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Smartparts, Inc. Offers the First Ever Software Tool to Make it Easier to Use a Digital Picture Frame

In response to consumer needs, Smartparts developed its new easy-to-use OptiPix™ software to provide a better viewing experience

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, showcases today at PMA 07 its new OptiPix software designed to make it easier to use a digital picture frame. Recognizing that finding and transferring digital pictures to a digital picture frame still presents a challenge to many consumers, OptiPix was designed as an easy-to-use software solution that effectively deals with these challenges.

Included with all Smartparts Digital Picture Frames having internal memory, and available as a free download to all Smartparts customers via the company's web site, this $49.99 software was created specifically with the digital picture frame user in mind. OptiPix software, installed on a user's PC, makes it easy to find pictures, create copies of the originals, optimize the images for a better viewing experience and help users transfer their selected pictures to their digital picture frame. With OptiPix installed and a USB frame or memory card reader/writer connected to their computer, users are able to copy pictures to their frame's memory or a memory card with just a few clicks of their mouse.

"During the past 30 days, over 5,000 consumers have downloaded OptiPix from the Smartparts Web site and the feedback we have received has been great," said John Roberts, product manager for Smartparts, Inc. "There are always technical support questions relating to the transferring of digital photographs from the computer to a user's digital picture frame. We are proud to be the first and only company to provide a software tool that makes it so much easier for our customers to use their frames. And this is just the beginning for us."

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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