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Flickr joins hands with HP's Snapfish

17 Nov, 2009, 1740 hrs IST, Indiatimes Infotech,

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New Delhi: Flickr, a division of Yahoo! Inc and one of the world's largest photo sharing communities, on Tuesday said it is partnering with HP's Snapfish service to provide Flickr members with a wider range of photo printing and gift creation options.

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As Flickr's preferred printing partner, Snapfish will now enable Flickr members worldwide to quickly transfer, organize, and print photos, as well as create photo gifts such as photo books, greeting cards, mugs, t-shirts and a wide range of prints and much more using their existing Flickr photostream.

This is the first time that most of Flickr's international members, including India, will have an option to print photos directly from their photostream — an advantage of Snapfish's international presence in 22 countries worldwide.

With this agreement, Flickr has made easy printing a priority for its more than 40 million members worldwide. Flickr and Snapfish have developed an integrated and intuitive experience that combines Snapfish's printing capabilities with Flickr's online photo organization features, such as Organizer, Sets, and Photo Page. For example, from the Flickr Organizer, members can easily select individual or batches of photos for editing or printing through Snapfish, where they can produce a variety of photo products using their personal Flickr images.

"At Flickr, it's important that all our members across the globe have the ability to bring their images to life through printing and sharing," said Douglas Alexander, general manager, Flickr. "We're excited to partner with Snapfish in this effort, as we feel the company provides the value and choice we know our members expect when it comes to their photos."

In addition, Flickr members will enjoy more flexibility in shipping photos. Not only can members print photos from anywhere in the world, but they can also ship photos to anywhere in the world.

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