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JOBO AG's photoGPS Now Compatible with Mac OS

Newly available lightweight and easy-to-use GPS unit significantly changes the way photographers track a photograph's exact location

Las Vegas, NV (March 2, 2009) PMA Booth #Q170-1 – JOBO AG announces today Intel Mac OS compatibility for the new JOBO **photoGPS** – a small and lightweight Global Positioning System (GPS) receiver that fits directly on any digital camera's hot shoe, just as if it were a regular flash unit, without the need for extra cables. Through an innovative new capture and process technology, this affordable new device, now available in the U.S., allows automatic geo-tagging by capturing raw GPS data and time which enables new and more efficient ways to organize, search, visualize, and share photo collections.

Each time a photographer's digital camera takes a picture with the photoGPS attached to the camera's hot shoe, JOBO's photoGPS automatically captures raw GPS data too and stores this information in its own internal memory. When the photographer has finished taking photographs, they unload their photos onto their computer in their normal way and transfer the companion raw GPS data information onto the computer with the included JOBO photoGPS software. Matching images and GPS data is quick and easy. The photoGPS software automatically finds the appropriate matches between the image and the geodata because of its unique ability to recognize time intervals of captured images. And the JOBO photoGPS consumes very little power. One capture just needs 18 millijoule (mJ). It is the camera's built-in flash synchronization connection that instantly awakens photoGPS.

Next, the JOBO photoGPS server (accessible via the Internet) provides historic GPS satellite information corresponding to the times the raw GPS data was recorded. This is used by JOBO's innovative software which calculates the locations, reverse geocodes them, and geotags the photos with the resulting location information such as Country name, Region and District, City, Postal code, Street name, and nearby points of interest (POIs) such as tourist attractions, beaches, mountain peaks, museums, opera or theatre houses, concert halls, sport stadiums, parks, etc. In addition, Latitude, Longitude and Altitude are also available. In addition, photoGPS comes with a TeleAtlas license valid for three years.

“In response to today's mobile lifestyles, geo-tagging of photographs is becoming an increasingly popular technology for today's picture-taking consumers,” said Johannes Bockemuehl-Simon, JOBO's CEO. “JOB's new photoGPS has been designed to be easy-to-use and extremely compact allowing it to be a travel-friendly accessory for people wanting to share the joy of their adventurous lifestyle with others. Other mostly organizer-based geo-tagging solutions can be both expensive and/or cumbersome. Our goal at JOBO was to automate this process, which we have accomplished with our breakthrough new photoGPS and capture and process technology for both Windows and Mac operating systems enabling photographers to find specific images that they want to share within seconds.”

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photoGPS Specifications:

Capture time:	approximately 0.2 seconds
Hot-shoe interface:	Standard hot-shoe (ISO 518:2006)
Power source:	Internal rechargeable 120mAh cell (non user replaceable)
System Information:	via 2 LED's (System Status)
Memory capacity:	around 1000 locations (built in 128MB memory)
Accuracy:	10m
Geodata:	via Tele Atlas Map Material (Country, City, Street, POI)
Supported file formats:	JPEG, RAW with XMP Sidecar file
Dimensions:	Main unit without adapter 2.7 x .8 x 1.7 inches
Weight:	2 ounces
PC connectivity:	USB2.0
Battery charging electrical source:	USB2.0
System requirements:	Windows XP (SP2) and Vista (SP1), Intel MAC OS
Included accessories:	USB cable, CD-ROM with photoGPS matching software, organizer and viewing software
Optional accessory:	Hot shoe adapter available separately for Sony (and several Konica Minolta) digital SLR cameras

The JOBO photoGPS includes USB cable, user's manual, CD-ROM featuring photoGPS matching software for Geocoding and Reverse Geocoding, ITag Photo-Organizer by IPTC Data, and Irfan View, a powerful Image viewer with EXIF / IPTC function. The JOBO photoGPS is now available in the U.S. for Windows and Intel Mac operating systems. Suggested retail price for the JOBO photoGPS is \$159. The optional Hot shoe adapter for Sony cameras is \$49.90.

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.

Continuous 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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