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[Print Your Pictures Directly from Your Mobile](#)

The new application lets users send images directly from camera phones to Walgreens locations nationwide

Exclaim has recently unveiled its innovative [Pictavision](#) Teleprints application which lets consumers print their camera phone pictures directly from their mobile handsets. Walgreen Co., one of the largest retail pharmacy chains and a leader in innovative drugstore retailing, is the exclusive Pictavision Teleprints print-to-retail provider. Camera phone users will be able to shoot and send digital pictures to any of more than 5,600 Walgreens locations in the United States and Puerto Rico, and have high-quality photo prints ready for pickup in an hour for just \$0.19 each. Users can also choose to have their prints delivered by mail. Pictavision Teleprints is part of Exclaim's Pictavision portfolio of rich-media mobile phone photo and video applications, and doesn't require memory cards or a PC. Mobile shutterbugs simply download the application to their camera phone, select the size of their pictures and send them directly to a photo center for pickup or mail delivery. "By bringing Pictavision Teleprints to consumers' camera phones, we're making it incredibly convenient to share life's moments while mobile," says Jiren N. Parikh, Vice President and General Manager of Wireless for Exclaim. "Of the 5 billion camera phone images shot last year, less than 20 percent were transmitted--and fewer still were printed. This represents an incredible market opportunity for phone manufacturers and wireless carriers, who can now offer their camera phone customers even more capabilities and enjoyment by partnering with Exclaim." Pictavision Teleprints is fully compatible with the widest array of BREW, Java, and [Symbian](#) phones. The application's other core benefits include: automatic size and resolution adjustment for perfect prints every time; access to print history and printed photos; easy synchronization of PC and Web address books, eliminating tedious, and error-prone manual data entry; flexible payment options allow customers to buy transaction credits on their phone through their wireless carrier.