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HP Snapfish To Tie-up With Indiatimes.com For Online Photo Service



[Snapfish](#), HP's online photo service alongwith [indiatimes.com](#) have announced the launch of a co-branded online Photo Center. Users can now print, share and store photographs and can order for photo gifts online. Snapfish last year as reported in Medianama has a similar tie-up with online retailer [Indiaplaza.in](#). Snapfish charges Rs. 2.95 per 4X6 sized prints. Snapfish was acquired by HP in 2005. Bangalore based [Picsquare](#) which was acquired by Infibeans is another such online photo printing portal. ([Read more](#))

Former Rediff CFO Joy Basu Joins iYogi

Joy Basu, former Chief Financial Officer of NASDAQ listed Rediff.com has joined iYogi, a direct to consumer and small business remote computer tech support provider. Basu will be part of the Global Executive Management team. Prior to Rediff, he has held senior positions in the Sterlite, Tata and RPG Groups. iYogi is a company funded by SAP, Canaan and SVB. ([Release](#))

Anand Singh Is Sales Head, BIG Online Network



Reliance Entertainment has [roped in](#) Anand Singh, previously Business Director at [Havas Entertainment India](#), as the head of online advertising sales for Bollywood and Film for the four portals under the label BIG Online Network. Singh will report to [Murtuza Kagalwala](#), Business Head, Video-on-Demand, [BigFlix.com](#). The company has clarified that he will not be heading sales across sectors and will only handle Bollywood and film ad clients for the Big Online Network, which includes websites: [BigFlix.com](#), [Bigadda.com](#), [Zapak.com](#) and [BigOye.com](#). The Big Online Network claims to collectively reach 4 crore unique visitors in India and registers 200 million impressions per month. Singh has previously worked at Medianet, [Kid Stuff Promos](#) and Jasubhai Digital Media.

3GPP Approves New Standard For Indic Languages

The global mobile standards body 3GPP has given a final approval to CEWiT's standard for Indic language SMS, and the ability to send and receive text messages in 22 languages is expected to be available in a year's time. ([ET](#))

Related - [New Standard For Indic Language SMS To Reduce Cost By 1/3d; Implementation Challenges](#)

Geodesic To Broaden Its User Base With Sybase 365



GEODESIC

[Geodesic](#), a solutions company for IM, VoIP and Internet Radio announced that it will tie-up with NYSE registered Sybase Inc's mobile messaging service subsidiary [Sybase 365](#), to expand its userbase. This will allow Geodesic to extend its service reach throughout Asia and Europe. At current the mobile messaging generates revenues worth \$130 billion worldwide. According to [Portio Research](#), the figure is set to rise to \$224 billion by 2013. SMS on its own will be a \$100 billion business by 2010 and IM users to grow from 111 million in 2008 to 867 million by 2013 says Portio Research. ([Read more](#)).

Acid Factory Mobile Game From Hungama



Hungama Digital Entertainment has launched a game based on the film Acid Factory releasing on the 9th. The game is available for download through various operators across India. Indiagames too had announced the launch of three games based on films – Kaminey, Quick Gun Murugun and Aagey Se Right, for the mobile. ([Read more](#))

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[hautkrebs](#) + October 12th, 2009 (#):

Nice article!! I must say he has got such a extra talent. Good work. I really like the movie Acid factory. Thanks



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