

## PC World

### Share Photos Easily With Anyone, Anywhere

EVEN IN THE 21st century, friends and relatives promise to share their photos after a special event—but rarely follow through. Why? Because despite recent advances in photo sharing technology, it's a pain in the backside.

The time-honored method of sending out pictures is via e-mail attachments. But this approach limits the number of snapshots you can send and creates organizational hassles for the recipients. The Internet's leading photo-hosting services—Flickr and PicasaWeb—offer ways take your snapshots to the Web, but popularity isn't always the same as superiority.

If you're tired of watching your best pictures languish in an online gulag, it's time for you to move beyond the basics of photo sharing.

#### Photo Networking

Like many online photo-hosting services, Phanfare ([phanfare.com](http://phanfare.com)) allows you to upload your pictures to a Web album and then share that album with others. But Phanfare adds a social networking element that makes it more like a cross between Facebook and PicasaWeb, complete with shared group albums, to which other users can add their own photos. Thus, everyone who went on the trip can contribute his or her snapshots to the same album, with captions and comments.

Phanfare really shines with its list of sharing-centric features. Friends and family members can view slide shows. And they can easily

download individual photos or entire albums at high or reduced resolution. They can also order prints and photo

any member of your group who wants them—while keeping strangers from slithering onto your photo-

That seemingly minor impediment discourages busy people from putting their pictures online. Memeo Share ([memeo.com](http://memeo.com)) takes a slightly different tack, supplementing Web albums with automated sharing between PCs.

After installing Memeo's software on your PC or Mac, you designate one or more folders as "shares." The application then automatically uploads all photos that you store in (or add to) those folders to your online account, optionally resizing them for faster uploading. It also syncs with PCs of friends and family members (your Sharing Circle, in Memeo parlance) that are also running the Memeo software.

If you're on the receiving end of new photos, you must still import them manually into your preferred photo-management program. For the moment, Memeo offers no way of ordering prints or gifts either (though that option is in the works, according to company reps). So, despite offering an expedient method for swapping photos with your personal network, the Memeo Share service isn't ideal.

Like both Phanfare and Flickr, Memeo Share offers a 1GB account free of charge. An unlimited amount of storage costs \$5 (Rs 50 approx) per month. The biggest downside may be that the service requires everyone in your circle to download and install yet another program.

-Rick Broida



**MEMEO SHARE'S ONLINE service automatically swaps snapshots between your PC and the PCs of your friends and family.**

gifts from third-party services such as Kodak Gallery, Shutterfly, and Snapfish.

In short, Phanfare is a well-rounded, easy-to-use service. Newcomers can obtain a free account with 1GB of storage. Upgrading to unlimited storage will run you—and each other sharer—\$55 (Rs 2,750 approx) per year. Though Flickr is a better deal at \$25 (Rs 1,250 approx) annually for unlimited storage, it doesn't include batch downloading and has fewer printing and gift options. The extra \$30 (Rs 1,500 approx) buys you an interface that is much easier to use, as well as family-friendly sharing features that simplify distributing your pics to

sharing network and ogling your snapshots.

#### Automatic Sharing

Flickr, Phanfare, and PicasaWeb all require users to upload their photos to them.



**PHANFARE'S IPHONE APP automatically uploads photos to your Phanfare account.**