

FOR IMMEDIATE RELEASE

## JOBO Introduces Stylish New 10.4-Inch Digital Picture Frames

*Two new JOBO digital frames feature up to 512 MB of internal memory capable of storing up to 5,000 images, as well as slideshow capability, collage display, picture zoom and USB OTG compatibility*

**Gummersbach, Germany (November 26, 2007)** – JOBO AG announces today the addition of two new stylish digital picture frames to the growing JOBO family of digital picture frames. The new JOBO Photo Display PDJ105 and PDJ100 both feature 10.4” high-resolution and brilliant TFT-Color-LCD displays designed to beautifully showcase digital images, big internal memories for easy access to images and many user-friendly functions.

These frames are designed to keep memories alive by showcasing digital pictures in an automatic slideshow presentation or collages of four pictures at one time giving precious digital memories new life. Additionally, these frames enable users to highlight their special photographic moments and easily share them with family and friends. The new JOBO digital picture frames feature a handsome Acrylic frame design and modern black trim to fit in with any décor in the home or office.

“We are pleased to add these two new large screen digital picture frames to our family of products designed for digital camera owners,” said Johannes Bockemuehl-Simon, JOBO’s CEO. “These stylish new JOBO Photo Displays were created specifically to help consumers keep their memories alive and visible whether positioned on a tabletop or desk or mounted to a wall. With more consumers than ever using digital cameras to document events in their lives, products like our Photo Displays are the perfect solution for them to proudly showcase all their digital images that until now were just stored on home computers never to be seen again.”

Each new JOBO digital picture frame features a 640 x 480 pixel resolution with a contrast ratio of 300:1. 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 JOBO’s line of image storage units onto the JOBO PDJ105 frame via the included USB OTG cable. Both models feature USB 2.0 high speed capability and support all popular memory cards such as CF, SD, MMC, MS and xD. Easy to use buttons on the back of the frames support intuitive operation of all important functions.

The 512 MB internal memory of the new JOBO PDJ105 can store up to 5,000 pictures in optimum screen resolution turning it into a deluxe digital photo album. The JOBO PDJ100 offers a 128 MB internal memory capable of storing about 1,000 images. Both JOBO models support picture browsing, thumbnail mode and slideshow or collage with various transition effects. They also offer user-friendly functions such as Copy, Delete and Rotate photos as well as Picture Effects like “black-and-white”. These frames can also display a calendar and the time and feature an integrated alarm clock. They include AC power adapters and can be powered on and off automatically by a timer and are wall mountable and feature remote controls for convenient operation.

### **JOBO PDJ105 Specifications:**

- 10.4” / 26.42 cm diagonal
- Resolution: 640 x 480 Pixel

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- Contrast ratio: 300:1
- Aspect ratio: 4:3
- Internal memory: 512 MB, up to 5,000 images in optimum screen resolution
- Supported formats: JPG, BMP
- Card-slots for CF, SD, MMC, MS, MS Pro, xD
- USB OTG: compatible with USB devices, e.g. JOBO digital storage devices
- Functions: slideshows, collages, Zoom function, rotating function, calendar, time
- Accessories: Remote control, USB cable
- Languages: German, English, French, Spanish, Italian, Dutch, Portuguese
- Stand: integrated black plastic
- Dimensions (W x H x D): 11.8 x 9.5 x 2.4 inches (without stand)

## **JOBO PDJ100 Specifications:**

- 10.4" / 26.42 cm diagonal
- Resolution: 640 x 480 Pixel
- Contrast ratio: 300:1
- Aspect ratio: 4:3
- Internal memory: 128 MB, up to 1,000 images in optimum screen resolution
- Supported formats: JPG, BMP
- Interfaces: card-slots for CF, SD, MMC, MS, MS Pro, xD; USB OTG
- Functions: slideshows, collages, Zoom function, rotating function, calendar, time
- Accessories: Remote control, USB cable
- Languages: German, English, French, Spanish, Italian, Dutch, Portuguese
- Stand: integrated black plastic
- Dimensions (W x H x D): 11.8 x 9.5 x 2.4 inches (without stand)

These new JOBO Photo Displays include a convenient wall mount option and remote control for easy operation from location in a room. The JOBO Photo Displays are available for \$239 (PDJ105) and \$209 (PDJ100) MSRP 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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