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HP Snapfish ushers in a revolution in the online photography space

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HP Snapfish (www.snapfish.in) - world's leading consumer online photo service -has unveiled a slew of initiatives to further consolidate its leadership in the Indian digital photography space. Targeted at India 's burgeoning digital families, 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. It is a must have for weddings and large functions, you choose the way the story goes!

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.

A recent InfoTrends study reveals that 16.8 percent of digital photography consumers, who have not uploaded photos to an online photo service, have not done so because they either don't know how to upload photos or are uncomfortable with the technologies currently available.(1) Today's announcement is another step by Snapfish to create the easiest, fastest and highest quality experience for sharing, printing and storing photos.

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.

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 PictureMover is now available for free download at www.snapfish.in/picturemover and will be pre-loaded on all HP PCs by late 2008.

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