

THE HINDU Business Line

HP Snapfish offerings

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Online photo service provider HP Snapfish (www.snapfish.in) has unveiled a slew of initiatives, including Free Picture Mover Software and Photobooks, to consolidate its presence in the digital photography space.

With over 50 million users in 21 countries, Snapfish offers consumers free online photo sharing, unlimited online photo storage and professionally developed digital camera prints.

While Photobooks form a part of HP's range of photo gifts, the Picture Mover software is aimed at providing users with an effective way of both transferring and managing their photos.

Picture Mover is a downloadable desktop tool that remains alert in the PC system tray. 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. The Snapfish Picture Mover eliminates at least 11 steps from the transfer process, bypassing the standard upload process and saving time. - **Our Bureau**