

Press Release

JOBBO Introduces the Affordable New KeyFrame

Mini digital picture frame features 1.5-inch display and convenient key ring

Gummersbach, Germany (October 29, 2009) – JOBBO AG announces the addition of the new KeyFrame to the growing JOBBO family of digital picture frames. Just in time for the holidays, this versatile new mini digital picture frame and stylish key ring all in one features a 1.5-inch color display, an internal memory capable of storing up to 60 images, and is available in three modern colors – black, red and pink.

“This small and portable digital picture frame makes it so easy for users to keep pictures of their loved ones with them wherever they go,” said Johannes Bockemuehl-Simon, JOBBO’s CEO. “And, the new JOBBO KeyFrame is the perfect holiday gift for anyone.”

Digital pictures can be easily transferred to the KeyFrame thanks to included software that is stored on the device’s internal memory. To upload images, users just connect the KeyFrame to a computer using the included USB cable. The user-friendly software offers picture rotation and zoom function. The new JOBBO KeyFrame can display stored images in a slideshow presentation or as still images.

Thanks to its compact and lightweight design and its internal battery, the attractive JOBBO KeyFrame is the perfect on-the-go companion. The internal battery of the KeyFrame lasts for up to four hours. In addition, the JOBBO KeyFrame features a scratch-resistant surface coating that protects the device’s modern metal finish.

JOBBO KeyFrame Specifications:

- Display: 1.5-inch (3.8 cm) brilliant CSTN Display
- Resolution: 128 x 128 pixels
- Supported photo format: JPEG, BMP, and GIF
- Features: Slideshow and still image, clock and calendar
- Internal memory for up to 60 images
- USB 2.0 for charging the internal lithium battery (100mAh) and transferring pictures from a computer
- Battery life: up to 4 hours
- Supported system software: PC and Mac O/S
- Software for picture rotation and image cropping included on internal memory; no installation necessary
- Dimensions: 100 x 40 x 14 mm (3.9 x 1.6 x .5 inches)
- Weight: 37g (1.3 ounces)

The JOBBO KeyFrame will be available at retail in November for: € 15.95. It comes with a USB cable and user manual and is available in black (PDK001), red (PDK002) and pink (PDK003) in metallic paint and scratch-proof finish.



FOR YOUR BEST IMAGE

About JOBBO AG

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

JOBBO is also one of the first exhibitors of the most important photo trade shows in the world – photokina, founded in 1950. In 2008 JOBBO 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 JOBBO an indisputable market leader in the world of photography.

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