

February 19, 2007

## Press release

Visit **JOBO AG** at **PMA 07, Las Vegas, NV USA**  
South Hall Level 2, German Pavilion, Booth K 201-7

### **JOBO showcases new products at PMA 2007**

**Gummersbach, Germany.** JOBO AG announces today that it will showcase at PMA 07 in Las Vegas, NV from March 8-11, 2007 several new products as well as its award-winning **GIGA Vu PRO evolution** digital image storage and viewing device, its full line of LumeJet™ digital minilabs, media card readers and adapters.

New from JOBO AG at PMA 07 is the **Spectator** mobile storage device for digital images. The Spectator joins JOBO's GIGA Vu PRO evolution and GIGA one 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, with the added benefit of a vivid colour display, the new Spectator allows users to immediately view and share their precious images. Available in the spring of 2007, the Spectator will be offered with three different storage capabilities – 40GB, 80GB and 120GB and retail price is expected to be €249, €299 and €379 respectively.

Also new from JOBO AG is **photoGPS**, a Global Positioning System (GPS) for digital camera users. The new photoGPS, expected to be available summer 2007 for a retail price of €149, features automatic geo-tagging of all photos. GPS data will be written to each digital picture's EXIF file.

JOBO AG also announces firmware updates to its award-winning GIGA Vu PRO evolution digital image storage and viewing device. The new **J.D. Loupe** (the brain child of *National Geographic* photographer and loyal GIGA Vu PRO evolution user Jay Dickman) provides users of this mobile image storage device with a button in the unit's zoom menu that makes a rectangular loupe appear on the LCD screen so photographers can closely examine important details of their pictures. In addition is a new easy-to-use one-touch-software-update called **Incremental Back-up**. This update allows users who transfer the data stored on their GIGA Vu PRO evolution via Incremental Back-up to an external storage device such as the JOBO GIGA one, to automatically synchronize the data on both devices with just one touch. The new data will be added to the external device without deleting any already existing data on the device."

JOBO AG also showcases their **LumeJet™ 400, 750, and 1500** Digital Print Processors, featuring the innovative and proven LumeJet™ imaging technology from DigePrint combined with 80 years of processing experience from JOBO.

"We're very excited to be announcing these new products at PMA 2007," said Johannes Bockemuehl-Simon, JOBO's CEO. "We are pleased to offer the retail community the latest digital image storage and viewing devices and other accessories for professional and advanced amateur photographers as well as advanced technologies in the digital minilab category. And while our digital product offerings continue to grow we have not forgotten about our customers of analog products such as the AutoLab ATL-1500 and CPP-2 processors. With these two analogue products, JOBO AG has made provisions to be able to deliver spare parts for an average of five years."

# **JOB** FOR YOUR BEST IMAGE

## **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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