

**FOR IMMEDIATE RELEASE**

## **JOBO AG Announces 7-Inch Photo Display with Remote Control**

*Affordable new digital picture frame features a modern, elegant design with sleek black border*

**Gummersbach, Germany (December 12, 2008)** - JOBO AG announces today the new JOBO PDJ077 digital picture frame into the growing JOBO family of digital imaging products. This stylish and modern new digital picture frame features a sleek black frame surrounding the high quality 7-inch TFT display to showcase clear sharp images. In addition, all frame functions can be easily accessed via the frame's remote control.

“As with our entire line of digital picture frames, our newly introduced 7-inch digital picture frame has been designed to make viewing and sharing of digital photographs easier than ever before,” said Johannes Bockemuehl-Simon, JOBO's CEO. “This elegant and versatile new digital frame is sure to fit in with any décor at home on the family room wall or in the office on a desk.”

The JOBO PDJ077 features an 800 x 480 pixel resolution with a contrast ratio of 400:1 and user adjustable brightness. To view images on the high-resolution display, users just insert their digital camera's media card into the frame. This frame supports all popular memory cards such as CF, SD, SDHC, MMC and MS. This digital picture frame is also capable of displaying images from USB image storage devices such as the JOBO GiGA Vu extreme and USB flash drives. All frame functions can be conveniently and easily accessed by using the included remote control. There are also easy to use buttons on the back of the frame that support intuitive operation of all important functions.

This JOBO digital picture frame displays full screen images, thumbnails or slide shows with various transition effects and speeds. All functions, such as also copy, delete, rotate and zoom, can be easily accessed via the accompanying remote control. The Photo Display PDJ077 also supports folder structures contained on the inserted memory card or connected USB device allowing users to view specific slideshows according to subjects such as vacation, birthday, wedding etc.

### **JOBO PDJ077 Specifications**

- Display: 7 inch (17.78 cm) full color TFT LCD
- Resolution: 800 x 480 pixels
- Contrast ratio: 400:1
- Brightness (adjustable): 230 cd/m<sup>2</sup>
- Various aspect ratios (16:9, 4:3)
- Built-in Card slots: CF, SD, SDHC, MMC, MS
- USB Host for USB flash drives and mobile storage devices
- USB 2.0 High Speed for use as card reader
- Supported file format: JPEG
- Full screen, thumbnail or slide show view of digital photos
- Slide show with adjustable change-over effects and time intervals from 3 seconds up to 1 hour
- Copy, delete, rotate and zoom functions
- Individual slide shows via unique folder structure via memory card & set-up menu
- Dimensions: 8.4 x 6.6 x 1.3 inches (214 x 168 x 33.5 mm)
- Weight: 15.9 ounces (451 g)
- Wall mountable
- Accessories: remote control, sturdy metal stand

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The JOBBO Photo Display PDJ077 includes: metal stand, remote control, AC adapter and manual. This new digital picture frame will be available later this month at a price of \$99.00.

### About JOBBO AG

JOBBO 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 JOBBO has created standards within the imaging industry. For example, JOBBO 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 JOBBO equipment.

JOBBO is also one of the first exhibitors of the most important photo trade shows in the world – photokina, founded in 1950. This year JOBBO celebrates its 85<sup>th</sup> anniversary and 30<sup>th</sup> time at photokina taking place in Cologne, Germany, September 23-28, 2008. Continuous close interaction with photo dealers and end users has been critical in making JOBBO an indisputable market leader in the world of photography.

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