



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

## Press Release

JOBO introduces new key frame with bottle opener function: Key Frame<sup>B</sup>

### Gummersbach, 09 September, 2010

The highly appreciated JOBO KeyFrame has now been enhanced with a new feature that will surely find the appreciation of the male customer segment. The KeyFrame<sup>B</sup> is a solid little key frame designed to open the typical crown cork of the odd bottle of cola or similar that might want to be consumed on occasion. At the same time the JOBO KeyFrame<sup>B</sup> will always keep the memories of loved ones alive when "on the road". A unique feature set offered only by the JOBO KeyFrame<sup>B</sup>.

For convenience, a strap and carabiner hook are included in the packaging. After a first charging of the battery via USB cable, the pre-installed software on the KeyFrame<sup>B</sup> allows swift and intuitive cropping and copying of up to 60 selected images from the PC unto the device. The KeyFrame<sup>B</sup> also includes clock and calendar.

The product is also ideally designed for advertisement purposes. The KeyFrame<sup>B</sup> itself as well as the strap can be customised with printing while advertisement images can easily be pre-installed on the internal memory of the JOBO KeyFrame<sup>B</sup>.

This little magic device will be supplied in 3 colours: black, olive green, and red. The suggested retail price is 19.00 EUR. The JOBO KeyFrame<sup>B</sup> will be available from October 2010.

### Technical Specifications

- 3,75 cm (1.5") High-Brightness CSTN Display, Resolution 128x128 pixel
- Supported photo formats: JPEG, BMP and GIF
- Photo Display Modes: Slide Show and Still Image
- Integrated Clock and Date
- Internal Memory stores up to 60 pictures
- Charge and Download photos through USB 2.0
- Software included on internal memory; no installation needed
- Supports PC & Mac O/S Systems
- Battery capacity 3-4 hours
- Power Supply: Internal Rechargeable Lithium Battery (100mAh)
- Charging via USB Port
- Scratch Proof finishing
- Bottle opener function

**Package Content:** KeyFrame<sup>B</sup>, Carabiner, Strap, Pre-installed Software, USB cable.

*\* Design Patent Pending*

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JOB 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, JOB has created standards within the imaging industry. For example, JOB 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 JOB a market leader in the world of photography. JOB 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 JOB 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 and Images can be downloaded from our homepage using the following link:**

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

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