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

New JOB digital picture frame features 3 interchangeable frame colors and 1GB of internal memory capable of storing up to 4,000 images in optimum resolution

Gummersbach, Germany (July 21, 2008) – JOB AG announces the addition of a new ultra stylish, state-of-the-art digital picture frame to the growing JOB family of digital picture frames. The new JOB Photo Display PDJ152 includes three interchangeable clip-on frames in black, white and silver. It also 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 JOB PDJ152 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 JOB digital picture frame features a handsome Acrylic frame design with three new interchangeable frame options so users can adjust the frame's trim color to fit in with any décor in the home or office.

"We are pleased to add another 15-inch digital picture frame to our family of products designed specifically for digital camera owners," said Johannes Bockemuehl-Simon, JOB's CEO. "This state-of-the-art new JOB Photo Display was created to help consumers keep their memories alive and visible whether positioned on a tabletop or desk or conveniently mounted to a wall. And now with the option for the user to easily change the color of the frame's trim, this 15-inch model is sure to blend perfectly into any environment."

This new JOB 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 JOB's line of image storage units onto the JOB PDJ152 frame via the included USB OTG cable. This model features USB 2.0 high speed capability and supports all popular memory cards such as CF, SD, 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.

The 1GB internal memory of the new JOB PDJ152 can store up to 4,000 pictures in optimum screen resolution turning it into a deluxe digital photo album. This JOB model supports picture browsing, thumbnail mode and even slideshows 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. It includes an AC power adapter and can be powered on and off automatically by a timer.

JOB PDJ152 Specifications:

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

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- Aspect ratio: 4:3
- Internal memory: 1GB, up to 4,000 images in optimum screen resolution
- Supported formats: JPG, BMP
- Supported memory cards: CF, SD, MMC, MS, MS Pro, xD
- 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
- Supplied accessories: Remote control, USB cable, stand, three interchangeable frames in black, white and silver
- Languages: German, English, French, Spanish and Italian
- Stand: Removable clear acrylic
- Dimensions (W x H x D): 18 x 15.1 x 2.3 inches (without stand)

The JOBO Photo Display PDJ152 will be available for \$299 MSRP in late July 2008.

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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