

## **Press Release**

### **JOBO Introduces the Ultra-Thin New NANO Series of High-Quality Digital Picture Frames**

*New thin 9 mm JOBO NANO 7 digital picture frame is the first of a series of three Ultra-thin frames to be introduced soon*

**Gummersbach, Germany (May 11, 2009)** – JOBO AG announces the addition of an affordable new ultra-thin and very stylish digital picture frame to the growing JOBO family of digital picture frames. The new 9 mm thick JOBO NANO 7 is the first in a series of three new NANO digital picture frames to be introduced soon. JOBO NANO 7 digital picture frame will be available in three different versions – Basic, Pro and Media. The new NANO 7 is less than 1 cm thick and features a 7” high resolution TFT-Color-LCD display designed to beautifully showcase digital images and many user-friendly functions. This ultra-slim frame can be conveniently operated with its versatile remote control.

The JOBO NANO 7 Pro and Media versions feature touch activated buttons on the front of the frame for intuitive operation of all important functions. Buttons become visible by simply touching the bottom front of the digital picture frames. The NANO Media version features multimedia capabilities including viewing digital photos in slide shows along with music and video with audio.

“Our ultra-thin and very stylish new NANO series of digital picture frames have been designed to beautifully showcase digital images whether displayed on a desk, shelf or on the wall,” said Johannes Bockemuehl-Simon, JOBO’s CEO. “With three versions available at different price points, these extremely thin and modern new JOBO Photo Displays were created specifically for budget-minded consumers looking for a high quality digital picture frame at a great price and with features that fit any of their viewing and budget needs.”

This new JOBO NANO 7 digital picture frame conveniently keeps 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 view them with family and friends. This sleek new JOBO digital picture frame features a handsome modern black border frame designed for optimal presentation and display of digital images.

The new JOBO NANO 7 Basic features a 480 x 234 pixel resolution. The NANO 7 Pro and NANO 7 Media versions provide an 800 x 480 pixel resolution. Each frame version features an aspect ratio of 16:10. To view images on the display, users simply insert their camera’s media card into the frame. This model offers Dual-Mini-USB 2.0 high speed capability for connecting a card reader or USB jump drive and supports SD and MMC memory cards. Each JOBO NANO series frame is supplied with its own stand for easy display in the home or office. Also included with all versions of this digital picture frame is a remote control unit for convenient operation from any location in a room.

These JOBO NANO frames support full screen image viewing, thumbnail mode and slideshow mode with various transition effects. The NANO 7 Media also offers user-friendly functions such as rotate and zoom, slideshow mode with music, calendar, time and alarm functions, and power-saving function. All include an AC power adapter.

## **NANO 7 Basic Specifications:**

- Display: 7 inch Color TFT-LCD
- Resolution: 480 x 234 pixel
- Contrast ratio: 300:1
- Brightness: 250 cd/m<sup>2</sup>
- Aspect ratio: 16:10 (Original and optimized zoom mode)
- Card slots for SD, MMC
- Dual-Mini-USB 2.0 Host (for connecting a card reader or USB stick)
- Supported file format: JPEG
- Full screen, thumbnail or slide show mode
- Slide show with adjustable transition effects and time intervals
- Operation via remote control
- Dimensions: 210 x 164 x 9 mm

## **NANO 7 Pro Specification:**

- Display: 7 inch Color TFT-LCD
- Resolution: 800 x 480 pixel
- Contrast ratio: 300:1
- Brightness: 250 cd/m<sup>2</sup>
- Aspect ratio: 16:10 (Original and optimized zoom mode)
- Card slots for SD, MMC
- Dual-Mini-USB 2.0 Host (for connecting a card reader or USB stick)
- Supported file format: JPEG
- Full screen, thumbnail or slide show mode
- Slide show with adjustable transition effects and time intervals
- Operation via remote control or touch activated buttons
- Dimensions: 210 x 164 x 9 mm

## **NANO 7 Media Specification:**

- Display: 7 inch Color TFT-LCD
- Resolution: 800 x 480 pixel
- Contrast ratio: 300:1
- Brightness: 250 cd/m<sup>2</sup>
- Aspect ratio: 16:10 (Original and optimized zoom mode)
- Card slots for SD, MMC
- Dual-Mini-USB 2.0 Host (for connecting a card reader or USB stick)
- Supported photo formats: JPEG, BMP, GIF
- Supported audio formats: MP3, WMA
- Supported video formats: MPEG1, MPEG2, MPEG4, AVI
- Full screen, thumbnail or slide show mode
- Slide show with adjustable transition effects and time intervals
- Slide show with background music possible
- Calendar and alarm with timer function for Auto Power ON / OFF
- Zoom and rotate function
- Adjustable brightness, contrast and saturation
- Energy saving function
- Operation via remote control or touch activated buttons
- Dimensions: 210 x 164 x 9 mm

# **JOB** FOR YOUR BEST IMAGE

The JOBO NANO 7 Basic, Pro and Media will be available in June with an AC adapter, remote control, and manual for 74,90 €, 94,90 €, and 119,00 € MSRP, respectively. The JOBO NANO 8 Media (8 inch) and NANO 10 Media (10 inch) models will be available later in July 2009 for 139,00 € and 199,00 € respectively.

## **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. In 2008 JOBO celebrated its 85<sup>th</sup> anniversary and 30<sup>th</sup> time at photokina which took place in Cologne, Germany, September 23-28. Continuous 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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