

Mobile Photo Studio

Emerging Market Solutions



HP puts the power and beauty of digital photography in the hands of the tomorrow's village entrepreneurs.



In the rural community of Kuppam, India, ID photos are required for a variety of government forms and applications, but very few of the region's 300,000 people can afford a camera. Film and quality batteries are hard to find, and printing requires a time-consuming, expensive trip to one of the few photo studios in a nearby town. In the past, the people of Kuppam either mastered opportunism and resourcefulness – or simply did without ID photos and the government assistance programs for which they were required.

In 2002, HP put its formidable technology team to the task of combining a digital camera and printer, capable of producing HP-quality digital prints, with a solar-powered rechargeable battery pack, all zipped up in a tough, lightweight (7 kg, or 15 lbs) backpack. The result: the HP Mobile Photo Studio – designed to bring photography to the person, rather than the person to a photographer.



The Mobile Photo Studio is more than just a well-designed photography and printing kit. It is the engine for a new business model – the delivery of photography as a service. With a unique pricing scheme that allows dozens of local women to rent the equipment for a small monthly fee, the HP Mobile Photo Studio provides immediate and much-needed income for rural families. Since it is simple to operate and portable, the women can take their business to some of the region's least accessible communities, and villagers get high-quality ID photos for a fraction of the cost of traveling to a photo shop in the city.

The HP Mobile Photo Studio is part of a broad spectrum of solutions and services developed at the Kuppam HP i-community in India. Located in a rural province north of Bangalore, the i-community is a public/private partnership created to identify and understand local development challenges and create ICT solutions that address them.

Technical specifications:

- HP Digital Camera (HP 635/735)
- HP PhotoSmart Printer (HP 145)
- 2 x SD 128 MB Memory Card
- 1-year parts and labor warranty

Portable solar power pack:

- Carry Pack
- 10W Solar PV Module with tilt stand and 5-meter cable connector
- 12V 7.5Ah Sealed Lead-Acid Battery
- Solar Charge Controller and Mains Charger
- 150W Inverter

HP has long believed that “doing good” is good business. HP’s worldwide “e-inclusion” initiative provides people with access to greater social and economic opportunities by closing the gap between technology-empowered and technology-excluded communities – with a focus on achieving sustainable solutions. The i-communities in India and South Africa underscore HP’s commitment to discovering and commercializing products and services that fuel economic growth for local communities. Through its partnerships with government agencies, non-governmental organizations and other companies, HP is increasing access to technology, ensuring integration with existing vital systems, and positively impacting the transformation of emerging market economies.



In the rural district of Kuppam, India, the HP Mobile Photo Studio is used for much more than ID photos. Residents are lining up for family portraits, and “village photographer” services are in demand for wedding ceremonies, religious celebrations, news stories, and even insurance claims. Meanwhile, the skill and prestige of the women in the village photographer program is growing daily. As Neelamma, a talented and ambitious photographer, explains, “Prior to this program, I had not even visited the neighboring villages. Now I provide a valuable service that the community wants and I am respected both in my family and my community.”

For further information about the HP i-communities and other emerging market initiatives, please contact Pamela Livingston at +1 650 857 8220 or e-mail livingston@hp.com

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