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Sony clicks with Snapfish by HP

Sony has teamed up with Snapfish by HP to make online photo printing even easier for owners of Cyber-shot™, “” A-mount and E-mount digital cameras and Handycam® camcorders.

The latest version of PlayMemories Home software now lets users* order great-looking prints from Snapfish, the online photo printing service from HP. With millions of users worldwide, Snapfish offers a wide range of high-quality personalised photo products – from individual prints and photo books to posters, mugs, greeting cards and more.

PlayMemories Home Version 2 will be available for free download for customers of new cameras and consumer camcorders from Sony and will allow you to upload images directly to Snapfish. Just click on the Snapfish icon: once you’ve registered for your free Snapfish account, it’s easy to upload selected images from PlayMemories Home for online printing and delivery to your home.

As an additional incentive for Sony camera owners, there’s a tempting offer to save 50% on your first photo book for newly-registered Snapfish users.

Included with all new digital cameras from Sony, PlayMemories Home software makes it easy to enjoy, share, manage, edit and print all those photo memories stored on your PC’s hard drive.

The latest version of PlayMemories Home PC software (Version 2) with Snapfish integration comes free of charge with all new digital cameras and consumer camcorders from Sony. Existing PlayMemories Home users can update to the latest version by visiting www.sony.net/pm

* Snapfish service is integrated with Sony PlayMemories Home Ver. 2 software in these countries: United States, Canada, China, Australia, New Zealand, United Kingdom, Germany, France, Italy, Austria, Belgium,

Switzerland, and Ireland.

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For more information, please contact the Sony team at Cake:

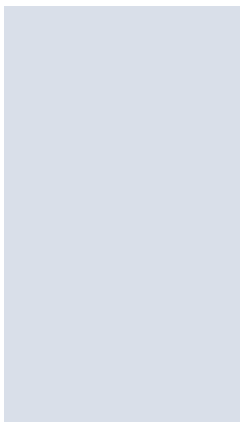
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