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Smartparts, Inc. Showcases OptiPix™ Software at 2007 International CES

New software developed specifically for use by digital picture frame users helps to easily maximize media card memory space and picture orientation

Las Vegas, NV (January 5, 2007) – **CES 2007 Booth # South 4 36824** – Smartparts, Inc. (www.smartpartsproducts.com), one of the pioneers of the quickly growing Digital Picture Frame product category, showcases today at 2007 International CES its new OptiPix software designed to provide digital picture frame users with an easy solution to managing the digital images they wish to view on their frames.

Available as a free download to all Smartparts Digital Picture Frame customers via the Smartparts Web site (or available for purchase for $49.99), this software was created specifically with the digital picture frame user in mind. This new software program allows PC users who own a digital picture frame to view the best possible picture display on their frame in three easy steps. Step 1 – Users select the picture/pictures they wish to view on their frame. Step 2 – Automatic optimization of the selected images including automatic picture rotation and picture sharpening. And Step 3 – Quickly copy the optimized image files to a selected memory card or directly to a USB connected digital picture frame with media card inserted.

"The convenience of sharing digital pictures with friends and family has led to a tidal wave of consumer interest in digital picture frames," said John Roberts, product manager for Smartparts, Inc. "To stay ahead of this interest, Smartparts created OptiPix software which helps simplify how our Digital Picture Frame customers get their digital images from their computer to the media card they wish to use with their Smartparts frame."

Using a Smartparts Digital Picture Frame is easy. Users can just remove their media card from their digital camera, insert the card into the digital picture frame and the frame will display the pictures directly from the media card using its automatic slide show feature – no computer is necessary. But computer users can also easily transfer image files that have already been rotated, resized and otherwise edited and saved using software programs such as Smartparts' new OptiPix utility software directly from their computer to a media card for use in the digital picture frame.

About Smartparts, Inc.
With sales and marketing offices in Englewood, NJ, Smartparts, Inc. is one of the pioneers of the quickly growing Digital Picture Frame product category. Today, its partnership with Wynit, Inc. provides state-

of-the-art distribution capabilities with three distribution centers in California, Tennessee and New York. For more information, visit www.smartpartsproducts.com.

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