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In a snappy mood?

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Today, almost everyone is a photographer, from professionals to amateurs, thanks to digital developments in photography. The surge in sales of digital cameras and camera-enabled phones, coupled with Internet penetration, has further fuelled growth in the segment. "In a nutshell, digital photography has come to the common man," says Bala Parthasarathy, Managing Director - APAC, Snapfish, Hewlett-Packard.

And the 'me generation,' driven by "I, me, myself" needs, puts different forms to its digital images and gets them processed in a variety of ways. From photobooks, photo calendars, lunch boxes, coffee mugs, and even water bottles, people put their pictures everywhere. "This trend of sharing creatively, which is popular globally, has caught up amongst Indians as well. After all, what better way to personalise," he asks.

Elaborating on how the "tonnes-and-more-pictures" are processed, he says it has turned out to be a growth-enabler for the photo finishing business in India. Snapfish is currently expanding its portfolio, taking the photo sharing and printing experience beyond the online space. In an attempt to "go wherever people capture digital images", Snapfish has struck a partnership with Sony Ericsson to offer high-quality prints. "Users can simply place print orders directly from the mobile phone - no memory cards, cables or offload needed," he adds.

Commenting on the partnership, Sudhin Mathur, General Manager, Sony Ericsson India, says "We have been continuously working towards amplifying the user experience for capturing, managing, experiencing and sharing spontaneous moments. Our recent product launches are testimony to the same - the C903 and C510 Cybershot phones, apart from imaging capabilities, come with an in-built Snapfish by HP application, allowing users to send print orders from the phone to Snapfish and have quality photo prints delivered to their homes."

In the near future, such built-in applications might be made available on other mobile phones and digital cameras as well, says Parthasarathy. "A Snapfish application for iPhone is in the pipeline," he adds.

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