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## **JOBO Introduces the Affordable New PLANO Series of Digital Picture Frames**

*New JOBO PLANO 8 digital picture frame is the first of a series of three value-packed extremely thin frames to be introduced this year*

**Gummersbach, Germany (May 27, 2009)** – JOBO AG announces the addition of an affordable new ultra thin and very stylish digital picture frame to the growing JOBO family of digital picture frames. The new JOBO PLANO 8 is the first in a series of three new digital picture frames to be introduced this year. The PLANO 8 is less than an inch thick and features an 8” high resolution TFT-Color-LCD display designed to beautifully showcase digital images and many user-friendly functions. This slim frame can be conveniently operated with its versatile remote control.

This new JOBO PLANO 8 digital picture frame conveniently keeps 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 view them with family and friends. This sleek new JOBO digital picture frame features a handsome modern black border frame designed for optimal presentation and display of digital images.

“Our affordable new PLANO series of digital picture frames have been designed to beautifully showcase digital images,” said Johannes Bockemuehl-Simon, JOBO’s CEO. “These extremely thin and stylish new JOBO Photo Displays were created specifically for budget-minded consumers looking for a quality digital picture frame at a great price.”

The new JOBO PLANO 8 digital picture frame features an 800 x 600 pixel resolution with an aspect ratio of 4:3. To view images on the display, users simply insert their camera’s media card into the frame. This model features USB 2.0 high speed capability and support popular memory cards such as SD, SDHC, MMC, MS and xD. Easy-to-use buttons on the back of the frame 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.

This JOBO model supports picture browsing, thumbnail mode and slideshow with various transition effects. It also offers user-friendly functions such as Rotate and Zoom and 4-in-1 window or slide mode. This frame can also display a calendar and the time. It includes an AC power adapter and a power-saving function.

### **JOBO PLANO 8 Specifications**

- Display: 8 inch (20.32 cm) color TFT LCD
- Resolution: 800 x 600 pixels
- Contrast ratio: 400:1
- Brightness: 230 cd/m<sup>2</sup>
- Aspect ratio 4:3 (original & optimized mode)
- Card slots for SD, SDHC, MMC, MS, xD
- USB Host & USB 2.0 High Speed
- Supported file format: JPEG
- Full screen, thumbnail, 4-in-1 window or slide show mode
- Slide show with adjustable transition effects and time intervals
- Rotate and zoom function

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- Clock and Calendar with slide show mode
- Setup menu, power saving function
- Wall mount, foldable stand
- Dimensions: 8.4 x 6.5 x 0.9 inches (213 x 164 x 25mm)
- Weight: 18.3 ounces (520 g)

The JOBO PLANO 8 will be available in late June with an AC adapter, remote control, and manual for \$129 MSRP. The JOBO PLANO 7 (7 inch) and PLANO 10 (10.4 inch) models will be available for \$99 and \$179 respectively.

## **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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