AT&T Yahoo! Photos: Product Sheet

> **Yahoo! Photos is the No. 1 digital photo sharing service worldwide with approximately 30 million unique monthly visitors** (comScore World Metrix).

A True Web 2.0 Experience
Re-written entirely using advanced JavaScript and AJAX, the new AT&T Yahoo! Photos is the largest photo sharing service to bring Web 2.0 to the masses. Drag-and-drop organization, tagging and advanced search features simplify organization and sharing, so people spend less time maintaining photo collections and more time enjoying them with family and friends.

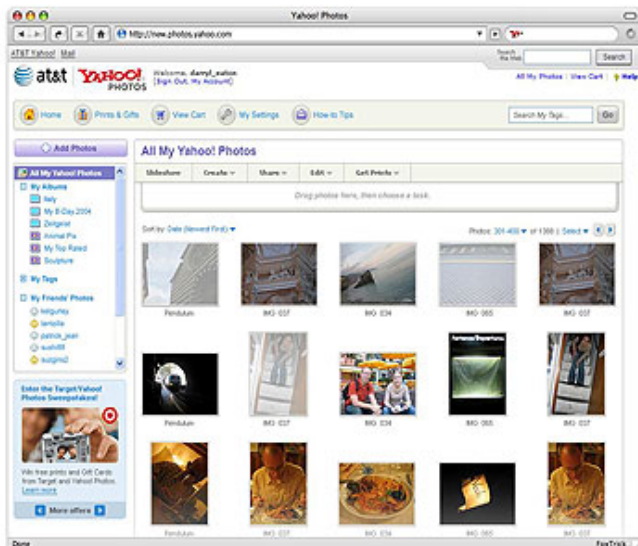**The Elegance and Power of a Desktop Application**
In line with the Web 2.0 experience, the new AT&T Yahoo! Photos offers the elegance and power of a desktop application, coupled with the anywhere accessibility of the Web. It features robust drag-and-drop functionality that has only been available in desktop photo management software – until now. Photos are always as close as the nearest connected Mac or PC.

Introducing Tagging to the World's Largest Online Photo Service
Fast-growing photo collections require more sophisticated applications and organization tools. AT&T Yahoo! Photos takes tagging—pioneered by Flickr—mainstream. Features such as Smart Albums help users harness their tags, ratings and other metadata to create dynamic playlists of photos.

Instantaneous Access to Family and Friends
New community-based features foster greater user interaction ways that weren't possible before, such as the ability to comment, rate and tag photos. People can now exchange comments on shared pictures, add tags to help organize each other's photos, and rate them for simple searching. Also, deep integration throughout the AT&T Yahoo! experience, including AT&T Yahoo! Mail, AT&T Yahoo! Messenger, Yahoo!'s mobile services and Yahoo! 360 gives users a universally accessible location where they can view photos that family and friends have shared.

Highlights include:

- Drag-and-drop functionality
- Edit tags and titles with point-and-click editing
- Tagging and metadata makes it easier to share, view and search photos
- Integration across the AT&T Yahoo! experience including AT&T Yahoo! Mail, AT&T Yahoo! Messenger, Yahoo! mobile services and Yahoo! 360
- Smart Albums are automatically updated with new tagged photos
- Open APIs encourage third-party use, collaboration and mash-ups
- Downloadable high-resolution photos