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Snapfish celebrates 10 years of global success

April 28, 2010

Ten years and 10 billion printed images later **Snapfish** by HP (www.snapfish.in), the world's leading consumer online photo service by HP, is optimistic about India's growing adoption of digital photography and the booming social networking phenomenon. Snapfish has closely mirrored its global success in India and has grown its user base to over 900,000 users who have uploaded over 6 million pictures added every quarter in the past 2.5 years.

In celebration of its 10th anniversary, **Snapfish by HP** announced it will open its application programming interface (API) to allow creative individuals and businesses to be part of the evolution of its leading online personal publishing service. The initiative – called **Snapfish Publisher** – will allow India's rich pool of designers, developers and printing partners to reach more than 85 million registered users through the worldwide Snapfish network to market and sell their creative designs, merchandise and services and tap into the \$1 billion market for online photo ordering.

Snapfish has powered the transition from film processing to digital photo printing, driving the growth of personalized gifting and enabling instantaneous memory sharing across a growing number of mobile and social networking platforms. Today, Snapfish has over 85 million users in 22 countries and has registered a 500% growth in prints and 700% increase in photo merchandise since 2005.

"We've had an incredible 10 year journey building a global family that has chosen Snapfish to share, preserve and print their memories in fun, easy and imaginative ways," said Bala Parthasarathy, Snapfish's Founder and Managing Director for the APAC Region.

"With the unique opportunities it presents, India is a very exciting market for Snapfish. With the market for digital cameras expected to grow from the current 2 million units to close to 10 million units by 2015, we see a huge potential for our business to grow over the next 5 years. With the adoption of the digital medium, consumers are increasingly using our products and services to share their memories with their friends and family in interesting and innovative ways," he added.

With India's total internet user base touching close to 75 million people, with 42 million active internet users, digital printing has seen a growth of 975% from 2000 thru 2010.

The social networking phenomenon is further fuelling the growth of online photo printing and merchandise in India. Facebook today has more than 400 million active users who upload more than 3 billion photos to the site each month. A recent global report by IDC Research predicts that more than 124 billion photos will be shared through social networks by 2013.

"We now embark on our next phase of growth, by rewarding our customers and opening the doors to new audiences by empowering Indian designers and developers to go beyond photos and be part of the future of Snapfish with the Snapfish Publisher initiative," Bala added. Numbering over 2 million, the India developer community is the second largest after the US.

In India, Snapfish has successfully partnered with leading brands such as Huggies, BabyCenter.in, IndiaTimes and eBay India to launch co-branded Photo Centers to allow users of these sites to conveniently upload their pictures and order prints and photo merchandising directly.

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