

# PANDIGITAL®

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## **Pandigital Makes Digital Photo Frames the Must-Have Gift for the Holidays**

*Pandigital digital photo frames are the industry's first with 64-128MB of internal memory and multiple USB ports; New frames are feature-rich, easy-to-use, and elegantly showcase digital images*

**LAFAYETTE, Calif., Oct. 9, 2006** – Pandigital today unveiled its premiere line of eye-catching digital photo frames that – unlike any other photo frames on the market – come with 64-128MB of internal memory, multiple USB ports, and a 6-in-1 media card reader. The new digital photo frames let customers quickly and easily copy high-quality digital images from a memory card, digital camera or PC directly into the frames' internal memory and then effortlessly enjoy at home or the office.

Pandigital photo frames are poised to spur the market growth of digital photo frames thanks to their visually stunning displays, rich feature-sets, easy-to-use design and competitive price points. Pandigital began fulfilling orders in early August and will be shipping more than 400,000 units for the holiday season. The digital photo frames will be available at more than 5,000 leading retail storefronts as well as many leading online and catalog retailers in the United States.

“Millions of digital images are not being enjoyed right now – they're sitting unviewed on computer hard drives or CDs – and we want to change that this holiday season,” said Dean Finnegan, president, Pandigital. “Instead of having to take multiple steps to view digital photos, our customers can quickly and easily copy their photos onto Pandigital photo frames directly from a memory card or digital camera using the intuitive on-screen menu -- with or without the use of a PC. This makes them ideal for a range of novice customers such as families who need a simple solution to enjoy special memories.”

Finnegan continues, “In addition, the more advanced capabilities, including PC connectivity, will make this the must-have gift this holiday season for even the most discerning technology and digital photo enthusiasts. Pandigital is bringing digital image viewing to the mass market with ease of use, complete compatibility, and promotional retail prices starting below \$100.”

With Pandigital photo frames, customers can download photos directly into the frames' internal memory from their digital devices the way that is most convenient for them. Pandigital photo frames include a 6-in-1 media reader (SD, XD, Memory Stick, Memory Stick Pro, CF, MMC) so customers can insert flash media into the frame, quickly and easily copy photos, video and music and then return the card to the electronic device. In addition, customers can download photos onto the frames by directly connecting via mini USB to a digital camera or by standard USB to a computer.

The eye-catching frames elegantly showcase photos in high resolutions on their Active Matrix TFT displays, giving the photos a bright and clear appearance in both dedicated and slideshow modes. A stylish addition to any home or office, Pandigital photo frames boast an upscale design that conveys the highest quality. All of the new digital photo frame products from Pandigital come with two interchangeable frames – wood and acrylic – to fit into a range of traditional and contemporary décors alike.

In addition, Pandigital photo frames deliver enhanced multimedia and networking capabilities. They can play back MPEG 1, MPEG 4 & AVI video, while MP3 audio files can be stored on the on-board memory and then enjoyed via the built-in speakers or headphone jack. The frames' integrated USB port enables them to be connected to a computer network. The digital photo frames come with a remote control that lets customers access their photos, video and music conveniently. The remote control securely fits in a slot at the back of the frame for safe keeping.

### **Pricing**

Pandigital photo frames come in several sizes at the following manufacturer's suggested retail prices:

- Pandigital 5.6-inch photo frame (DPF56-2) = \$ 129.99
- Pandigital 7.0-inch photo frame (DPF70-1) = \$ 149.99
- Pandigital 8.0-inch photo frame (DPF80-2) = \$ 199.99
- Pandigital 9.2-inch photo frame (DPF90-2) = \$ 249.99

### **About Pandigital:**

Privately held, Pandigital® develops and markets digital entertainment products. The company recognizes the growing digital lifestyle market in the U.S. as well as the convergence of media such as MP3, digital photos and digital video to deliver high quality products to the consumer market that provide the latest in technology combined with contemporary style. Pandigital is headquartered in Lafayette, Calif. For more information, please visit <http://www.pandigital.net/>.

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