

FOR IMMEDIATE RELEASE

JOBO Introduces Innovative New Digital Picture Frame

Elegant new 15-inch digital frame with 1GB of internal memory showcases images on a real glass display with a unique mirrored finish

Gummersbach, Germany (August 25, 2008) – JOBO AG announces the addition of a new elegantly styled 15-inch digital picture frame to the growing JOBO family of digital picture frames. When turned on, the new JOBO Mirage L beautifully showcases digital images on its 15-inch real glass display. When turned off, the JOBO Mirage L functions as an elegant mirror whether placed on a table or desk or mounted to a wall. In addition to high style, the new Mirage L features 1GB of internal memory capable of storing up to 4,000 pictures.

This new 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.

“The new Mirage L is our most stylish digital photo frame to date,” said Johannes Bockemuehl-Simon, JOBO’s CEO. “The unique aspects of this digital frame are sure to please to most discerning consumers.”

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 simply 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 Mirage L 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 wireless remote control unit for convenient operation from any location in a room.

JOBO Mirage L Specifications

- 15-inch (38.1 cm) color TFT LC display
- Aspect Ratio 4:3
- Resolution: 1024 x 768 Pixel
- Viewing area: 12 inches (H) x 9 inches (W)
- Brightness: 350 cd/m²
- Contrast: 400:1
- Internal memory: 1GB
- Supported Card Types: SD, MMC, MS, MS Pro, CF, xD
- Additional connectors: USB OTG, USB 2.0
- Supported File Formats: JPG
- Supported File size: up to 16MP
- Functions: Still, Thumbnail and Slideshow, various Transition effects, image rotation (+/- 90°), image zoom, integrated calendar and clock.
- Usable in portrait and landscape format
- Wall mount integrated

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- Languages: English, German, French, Spanish, Italian
- Supported computer systems: Windows 2000, ME, XP, Vista, MAC OS X
- Included Accessories: AC Adapter, USB cable, remote control, user guide
- Dimensions (W x H x D): 18 x 15.1 x 2.3 inches (without stand)
- Weight: 8.8 lbs.

The JOBO Mirage L will be available September 2008 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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