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[HP Snapfish Now Offers PhotoBooks in India](#)

By [PriceGuru Staff](#) • July 15, 2008

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HP **Snapfish** announced the launch of its unique and first-of-its-kind **Photobooks** as well as **Free Picture Mover Software**. While Photobooks form a part of HP's range of photo gifts including flip books, canvas prints, posters, greeting cards, calendars, collage prints/posters, t-shirts, mugs and key chains; the Picture Mover software is aimed at providing users with an effective way of both transferring and managing their photos. HP Snapfish Photobook is a customized, durable, hardcover, digital album which can be ordered online. With a reasonable starting price of Rs. 199, Photobooks

make ideal gifts for weddings, anniversaries and birthdays alike, bringing alive the memories from past.

On the other hand, Picture Mover is an innovative software tool that allows members to effortlessly transfer photos from their digital cameras or memory card readers to both their PCs and Snapfish accounts without the single click of a mouse.

“Personalisation and choice of storing cherishable memories in a precious format is one of the key needs of the consumer. A shorter, faster way of accomplishing this is a necessity. These two factors spurred the launch of Photobooks and Picture Mover in India” said Mr. Michael M.Bala, Country Manager, Snapfish India, Hewlett-Packard India Sales Pvt. Ltd. “Moreover, with 49 million internet users in the country and sharing pictures being the top 15 activities for net users, the online photography space is surely poised for unparalleled growth. Today’s announcement is in continuation of Snapfish’s consistent efforts to revolutionize the way consumers click- share -print’.” he added.

HP Picture Mover Software: Snapfish 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. For typical users, Snapfish Picture Mover eliminates at least 11 steps from the transfer process, bypassing the standard upload process and saving valuable time.

Snapfish Photook – A Snapshot:

Snapfish Photobook is available in a range of sizes and exciting prices:

- **Photobooklets:** Available in sizes of 2” X 3” and 5”X7”, the photo booklets and paperback photobooks are the perfect gift options. Priced at Rs. 199/- and Rs. 499/- respectively, these ideally fit in bag or purse
- **Jacket Photobooks:** Available in sizes of 8” X 8” and priced at Rs. 1,099/- this non-traditional photo book size makes a cute addition to your living room table and is an easy way to showcase your memories both inside and out
- **Classic Photobooks:** Available in sizes of 8” X 11” with linen/leather hardback cover, this traditional size photo book makes an ideal present for family and friends. Celebrate your wedding or baby’s first year with this classic book. The book is affordably priced at Rs. 1,499/-
- **Signature Photobooks:** Available in sizes of 12” X 12” with linen/leather hardback cover and priced at Rs. 1,499/-, this is the ideal medium to share all of life’s big and small events.

And what more? There’s currently a promotional offer ongoing, so you can use this coupon “**PBBLUEOFF15**” to get 15% instant off on all photobooks. Valid till 31st July 2008.

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Poll of the Week

Your Gaming Platform of Choice?

- I play on all platforms. Mmm, games!
- PSP/DS/Mobile: Portable warrior..aroo!
- Wii: Keeping myself fit!
- Xbox 360: LIVE is where the heart's at!
- PS3: Sony's Cell makes me feel special
- PC: I want uber graphics and sound!

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