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Pandigital Unveils Digital Greeting Cards

By Greg Tarr -- TWICE, 2/8/2010

Dublin, Calif. - **Pandigital** introduced Monday its Photo Greeting Card line — a greeting card with a built-in LCD that can show digital photos.



The cards allow quickly uploading and displaying up to 50 digital photos on a 1.44-inch digital photo screen. Photos automatically play back as a slideshow, the company said.

Pandigital is shipping the greeting cards now at a \$9.99 suggested retail, each.

"These new Digital Photo Greeting Cards extend the concept of the greeting card by allowing consumers to send a truly personal greeting to family and friends," stated Dean Finnegan, Pandigital CEO and founder. "These cards are available for most special occasions and are so unique that the card can actually be the gift."

Pandigital introduced a line of digital Photo Greeting Cards (\$9.99), including this Valentine's Day card, that all have a 1.44-inch LCD screen to play back up to 50 digital photos.

Each card comes preloaded with easy-to-use photo-transfer software that is both Mac and PC compatible. Consumers simply use a USB cable to connect the card's mini USB jack to a home computer.

Users follow a few easy steps to select the photos to be shared on the card. The cards accept JPEG, GIF and BMP photo formats.

Additionally, consumers receiving the card can save the photos on the card to a home computer by the same process.

The new Pandigital Digital Photo Greeting Cards come in a selection of styles and designs, including sentiments for love, thinking of you, anniversaries, congratulations, birthdays, happy holidays and season's greetings.

Each card turns on and off as the card opens and closes for a dynamic greeting card experience. If the card is left open, it will automatically turn off after five minutes to preserve battery life. Each card will last for up to two and half hours of total battery life.

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