



Review Guide: Picasa 3 and Picasa Web Albums

Fast and easy photo sharing from Google

Together, Picasa and Picasa Web Albums make it easy for you to organize and edit your digital photos, and then create online albums to share with friends, family, and the world.

Picasa 3 is the latest generation of Google's photo management software. Picasa helps you organize the photo collection on your home PC (or Mac), edit your photos to perfection, create beautiful prints, fun photo collages, video slideshows, and more. Beneath Picasa's simple and intuitive interface lies an advanced photo editor, a powerful search engine, and high-tech features like automated sync between the photo albums on your home computer and the photo albums you share online.

Picasa Web Albums is Google's online photo-sharing service, and is closely integrated with Picasa software. Picasa Web Albums gives you a fast and easy way to share your best photos online with the people you care about – it's as easy as pressing a button in Picasa. In conjunction with the launch of Picasa 3, Picasa Web Albums is introducing a new user interface, and exciting new advancements which include 'name tags,' the ability to automatically organize your photos according to who's in each picture.

Both Picasa and Picasa Web Albums are free from Google.

New features in Picasa 3

Better integration between desktop and the web

- Automatically sync edits from PC to web, and share online albums directly from Picasa.
Uploading an album of your favorite photos is as easy as pressing a button

Powerful editing features

- Improve photo quality and fix blemishes with the easy-to-use Retouching tool
- Add watermarks, text, and captions to photos with ease
- Use the Smart Cropping tool to suggest the best crop area based on a photo's composition
- Make photo collages, with complete control over layout

Movie Maker with YouTube integration

- Create a movie with photos, videos, and music and share it on Picasa Web Albums
- Post videos to YouTube with one click and share them with the online video community

A new photo viewer (Windows only)

- Picasa 3 includes a streamlined photo viewer for quickly browsing photos via the Desktop or Windows Explorer
- Zoom in on a photo or breeze through a folder of photos in record time
- Jump into Picasa or Picasa Web Albums if you want to perform more advanced functions

New additions to Picasa Web Albums

Name tags

- Organize and share your photos by who's in them – name tags helps you quickly name the people in your photo collection
- Sort and search a photo collection to find photos of people quickly
- Automatically create slideshows featuring specific people
- Easily share albums with everybody in your pictures with one click

Do more with your photos

- Share your photos with your closest friends or the entire world – the choice is yours
- The Explore Page lets you discover photos from millions of users across the globe
- Browse 'Featured Photos' and 'Popular Tags' to see the most popular images and keywords
- Add locations to photos with Google Maps and Google Earth
- Play our new 'Where In The World?' game and guess where other people's photos were taken
- Post photos via email (great for mobile phones)

Picasa searches, organizes, and provides powerful editing tools to give you greater control over the photos on your computer

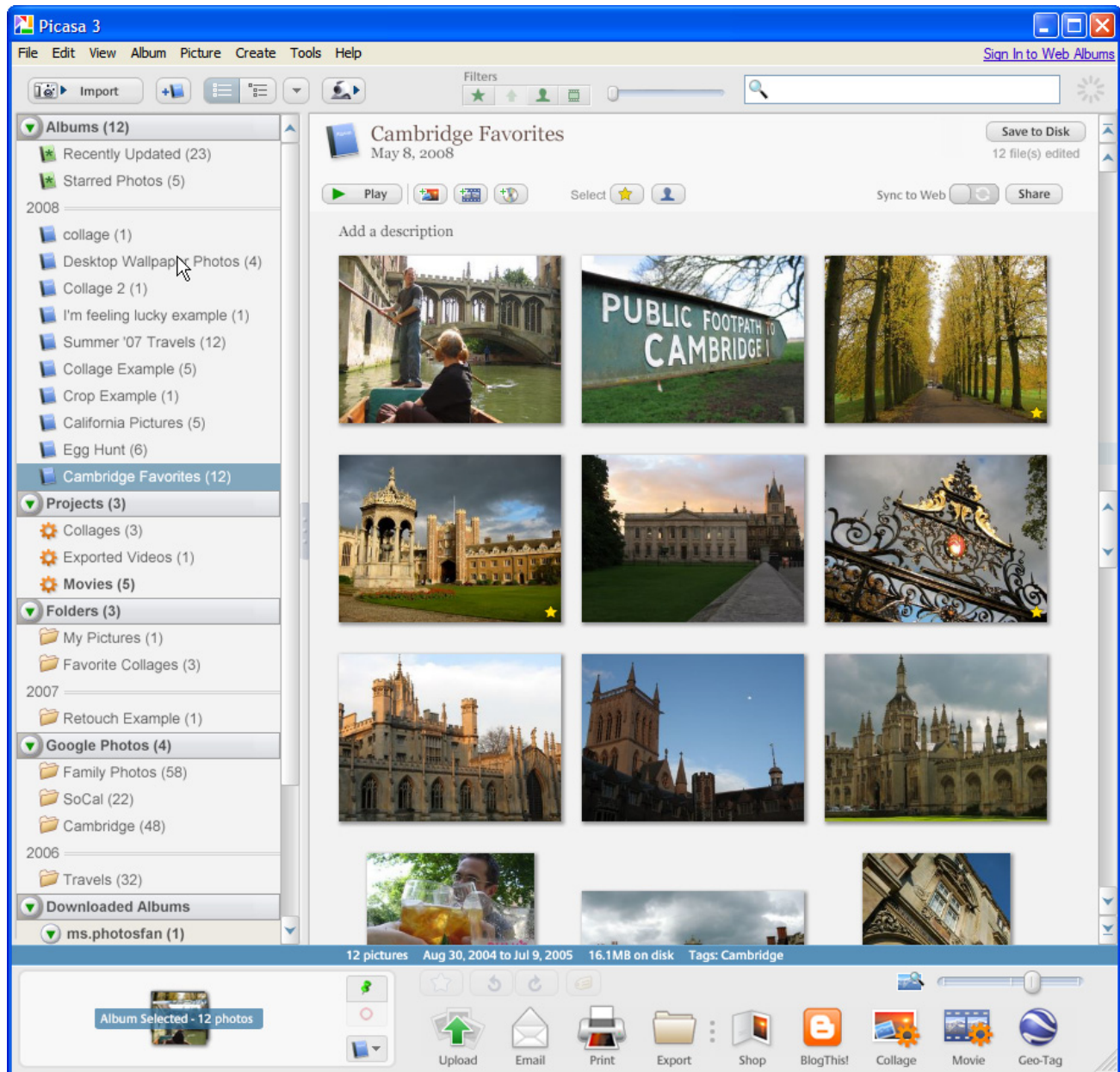
Organize

Find the pictures you forgot you had. Picasa 3 rapidly organizes your entire collection by scanning the images on your computer and automatically sorting them. This feature has been tested on more than 1,000,000 photos. Since building your photo library is an ongoing effort, Picasa will automatically index newly-added photos and help you import from many sources, including cameras, CDs, memory cards, scanners, webcams, and more.

Get photos to your computer

From within Picasa, click the “Import” button and select your device or folder from the dropdown menu (your camera should automatically be detected). Select the specific photos you’d like to import, or choose all. These photos will be saved on your computer and displayed as a new folder in Picasa.

Mobile phone pictures no longer need to live on a tiny screen. Simply transfer mobile pictures to your PC per your device’s normal transfer mechanism, like Bluetooth. Some mobile phones may have TWAIN and WIA support, which means that photos on these devices could be imported directly by clicking the “Import” button in Picasa. Check the manual for your mobile device.



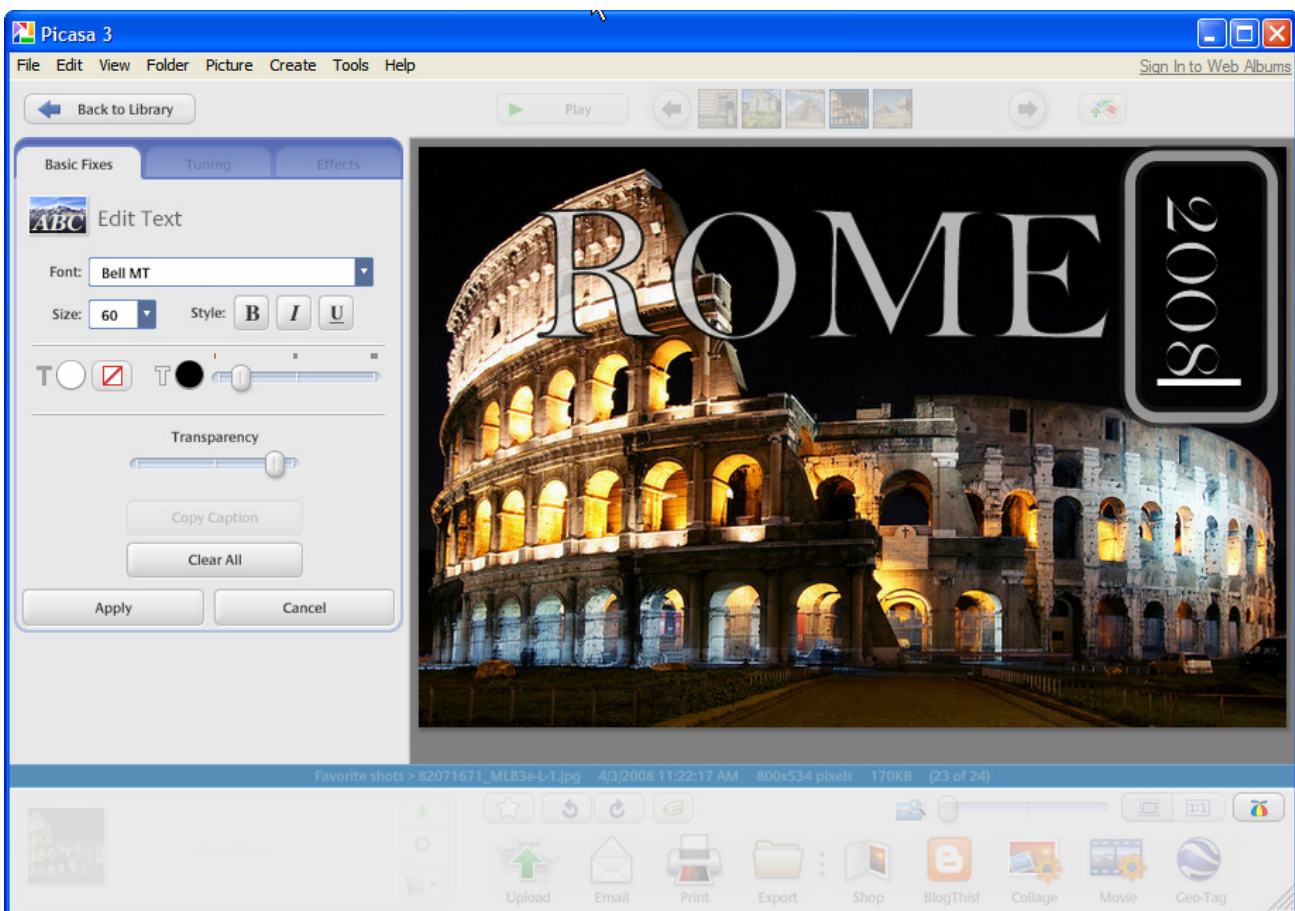
Edit simply

Spend time enjoying your photos, not editing them. The 'Basic Fixes' tab helps you quickly make edits to your photos that can greatly improve how they look.

In Picasa 3 we've introduced new features to help you make better edits, faster:

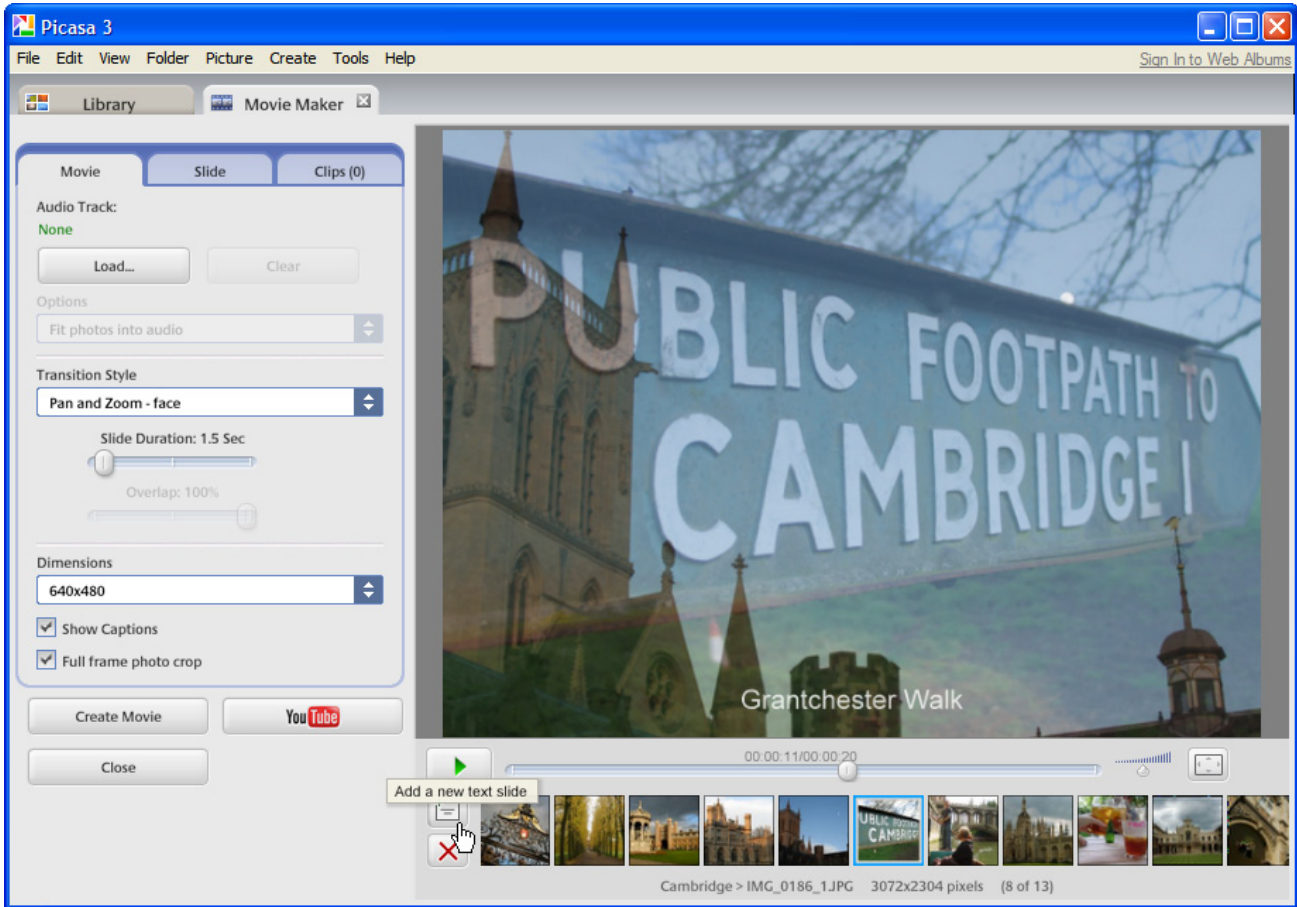
- A powerful new retouching tool removes blemishes with a stroke of the mouse
- Improved auto red-eye locates and removes distracting red-eye automatically
- Smart cropping shows you optimized options based on the composition of the photograph
- The non-destructive text tool lets you add written content and gives you the option to remove it later

Picasa's editing window also includes a 'Tuning' and 'Effects' tab to help you fine-tune the lighting in any picture, or experiment with a variety of artistic filters. Editing is non-destructive, so you can always revert to your original photo if desired.



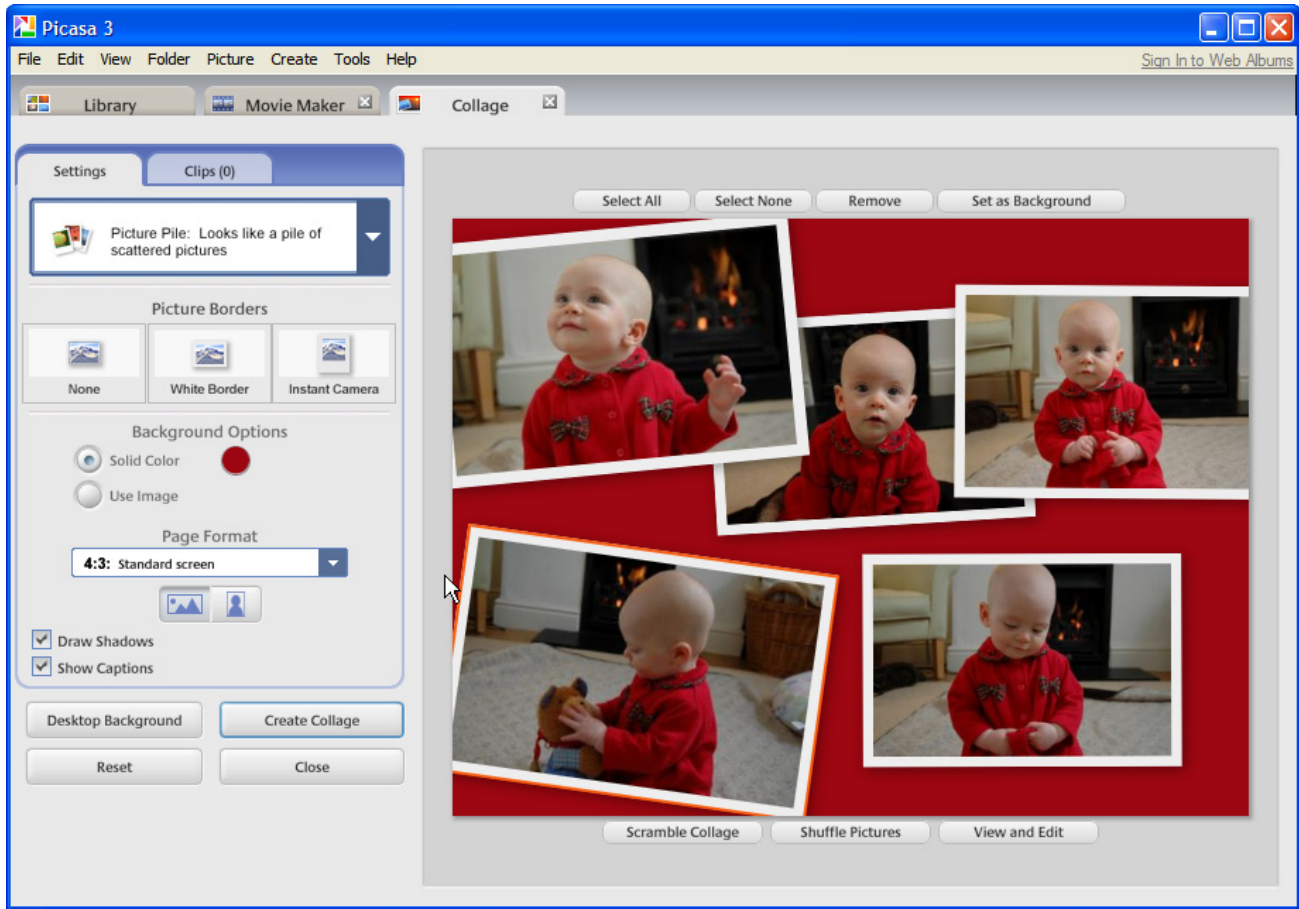
Movie Maker

Combine your photos, videos, and music into a movie, and create a movie file or share it with friends by uploading it directly to YouTube. Highlight your favorite photos and click the movie button at the bottom of the screen. Picasa creates a video with your photos, videos, music, and captions. One more click and you can post it directly to YouTube.



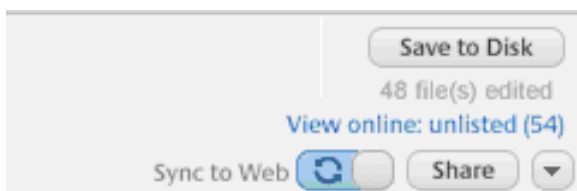
Enjoy your photos

From a greatly-improved and customizable photo collage maker, to better-looking slideshows, there are now even more ways to be creative, show off, and have fun with your photos. These options are easy to find and intuitive enough for anyone to use.



Share and sync with Picasa Web Albums

We streamlined the upload process and added new syncing abilities so getting your photos online and keeping them up to date is easier than ever. The "Sync to Web" button syncs an entire album and keeps it up to date as you add edits, captions, collages and videos. You can also choose to apply 'Sync to Web' to starred photos only, to share only the best of the best.

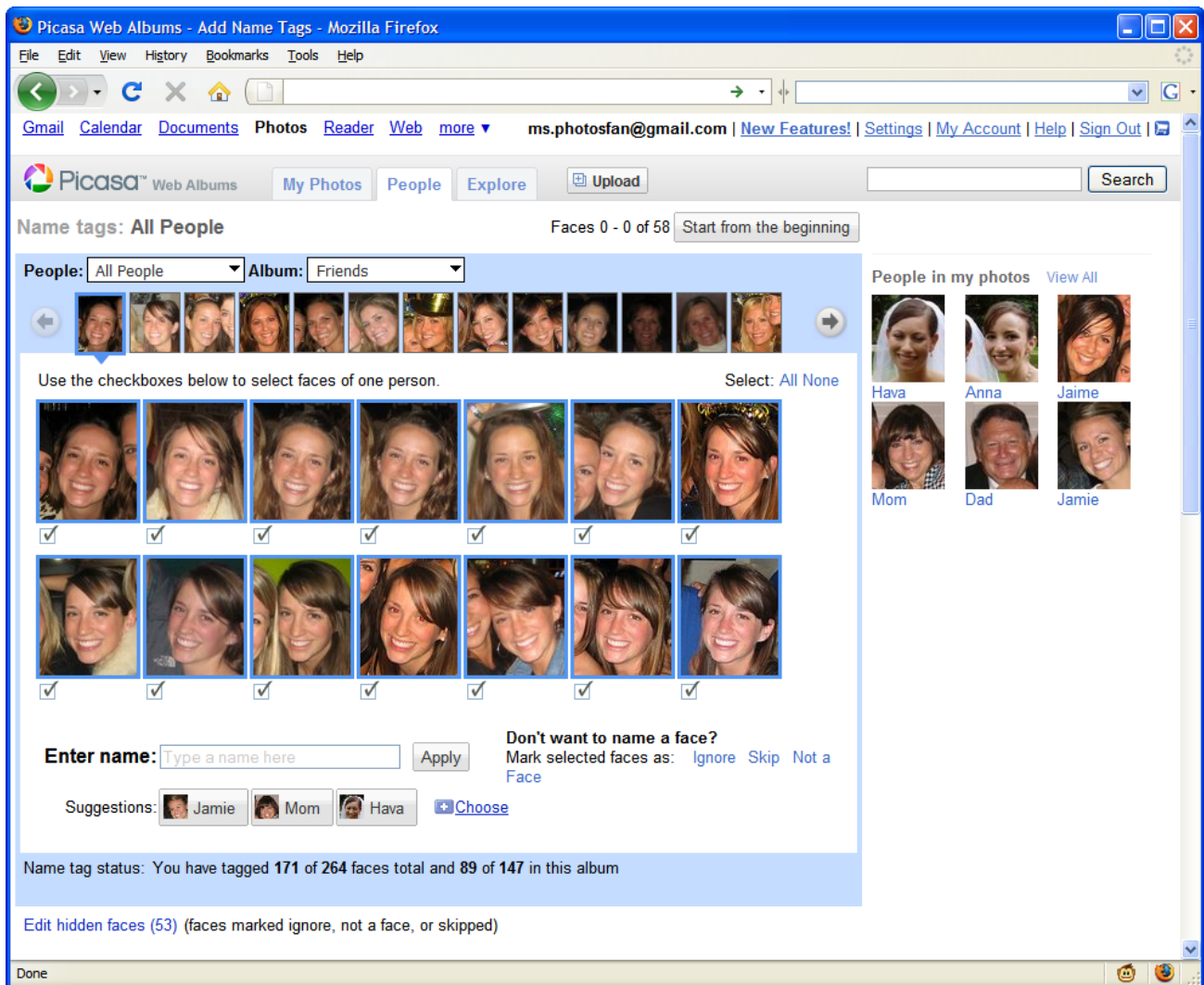


Picasa Web Albums manages your online photo collection and makes it easy to apply name tags, sort your photos, and share your albums with friends or the world

Name tags

Naming people in your photos is easy. Our new technology helps you to quickly and easily add name tags to your photos so you can organize your photo collection according to who's in each picture. With name tags, the more you add, the better we get at making suggestions. You'll be amazed at how quickly you can name everyone in your albums. Then you can do things like show all pictures of Mom and Dad together or create a slideshow featuring a select group of friends. Name tags also makes sharing these customized creations a breeze.

Click the "Add name tags" button on the right side of the screen and the name tags feature will guide you through a simple, intuitive process to add name tags to your photos and easily share pictures with people in your album.



Sharing with friends and family

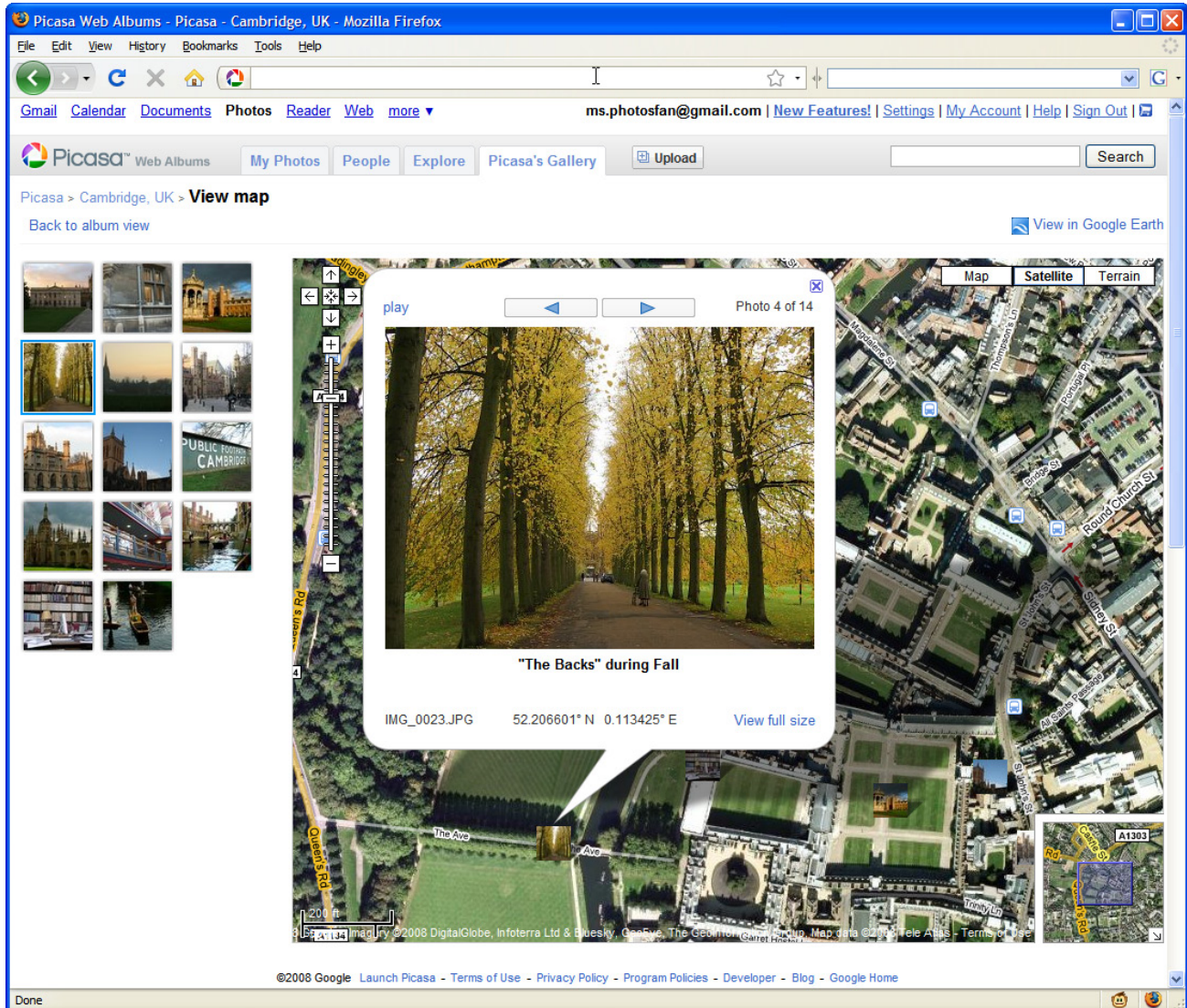
While viewing an album or individual photo, click “Share” to send an email invitation to others. Email addresses will auto-populate from your existing contacts to make it easy to find the people you’d like to invite. And if you’ve added name tags to the album, you can choose to share with the people you’ve tagged with just one click. People visiting your gallery don’t need a Google Account to view your photos.

Sharing with the world

If you have some great shots you’d like others to see, you can also choose to make your public albums searchable. This allows people to find your public photos when searching on Picasa Web Albums and also on other Google services, including Image Search.

Put your photos on the map

Using integration with Google Maps, you can add location information to your photos just by entering an address or dragging and dropping your pictures onto a map.



Getting your photos (and videos) online

Picasa Web Albums offers several options for getting your photos and videos online – using a PC, Mac, or even your mobile phone:

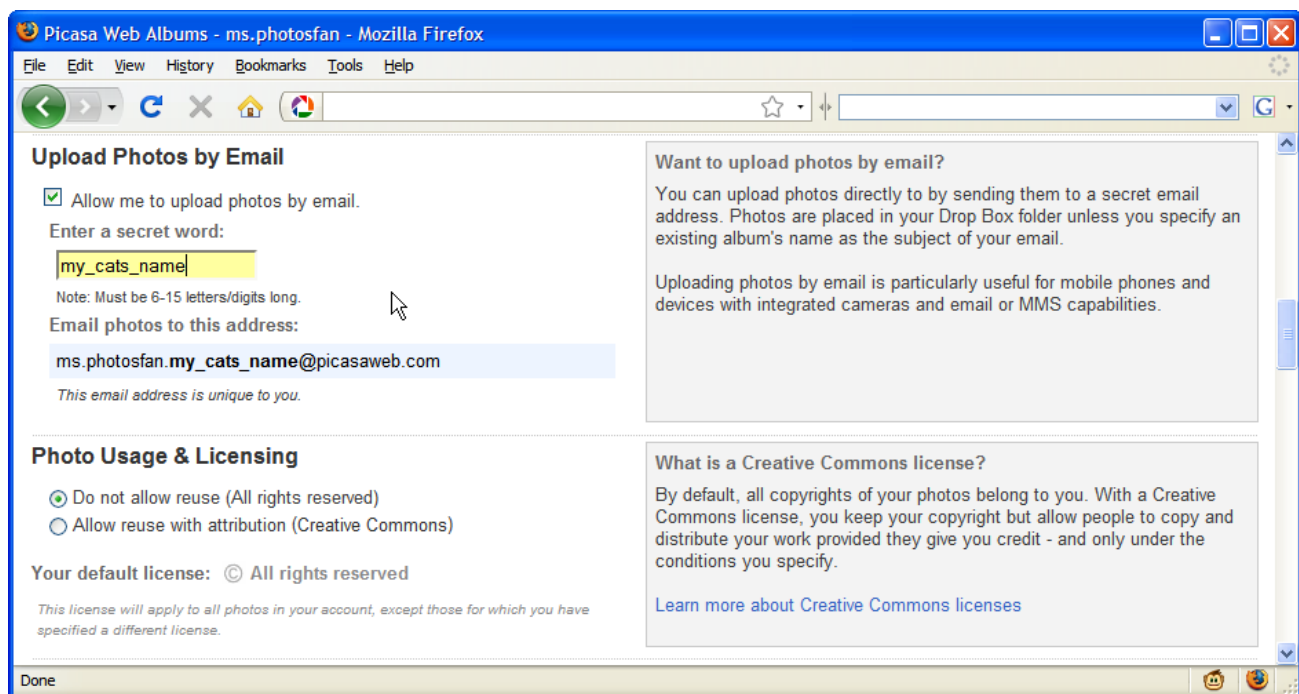
Uploading to Picasa Web Albums

The fastest, easiest way to upload photos to Picasa Web Albums is with Picasa – just select an album or set of pictures and click the prominent “Upload” button. In addition, Mac users can also try the Picasa Web Albums Uploader at google.com/mac, which include both an iPhoto plugin and standalone application.

Alternatively, you can upload from Internet Explorer, Mozilla Firefox, or Safari – click the “Upload” button on the Picasa Web Albums site to get started.

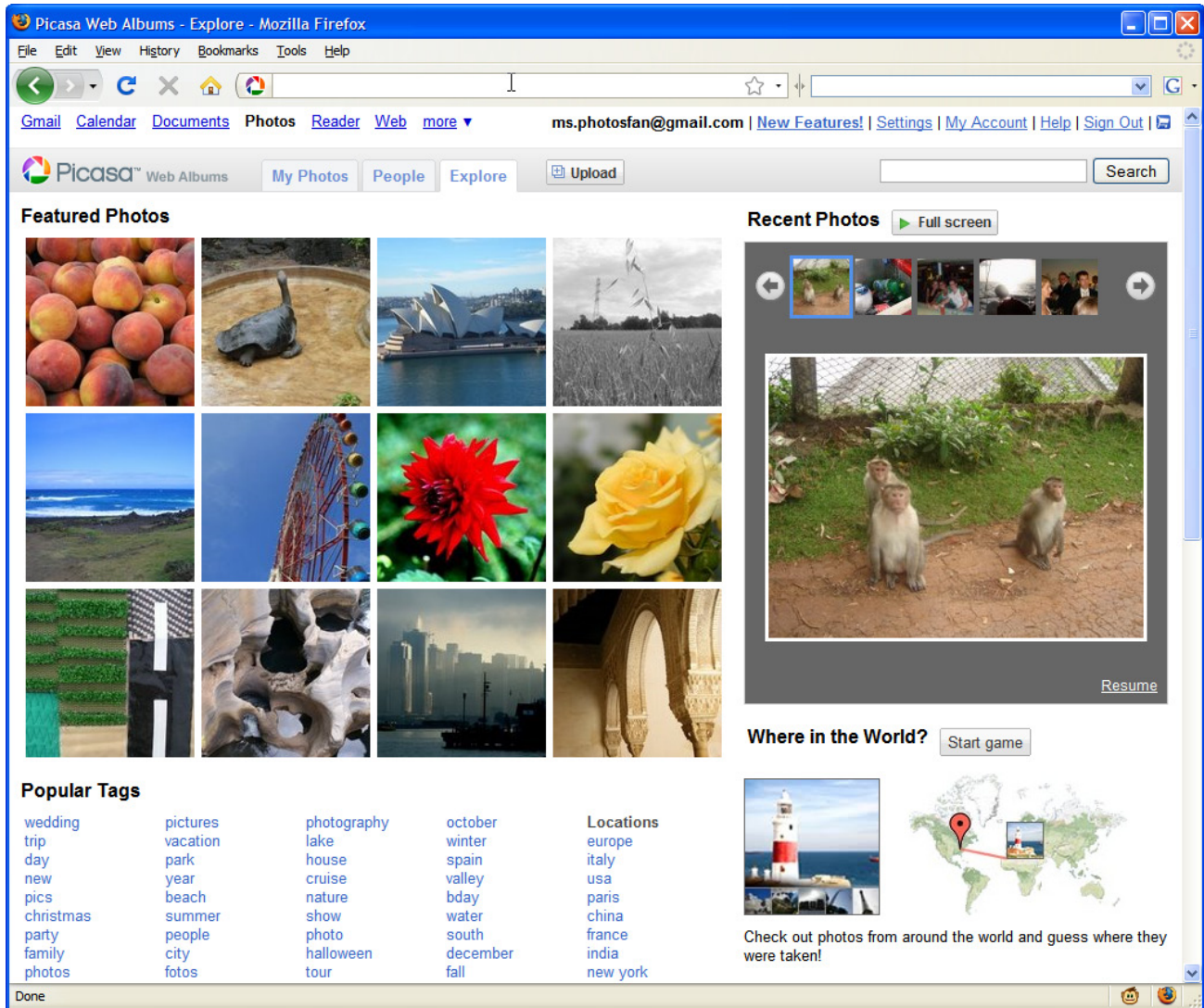
Email upload

By specifying an album title in your subject line, you can even forward photos to your online albums using a special email address. This feature is especially handy for mobile phone users.



Searching and discovering

The new Explore Page has several new ways to help you discover interesting public content from millions of users across the globe. Now you can browse 'Featured Photos' and 'Popular Tags' to see the most popular images and keywords, check out 'Recent Photos' to see public pictures as they're being uploaded, or you can play 'Where In The World?' and guess where photos were taken.



When you see a photo you like, you can leave a comment or add the gallery owner as a favorite. Whenever your favorites add new photos to their gallery, you can choose to be updated by Email Digests and Recent Activity.

Doing more with your photos

As you get to know Picasa Web Albums, you'll find many more features that allow you to take your photos further. Create and embed a portable Flash slide show in your blog or any other web page. Use your mobile phone to see any picture you've posted online, or to browse public content. And all photos uploaded through Blogger appear in Picasa Web Albums – the photos you use in both services can be managed from one place.

You're in control

When you upload photos to Picasa Web Albums, you choose if you want your photos to be public or unlisted. When you're ready to share, we make visiting your albums easy. Just send friends a link to your site. No sign-in is required for anyone who is browsing. Looking for a friend's photos? Search on Picasa Web Albums for their public photos. You can even add your favorite friends to a favorites list in Picasa Web Albums and get notifications whenever they add new photos.

System requirements

Windows XP/Vista, Mac OS X 10.4+ (Intel processors only), and Linux (X86 processor required).

IE6, Firefox, Safari, or Chrome web browsers recommended.

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