



Snapfish by HP Photo Organizer

– Site Enhancements

Overview

Snapfish by HP, the No. 1 online personal publishing service, launched in the United States in April 2000 with the vision of helping people preserve, enjoy and share their most valuable memories. Eleven years later, Snapfish has seen incredible growth by staying ahead of market trends and continually innovating to meet consumer needs – powering the transition from film processing to digital photo printing, driving the continuing shift from home delivery to retail pickup, and enabling instantaneous memory sharing across a growing number of mobile and social networking platforms.

Snapfish continues to offer value and prides itself on being a place where families can grow and keep special moments alive. The company strives to make it as easy as possible to navigate the site so customers can easily find what they want, when they want it. To this end, Snapfish has launched a new photo organizer featuring enhanced functionalities to help boost efficiency of photo library management and publishing.

Key features

- The newest functionality – facial recognition – was designed in collaboration with HP Labs researchers, the company’s central research facility. An advanced version of face tagging, facial recognition uses sophisticated algorithms to detect and identify a person’s face, enabling customers to easily organize their photos as well as create products – unlike other sites or software that rely on facial recognition for photo-sharing purposes only.
- Also unlike other applications that only recognize adult faces, Snapfish’s facial recognition software is optimized to detect baby faces – a feature that is important to many Snapfish customers who upload photos of their children. Over the child’s growth, the software recognizes and groups these faces together.
- To ensure customers’ privacy is maintained, the user must opt in to

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the facial recognition feature for the software to tag people in their photos. Once this is complete, the algorithm recognizes the person in subsequent photos and assigns the appropriate name tag. A group of images is then created for each tagged person. This builds on Snapfish's continued work to ensure customers' privacy and security concerns are managed properly. For example, Snapfish only uses customer data to assist in completing a transaction or order; prevent and detect security threats, fraud or other malicious activity; communicate about products and services; and provide service and support. Credit card information is used only for payment processing and fraud prevention.

- Additional online photo organization features include: larger thumbnail views of photos; ability to caption, rotate and edit photos in batches; easy sharing to social networks; new searching capabilities across all albums to easily find photos by occasion, date or tags.
- More efficient ways to add products to the cart including batch actions for selecting all photos or selecting individual photos that are immediately added to the cart for easy checkout.
- Event tagging – Tag with free-form text. Once a photo is tagged by event, it's easy to find that event within an entire set of photos to create personalized products such as photo books and calendars based on occasions.

Additional Snapfish facts

- Professionally developed, high-quality 4 x 6-inch prints for just 9 cents every day; prints as low as 8 cents each with prepaid plans.
- More than 100 unique, customizable, high-quality products and gifts to choose from – everything from photo books, calendars and cards to household items, clothing and sterling silver jewelry.
- The only major online service to offer comprehensive choice in printing with mail-order, print-at-home and same-day in-store pickup at more than 10,000 locations.
- [Snapfish Publisher](#) presents budding and established creative work and the opportunity to better meet widespread consumer demands. It



inspires people to do more in terms of personal expression.

- Group Rooms allow users to upload their individual photos into a common area and collaborate on photo projects such as photo books, calendars or cards, and share albums with family and friends outside the group. Users can automatically receive updates when room content has been added or changed.
- Magic Layouts enable smart creativity by providing automated custom layouts that always look great and fit users' photos, providing more control over photo book designs.
- Snapfish Home Videos allows storage and sharing capabilities for digital camera and camera phone videos; the service is free for the first month and \$2.99 a month thereafter, or \$24.99 a year.
- High-quality film developing for only \$2.99 per roll, which includes a full set of prints, plus online posting. Even film or single-use camera users can still get the benefits of digital.

Retail and online collaborations

Snapfish powers a sizeable share of the retail photo processing market with a compelling online infrastructure that enables retailers to provide their customers a best-in-class personal publishing experience. More than two dozen esteemed partners, including Comcast, Duane Reade, Meijer, Staples, Travelocity, Walgreens and Walmart, use co-branded or private label services from Snapfish.

Social and mobile

- Connectivity with social networks such as Facebook, MySpace, Blogger and Typepad enables users to share photos with friends and family in all their networks at once.
- Free and easy mobile uploading with the Snapfish iPhone application as well as the ability to email camera phone photos directly to Snapfish accounts via save@mysnapfish.com. Users also can access the Snapfish mobile site at m.snapfish.com from any phone browser to upload and share photos from virtually anywhere.



- A Facebook app allows users to not only print photos from their Snapfish albums, but also from Facebook albums.
- Snapfish is the exclusive photo print and gift fulfillment partner for the Flickr community, offering Flickr members worldwide more options for photo printing and gift creation than ever before.

Licensed content relationships

Snapfish has a first-of-its-kind licensed content relationship with iconic media brand LIFE, enabling consumers to order printable merchandise featuring images from the legendary LIFE photo archives. Currently Snapfish offers greeting cards, note cards and notebooks using more than 100 of the world's most renowned images from the LIFE archives, allowing users to combine history's greatest collective memories with their own.

This collaboration builds on HP's unrivaled portfolio of popular licensed content, including brand powerhouses Sony Music, Nickelodeon and the National Basketball Association (NBA).

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