



JOBO International GmbH • Eintrachtstr. 14 • D-51645 Gummersbach

Press Release

Gummersbach, 09 September, 2010: JOBO introduces 3D Photo Display

The JOBO 3D Photo Display brings memories to life in stunning 3D – all without special glasses!

Who would want to miss out on one dimension in real life? – Now anybody can get thrillingly vivid memories with the JOBO 3D photo frame – and no worries: you won't need special glasses for that! JOBO helps you to create Augmented Reality.

3D is on everyone's lips since this year's IFA! Sure Hollywood can do 3D- but in real life? Without magic, but with lots of innovative technology JOBO achieves to produce stunning 3D effects with patented 5-view technology on the 20cm (8") 3D Photo Display in 800x600 Pixel.

In a first step any 2-D photo can be transformed into a 3D-image by use of the included 3D software. Transform your own photos into a vivid 3D experience!

The included software also allows to trans-code 3D image data from the Fuji Stereo camera. JOBO is working together with high tech specialists to increase future data compatibility with many other major players in the 3D content sector, including 3D Hollywood movies.

The first JOBO 3D Photo Displays will be shipping by end of October.

About JOBO International GmbH:

JOBO is a family owned company now in its third generation. Since its foundation in 1923, it has built up a reputation for quality, professionalism, and commitment. These core values remain our keys in times of vast technological changes, growing markets and globalisation.

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. Interaction with our customers and end users has been an important key for making JOBO a market leader in the world of photography. JOBO is present at all major international and national trade shows – never losing touch with the customers. Effective dialogue enables us to build our success on our customer's success and satisfaction.

NASA pictures of the first flight to the moon (Apollo 11) were processed using JOBO equipment. A modern, lean corporate structure and offices in Germany, Taiwan and the USA are all evidence of our dynamic approach to the global markets in which we compete.

Text und Images can be downloaded from our homepage using the following link:

<http://www.jobo.com/web/Press.212.0.html>