

Hindustan Times - Business

Hewlett Packard buys MeraSnap

INFORMATION TECHNOLOGY giant Hewlett Packard has acquired Bangalore-based online photo printing website MeraSnap, which mostly caters to nonresident Indians looking to send their photographs to relatives and friends back home.

The deal value could not be immediately ascertained.

HP runs its own online photo printing service called Snapfish, named after a US-based company that HP acquired in 2005. The Indian version of Snapfish was launched in 2007 and the company had announced its plans to set up about 3000 retail photo outlets by 2010.

Online photo printing service allows users to get printouts of photographs they may have stored digitally on their cameras, PCs or mobile phones. **HTC**