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## Press Release

### **JOBO AG announces immediate availability of Firmware Update to GIGA Vu PRO evolution Image Storage Device**

*Free update includes JD Loupe, Incremental Back-up and increased RAW Format compatibility*

**Gummersbach, Germany.** JOBO AG announces today the immediate availability of a firmware update to its award-winning GIGA Vu PRO evolution digital image storage and viewing device. This firmware 2.0.4 update includes the new JD Loupe, Incremental Back-up and increased RAW Format compatibility and is available for free download at [http://www.jobo.com/job\\_service/digital/index.html](http://www.jobo.com/job_service/digital/index.html). In addition, all GIGA Vu PRO evolution units shipped from now on will feature this latest firmware.

The new JD 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 causes a magnified rectangular loupe to appear on the LCD screen so photographers can closely examine important details of their pictures.

In addition there is a new easy-to-use one-touch-software-update called Incremental Back-up (the brain child of wildlife photographer and loyal GIGA Vu PRO evolution user Andy Rouse). 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.

With this new update, the GIGA Vu PRO evolution now features RAW compatibility with even more camera models from manufacturers including Canon, Casio, Contax, Fuji, Hasselblad, Kodak, Konica Minolta, Leica (the GIGA Vu PRO evolution can decode the Leica M8 RAW), Nikon, Olympus, Panasonic, Pentax, Samsung, Sigma, and Sony. And JOBO continues to test more camera models for compatibility on a regular basis at the request of their customers. A full list of currently compatible camera models is available on the JOBO AG Web site ([www.jobo.com](http://www.jobo.com)).

“Simplified operation and professional reliability were the key factors in creating these new firmware enhancements,” said Johannes Bockemuehl-Simon, JOBO’s CEO. “Since its introduction in 2006, the GIGA Vu PRO evolution has been recognized as an award-winning idea whose time has come. I am pleased to announce the availability of these firmware enhancements that benefit serious photographers who have embraced this digital image storage and viewing device as part of their daily workflow.”

#### **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** FOR YOUR BEST IMAGE

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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