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## Pandigital Wins DIMA Innovative Digital Product Award for Its Photo Mail Digital Photo Frame

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FEBRUARY 20, 2010 -- ANAHEIM, Calif., [BUSINESS WIRE](#) --Pandigital today announced it was awarded a 2010 Innovative Digital Product Award from the Digital Imaging Marketing Association (DIMA) for its Photo Mail [Digital Photo](#) Frame.

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DIMA announced the award, which was given to products or services utilizing new technologies and/or [applications](#) that make the product either distinct or the first of its kind, at the Photo Marketing Association show (PMA).

'We are honored to receive this DIMA award as it recognizes Pandigital's commitment to providing consumers with innovative products that are extremely user friendly and meet their evolving digital [imaging needs](#),' said Dean Finnegan, CEO and founder, Pandigital. 'The [Photo](#) Mail Digital Photo Frame provides consumers with an easy, reliable way to share photos by simply emailing them to friends and family for instant enjoyment.'

The Pandigital Photo Mail Digital Photo Frame is a next-generation, wirelessly connected digital photo frame that conveniently accepts photos via email from family and friends. The frame connects through [AT&T's](#) wireless network and each frame has its own dedicated email address. Customers can share that address with family and friends so they can send photos directly to the frame from their own email account ' whether it's from a [computer](#), smart phone or any wireless device.

Upon receiving new [photos](#) via email, the recipient can quickly accept and view them. In an instant, consumers can enjoy photos taken by friends, family or even themselves, without leaving their home.

The Pandigital Photo Mail Digital Photo Frame is a full-featured digital photo frame with a large 8-inch back-lit LED display in 800x600 resolution, so photos are crisp and clear. The 4:3 aspect ratio preserves the original format of the photos, ensuring that they are not stretched or cropped. Plus, with a full 1GB of internal memory and Pandigital's memory optimization mode, consumers can enjoy up to 6400 images on the display.

The Pandigital Photo Mail Digital Photo Frame can also be loaded with photos in more traditional ways ' namely via its 6-in-1 media card reader (Compact Flash, SC, XD, MS, MSPro and MMC) or via a direct connection to a computer or digital camera. Images can be rotated and resized, and brightness and color settings can be changed. The Pandigital Photo Mail Digital Photo Frame also can play back AVI video clips and MP3 music files.

The Pandigital Photo Mail Digital Photo Frame is affordably priced at a promotional price of \$149.99. The price of the frame includes the ability to receive 300 photos emailed to the frame with no service

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fee to the customer. Additional photo allotments may be purchased directly from Pandigital: 100 for \$9.99, \$400 for \$29.99 and 700 for \$49.99. It will be available at retailers nationwide in March.

#### About Pandigital

Privately held, Pandigital develops and markets digital [entertainment](#) products. The company recognizes the growing digital lifestyle market as well as the convergence of media such as MP3, digital photos and [digital video](#) and is delivering high quality products to the consumer market that provide the latest in technology combined with contemporary style. Pandigital sells its award-winning line of Pandigital and PanTouch digital photo frames and PhotoLink scanners through more than 33,000 well-known national retailers in the United States, Europe, South America and Central America. The company has received numerous accolades and industry awards for its outstanding products that are renowned for their easy-to-use features and high-quality, elegant design, and providing exceptional value to consumers. Pandigital is headquartered in Dublin, Calif. For more information, please visit <http://www.pandigital.net>.

All offers subject to change without notice or obligation and may not be available through all retail partners. Prices listed are manufacturer's suggested retail prices and may vary by retail location. Applicable taxes extra. Trademarks used herein are trademarks or registered trademarks of Pandigital. Other product or service names mentioned herein are the trademarks of their respective owners.

Contacts:

#### Media contact:

MJ Marketing Communications  
Marissa Jabczynski,  
949-340-3822  
[marissajab@cox.net](mailto:marissajab@cox.net)

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