

FOR IMMEDIATE RELEASE

## JOBO Introduces State-of-the-Art, Ultra Stylish New 15-Inch Digital Picture Frame

*New JOBO digital picture frame feature 1GB of internal memory capable of storing up to 4,000 images in optimum resolution and features USB OTG compatibility*

**Gummersbach, Germany (January 7, 2008)** – JOBO AG announces the addition of a new ultra stylish, state-of-the-art digital picture frame to the growing JOBO family of digital picture frames. The new JOBO Photo Display PDJ151 features a large 15” high intensity luminous resolution and vibrant TFT-Color-LCD display designed to beautifully showcase digital images, a big internal memory for easy access to images and many other user-friendly functions.

This new JOBO PDJ151 digital picture frame is designed to keep memories alive by showcasing digital pictures in an automatic slideshow presentation giving precious digital memories new life. Additionally, this frame enables users to highlight their special photographic moments and easily share them with family and friends. This new JOBO digital picture frame feature a handsome Acrylic frame design and modern black trim to fit in with any décor in the home or office.

“We are pleased to add this new 15 inch digital picture frame to our family of products designed for digital camera owners,” said Johannes Bockemuehl-Simon, JOBO’s CEO. “This extremely stylish new JOBO Photo Display was created specifically to be the ultimate photo display to help consumers keep their memories alive and visible whether positioned on a tabletop or desk or conveniently mounted to a wall. With more consumers than ever using digital cameras to document events in their lives, products like our Photo Displays are the perfect solution for them to proudly showcase all their digital images that until now were just stored on home computers never to be seen again.”

This new JOBO digital picture frame features a 1024 x 768 pixel resolution with a contrast ratio of 400:1. To view images on the display, users just insert their camera’s media card into the frame to transfer the images to the frame’s internal memory or they can download digital image files from their PC or USB device such as JOBO’s line of image storage units onto the JOBO PDJ151 frame via the included USB OTG cable. This model feature USB 2.0 high speed capability and support all popular memory cards such as CF, SD, MMC, MS and xD. Easy to use buttons on the back of the frames support intuitive operation of all important functions. Also included with this model is a wall mount kit and remote control unit for convenient operation from any location in a room.

The 1GB internal memory of the new JOBO PDJ151 can store up to 4,000 pictures in optimum screen resolution turning it into a deluxe digital photo album. This JOBO model support picture browsing, thumbnail mode and slideshow with various transition effects. It also offers user-friendly functions such as Copy, Delete and Rotate photos as well as 4x zoom. This frame can also display a calendar and the time and feature an integrated alarm clock. It includes an AC power adapter and can be powered on and off automatically by a timer.

### **JOBO PDJ151 Specifications:**

- 15 inch (38.1 cm) diagonal
- Resolution: 1024 x 768 Pixel
- Contrast ratio: 400:1

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# **JOBO** FOR YOUR BEST IMAGE

- Aspect ratio: 4:3
- Internal memory: 1GB, up to 4,000 images in optimum screen resolution
- Supported formats: JPG, BMP
- Interfaces: card-slots for CF, SD, MMC, MS, MS Pro, xD; USB OTG
- Functions: displays pictures in full screen, thumbnail, or slideshow mode; copy, delete, rotate and zoom functions; displays time and calendar
- USB: USB 2.0 High Speed
- USB OTG: Compatible with USB devices such as JOBO storage devices GIGA one ultra, Spectator and GIGA VU extreme
- Accessories: Remote control, USB cable
- Languages: German, English, French, Spanish and Italian
- Stand: Removable clear acrylic
- Dimensions (W x H x D): 18 x 15.12 x 2.28 inches (without stand)

The JOBO Photo Display PDJ151 is available for \$359 MSRP.

## **About JOBO AG**

JOBO is a family-owned company now in its third generation of family leadership. Having been founded in 1923, it has built up a reputation for quality, professionalism, and commitment. These core values remain their keys for continuous success in times of vast technological changes, growing markets, and globalization.

Through innovation and ingenuity JOBO has created standards within the imaging industry. For example, JOBO created the product class of small-volume, high-quality photo processors. And NASA pictures of the first flight to the moon (Apollo 11) were processed using JOBO equipment.

JOBO is also one of the first exhibitors of the most important photo trade shows in the world – photokina, founded in 1950. Since then, close interaction with photo dealers and end users has been critical in making JOBO an indisputable market leader in the world of photography.

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