

**For Immediate Release**

## **JOBO AG's GIGA Vu PRO Evolution Receives Prestigious 2006-2007 EISA Award**

**Gummersbach, Germany (August 15, 2006)** – JOBO AG announces today that the JOBO GIGA Vu Pro evolution digital image storage and viewing device has been awarded the prestigious 2006-2007 European Image Tank award from the European Imaging & Sound Association (EISA).

In choosing the JOBO GIGA Vu PRO evolution, the EISA judges said, "The JOBO Giga Vu Pro Evolution is a fascinating hard-disk back-up device that works very fast and very simply. The image quality of its large built-in LCD screen is excellent. The device has many useful functions like the possibility to view RAW images, a black-and-white viewing mode, and dust detection. All for a very reasonable price in different capacity options from 40GB to 120GB."

"JOBO is honored to have the GIGA Vu PRO evolution selected by the influential European journalists of EISA as one of the best image storage and display devices this year," said Johannes Bockemuhl Simon, JOBO's CEO. "This award is especially significant because it recognizes JOBO's commitment to the imaging market to create high-end digital imaging products such as the GIGA Vu Pro Evolution."

Earlier this year, the JOBO GIGA Vu PRO evolution received the "Best Technology" in Europe award in the storage back-up device category from the Technical Image Press Association's (TIPA) European Photo & Imaging Awards 2006. TIPA is an organization of 31 different specialist camera publications from 12 countries throughout Europe. In addition, the JOBO GIGA Vu Pro evolution was also awarded the prestigious eighth annual *American Photo* 2006 Editor's Choice Award in the Storage & Display category.

### **About EISA**

EISA is the largest editorial multimedia organization in Europe, with a membership of nearly 50 Audio, Mobile Electronics, Video and Photo magazines drawn from 19 European countries.

In June every year, all EISA member magazines come together in a European city for the most important meeting in the year: the election of the European Awards. From all products introduced during the preceding twelve months, each panel must choose the best equipment in each category.

As an organization populated by journalists, EISA moves with the times, continually observing the state of the art and adjusting its Awards categories to reflect the latest developments.

### **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.

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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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