

## business today

# Print More

Digital Photography + Photo Printer = Great Sense!

KUSHAN MITRA

**W**E CAN SAFELY SAY THAT you own a digital camera of some sort or another. And you probably have clicked hundreds, actually thousands and maybe tens of thousands of images over the past few years, which are lying scattered all over your computer. So, how do you sort things out?

### The First Step

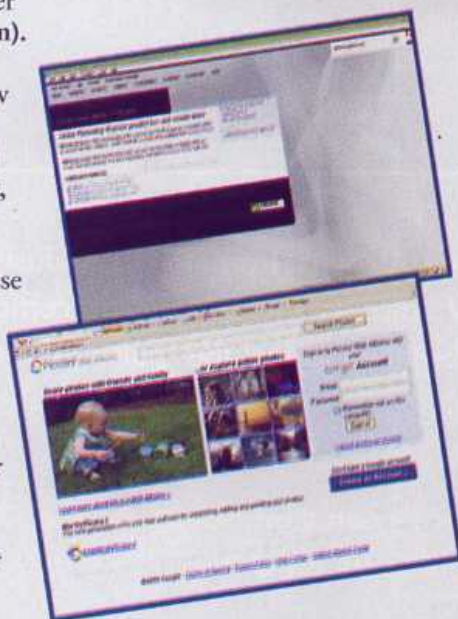
Download Google's Picasa (<http://picasa.google.com>) or Adobe Photoshop Album Starter Edition (<http://www.adobe.com>). Both these pieces of software are free and they not only allow you to edit away the blemishes on images, such as the dreaded 'Red Eye' of flash photography, but also play around with colours. This can dramatically improve an image. None of these are as good as something like Adobe Photoshop Elements, which is a paid piece of software but gets the job done much better. This software also allows you to sort out your images better, and if you really haven't named your pictures or filed them in proper folders, this is a great help.

### Get a Printer

We suggest that you choose between either the HP C4588



**COST OF A 4x6 PRINT**  
 PAPER (A single A4 sheet makes four pictures) - Rs 1.75-2.00  
 INK - Rs 0.75-1.00  
 TOTAL (excluding cost of printer) - Rs 2.50-3.00  
 COST (per 4x6 print) from online service - Rs 2.75-2.95 (plus postage)



(Rs 8,800) or Canon iP4680 (Rs 8,500). These are both highly capable but inexpensive printers

and they both handle documents and children's scrapbooks as well as pictures. Ink and paper still isn't cheap, but our rudimentary math (minus the cost of the printer) shows that you can pretty much print a picture for between Rs 2.50-3.00 each. We mean a 4x6 print, of which you can get four on a sheet of A4 paper.

### The Shop Option

Of course, you still have choices like HP's Snapfish or itasveer which allow you to upload images online. Or you could always go to a retail outlet where you can take your Secure-Digital card into the slot or transmit the images through Bluetooth. Then simply choose how you want the image printed.