Smartparts

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Smartparts, Inc. Now Shipping Three Affordable New 7-Inch Series Digital Picture Frames

New 7.0-inch viewable image frames provide novice and value-oriented consumers with an easy to use and robust solution to display digital photographs

Las Vegas, NV (March 5, 2007) – **PMA 2007 Booth #L225** – Smartparts, Inc. (www.smartpartsproducts.com), one of the pioneers of the quickly growing Digital Picture Frame product category, is now shipping three new affordable and easy-to-use Digital Picture Frames that clearly display digital photographs. These three new 7.0-inch viewable image Digital Picture Frames are available at photo dealers as well as major U.S. retail chains such as Circuit City, Radio Shack, Staples and Ritz Camera.

These three new Digital Picture Frames are available in three different product styles to fit any décor – a sleek black wood frame, a classy walnut wood frame or a stylish acrylic bezel surrounding a solid black frame. They feature a 7.0-inch LCD display and are compatible with common memory cards including SecureDigital (SD), Memory Stick (MS), MultiMediaCard (MMC), and xD Picture Cards.

As with all Smartparts Digital Picture Frames, these new frames also feature an automatic slideshow function which scrolls through every picture on the user's memory card. Both frames display clear sharp images without the need for a computer. They can easily be displayed on a desk or countertop. And purchasers of these new frames qualify for a free OptiPix™ Software download (a $49.95 value). Created specifically for use with Smartparts Digital Picture Frames the new OptiPix software program makes it easy for consumers to find their pictures and share them with family and friends. OptiPix allows users to view their vertical photos the correct way, find and transfer photos to their frame, sharpen photos automatically and fit more photos on their frame.

"With the availability of these new 7-inch series frames we have simplified the user's digital picture frame experience by eliminating confusing on-screen menus in favor of easy to use familiar operating buttons located right on the frame," said John Roberts, product manager for Smartparts, Inc. "And to make using the frame even easier, OptiPix software, installed on a user's computer is like installing a photographer's assistant. OptiPix software makes it so easy to find pictures, create copies of the originals, optimize those copies for a better viewing experience, and helps users transfer the pictures to their frame."

Using a Smartparts Digital Picture Frame is easy. Users 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. Computer users who

would like to use their PC can also easily transfer image files that have already been stored or edited directly from their computer to a media card for use in the digital picture frame.

The new Smartparts 7.0-inch viewable image Digital Picture Frames (SPDPF70E, SPDPF70EW and SPDPF70EWB) are available for $99.95.

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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