

Press Release

JOBBO Introduces Innovative PLANO 10 Gestic Multimedia Digital Picture Frame

New 10.4-inch JOBBO digital picture frame is the world's first to feature integrated sensors for intuitive touchless operation

Gummersbach, Germany (October 13, 2009) – JOBBO AG announces the addition of the very stylish and modern PLANO 10 Gestic multimedia digital picture frame to the growing JOBBO family of digital picture frames. The new JOBBO PLANO 10 Gestic is the world's first digital picture frame to feature integrated sensors for intuitive touchless operation. This slim frame can be conveniently operated with the simple movement of a user's hand or several fingers directly in front of the frame without the need to touch the frame or with its versatile remote control. By moving a hand or fingers within 6 inches of the frame, users can easily scroll through their pictures from the left or the right to reach the first or the last picture.

“This easy-to-use innovative new PLANO digital picture frame was designed with today's modern digital photo consumer in mind,” said Johannes Bockemuehl-Simon, JOBBO's CEO. “It's like something you see in a science fiction movie. Not only is this large sleek black frame extremely stylish, the new futuristic JOBBO 10 Gestic Photo Display also feature integrated sensors allowing users to view their digital images with just a wave of their hand in front of the frame's display – a first of it's kind in the world and a great addition to the JOBBO line of recently introduced PLANO Photo Displays.”

The PLANO 10 Gestic incorporates a large 10.4" high resolution TFT-Color-LCD display designed to beautifully showcase digital images and video as well as many user-friendly functions. This new JOBBO PLANO 10 Gestic 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 JOBBO digital picture frame features a handsome modern black border frame designed for optimal presentation and display of digital images.

The new JOBBO PLANO 10 Gestic digital picture frame features an 800 x 600 pixel resolution with an aspect ratio of 4:3. To view images and video on the display, users simply insert their camera's media card into the frame. This model features USB 2.0 high speed capability and support for popular memory cards such as SD, SDHC, MMC, MS and xD. Easy-to-use buttons on the back of the frame support intuitive operation of all important functions. The PLANO 10 Gestic can also be easily hung on a wall and features a remote control unit for convenient operation from any location in a room.

This JOBBO model supports picture browsing, thumbnail mode and slideshows with background music and various transition effects. It also offers user-friendly functions such as Rotate and Zoom and 4-in-1 window or slide mode. This frame can also display a calendar and the time. It includes an AC power adapter and a power-saving function.

JOB PLANO 10 Gestic Specifications

- Integrated sensors for touchless operation
- Display: 10.4 inch (26.4 cm) color TFT LCD
- Resolution: 800 x 600 pixels
- Contrast ratio: 400:1
- Brightness: 230 cd/m²
- Aspect ratio 4:3 (original & optimized mode)
- Card slots for SD, SDHC, MMC, MS, xD
- USB Host & USB 2.0 High Speed
- Supported file format: JPEG
- Supported audio format: MP3
- Supported video format: Motion JPEG
- Full screen, thumbnail, 4-in-1 window or slide show mode (slideshow can be set to music)
- Slide show with adjustable transition effects and time intervals
- Rotate and zoom function
- Photo optimization functions
- Clock and Calendar with slide show mode
- Setup menu, power saving function
- Wall mount, foldable stand
- Dimensions: 10.4 x 8.4 x 1.1 inches (264 x 214 x 29.5mm)
- Weight: 2 lbs. (885 g)

The JOB PLANO 10 Gestic will be available end of November with an AC adapter, remote control, and manual for \$249.00 (MSRP).

About JOB AG

JOB 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 JOB has created standards within the imaging industry. For example, JOB 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 JOB equipment.

JOB is also one of the first exhibitors of the most important photo trade shows in the world – photokina, founded in 1950. In 2008 JOB celebrated its 85th anniversary and 30th 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 JOB an indisputable market leader in the world of photography.

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