

## Press Release

### **JOB** Wins Two 2008 Hot One Awards from *Professional Photographer Magazine*

*JOB* Spectator digital camera companions selected as best portable hard drive/display  
Stylish 7" *JOB* digital picture frame selected as best frame

**Gummersbach, Germany** – *JOB* AG announces today that the *JOB* Spectator mobile storage device for digital images has received a 2008 Hot One Award from *Professional Photographer* magazine in the Portable Hard Drive and Display category. In addition, the *JOB* Photo Display PDJ701 7" digital picture frame capable of storing up to 10,000 images with an internal memory of 1 GB received a 2008 Hot One Award in the Frame category.

"We are honored to have these two *JOB* products selected by *Professional Photographer* magazine as the best products in the digital storage media and image presentation categories respectively," said Johannes Bockemuehl-Simon, *JOB*'s CEO. "We believe that professional as well as advanced amateur photographers will be equally pleased with the features and capabilities of our latest addition to our digital image storage and viewing devices. And our affordable *JOB* Photo Displays are sure to be the perfect digital accessory for any digital photographer looking for an easy way to keep their beloved images alive and visible."

The *Professional Photographer* Hot One Awards honor the photography industry's best new products for professional application. The mission of the awards is to provide *Professional Photographer* magazine's readership with a compendium of the newest, hottest, most innovative products available. Each year, *Professional Photographer* editors oversee a submission and judging process that calls on companies in all subfields of the photography industry. For the 2008 awards, nearly 150 companies competed in 58 categories. There were more than 220 total products entered in the contest, making this the biggest Hot One Awards ever.

#### **About *JOB* Spectator**

The Spectator joins *JOB*'s GIGA Vu extreme and GIGA one ultra family of image storage devices by offering consumers a mid-range and very affordable option for backing up, storing and viewing their digital images. Similar in style to the GIGA one ultra, with the added benefit of a vivid color display, the new Spectator allows users to immediately view and share their precious images in high quality without the need for a PC. The Spectator is available with three different storage capabilities – 40GB, 80GB and 120GB.

The *JOB* Spectator features a vivid high resolution 2.5-inch TFT Color LCD display with a 16 million color spectrum to display ultra sharp images. And the unit's integrated auto-verify function provides added security and gives users assurance that the copy process was successful from memory card to hard drive storage. In addition, the Spectator's internal rechargeable Lithium-Ion battery makes it an ideal portable digital storage device that photographers can take with them and share their images anywhere, anytime.

# **JOBO** FOR YOUR BEST IMAGE

This mobile storage device also offers additional features such as image-zoom, copy, paste, and delete of images, files and folders, Thumbnail- and Slideshow-Mode with adjustable display duration, power saving function (LCD-Standby, Auto Power off), indication of battery and hard disk capacity as well as

Firmware Updates for free. In addition, the Spectator features battery charging via USB and menu navigation in seven languages. The Spectator also features a USB 2.0 High-Speed-interface and TV-out and can function as a Mac or PC compatible external hard disk. The JOBO Spectator's built-in card slots support all popular memory cards including: CF I/II, SD, MMC, MS, MD as well as the new SDHC-standard.

## **About JOBO PDJ701 Photo Display**

The JOBO Photo Display features a 7" high-resolution and brilliant TFT-Color-LCD display designed to beautifully showcase digital images. This frame is designed to keep memories alive by showcasing digital pictures in an automatic slideshow presentation giving precious digital memories new life. Additionally, this frame enables users to highlight their special photographic moments and easily share them with family and friends. This JOBO digital picture frame features a handsome Acrylic frame design and modern metal trim to fit in with any décor in the home or office.

The JOBO PDJ701 digital picture frame features an 800 x 480 pixel resolution with a contrast ratio of 400:1. To view images on the high-resolution display, users simply insert their camera's media card into the frame to transfer the images or they can download digital image files from their PC onto the frame via the included USB cable. This frame supports all popular Memory cards such as CF, SD, MMC, MS and xD. Easy to use buttons on the back of the frames support intuitive operation of all functions.

The 1 GB internal memory of the new JOBO PDJ701 can store an amazing 10,000 pictures turning it into a deluxe digital photo album. In addition, the JOBO PDJ701 features an integrated rechargeable 1500 mAh Li-Ion battery allowing the digital picture frame to be used without the need for unsightly power cables or as a mobile device that can be brought anywhere the user wishes to share their images. This unit can also be powered via the supplied AC power adapter.

## **About JOBO AG**

JOBO is a family-owned company now in its third generation of family leadership. Having been founded in 1923, it has built up a reputation for quality, professionalism, and commitment. These core values remain their keys for continuous success in times of vast technological changes, growing markets, and globalization.

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. And NASA pictures of the first flight to the moon (Apollo 11) were processed using JOBO equipment.

JOBO is also one of the first exhibitors of the most important photo trade shows in the world – photokina, founded in 1950. Since then, close interaction with photo dealers and end users has been critical in making JOBO an indisputable market leader in the world of photography.

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