

## Press Release

### JOBO Introduces New Curve Line of Digital Picture Frames

*Stylish and affordable new digital frames are available in both a sleek black or white varnish finish featuring smooth curved edges*

**Gummersbach, Germany (July 2, 2009)** – JOBO AG announces the addition of two new stylish and very affordable digital picture frames – the Curve 7 and Curve 8 – to the growing JOBO family of digital picture frames. This new line of digital picture frames features rounded edges, a stylish design available in either a black or white varnish finish on the frame, and screen displays of almost 7-inches and 8-inches.

“The new Curve line of digital picture frames are our most affordable digital photo frames to date,” said Johannes Bockemuehl-Simon, JOBO’s CEO. “In these tough economic times, we want to offer a high quality digital frame option for budget-minded photographers who want to easily view and share their precious digital pictures without spending a lot of money.”

The new JOBO Curve 7 features an almost 7-inch color TFT LCD display with a resolution of 480x234 pixels and various aspect ratios including 4:3, 16:10 and zoom mode. The Curve 7 digital frame beautifully showcases images in full screen, as thumbnails or as a slide show. In addition, different transition effects enhance the presentation of digital images when viewed in slide show mode. Curve 7 also features rotate, zoom and delete functions.

The JOBO Curve 8 features an 8-inch color TFT LCD display with a resolution of 800x600 pixels and 4:3 aspect ratio. The Curve 8 digital frame beautifully showcases images in full screen, as thumbnails or as a slide show featuring different transition effects and adjustable time intervals to enhance the presentation of digital images. In addition to a zoom and rotate function, the Curve 8 also features a calendar and time function. All functions of the Curve 8 are easily accessible via buttons on the back of the frame or by using the included remote control.

Both Curve frames are compatible with SD and MMC storage cards. In addition, both frames feature a USB OTG interface so all USB devices compatible with OTG such as USB sticks, portable hard disks or digital cameras can be connected directly to the picture frames to view images stored on any of those devices. Curve 7 and Curve 8 can both be positioned on a table top in either landscape or portrait format.

Both JOBO Curve models are available for (MSRP): €59,00 (Curve 7 Black and Curve 7 White) and €89,00 (Curve 8 Black and Curve 8 White).

#### **Curve 7 PDJ007B/W (B=black / W=white) Specifications:**

- Display: almost 7 inch (16.4 cm) color TFT LCD
- Resolution: 480 x 234 pixels
- Contrast ratio: 300:1
- Various aspect ratios (4:3, 16:10, zoom mode)
- Card slots for SD, MMC, USB OTG interface
- Supported file format: JPEG
- Full screen, thumbnail or slide show view with change-over effects

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- Delete, zoom and rotate function
- Usable in landscape and portrait format
- Dimensions: 205 x 140 x 27,5 mm (8 x 5.5 x 1 inch)
- Package content: Photo Display Curve 7 black or white, AC adapter, manual

## **Curve 8 PDC008B/W (B=black / W=white) Specifications:**

- Display: 8 inch (20.3 cm) color TFT LCD
- Resolution: 800 x 600 pixels (RGB)
- Contrast ratio: 300:1
- Brightness: 350 cd/m<sup>2</sup>
- Aspect ratio: 4:3
- Card slots for SD, MMC; USB OTG interface
- Supported file format: JPEG
- Full screen, thumbnail or slide show view with transition effects and adjustable slideshow intervals (3 seconds, 10 seconds, 1 minute, 2 hours)
- Zoom and rotate (90°, 180°, 270°) function
- Calendar and time function; user adjustable starting logo
- Usable in landscape and portrait format
- Dimensions: 217 x 172 x 24 mm (8.5 x 6.7 x 0.9 inch)
- Package content: Photo Display Curve 8, remote control, AC adapter, manual

## **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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