new customers will receive 20 free prints when they become Snapfish member with no obligations.

HP Retail Photo solutions will offer end-to-end digital photography printing services with high quality HP photos that will last five times longer than traditional photos.

Besides, consumers can also enjoy printing photo based gifts with their favourite photos on key chains, mugs, T-shirts, mouse pads, photo greeting cards, posters and calendars and coasters.

HP will be working with its retail partners to roll out HP Retail Photo solutions in a wide variety of locations such as supermarkets, photo specialty stores, electronic stores, office product stores and traditional photo service stores.



V Krishnan