

Telefunken and Avanquest Software sign agreement to offer digital photo frames

Combining technology and market strengths, Telefunken and Avanquest Software provide enhanced functionality of digital photo frames, a booming new medium for digital content sharing.

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Telefunken and Avanquest Software have announced an agreement to join forces in offering a line of digital photo frames that will combine design and high-technology to meet the growing trend for these popular consumer products.

Very successful with consumers in 2007, with 900,000 units sold in France¹ alone, digital photo frames have shown themselves to be a real photo-sharing medium, attracting a broad audience of consumers who attach as much importance to the design and image-organizing capabilities of the frames as to their ease of use.

Focus on ease of use, improved performance and optimized ergonomics

Under the terms of the agreement, Avanquest Software will adapt and rebrand Digital Frame Manager, its new software specifically designed for digital frames, for integration into the *Digicadre* (digiframe) line from Telefunken, the leader with 20% market share² in digital photo frame sales in France, distributed through its French retail partner Sopeg. The Avanquest Software solution will enhance the Telefunken digital frames with new functionality, essential to bringing alive the multimedia content stored on PCs for sharing with friends and family, including:

- Easier configuration of the digital photo frame (Plug & Play solution on all PCs);
- “Optimized’ transfer and saving of all images stored on the computer and on various storage devices (automatic adjustment of photo size, reduced transfer time, more fluid slide show, etc.); and,
- Advanced photo editing (image retouching, effects) and other functions.

Compatible with all Windows environments, the Digital Frame Manager software solution enables users to store up to 400 times³ more photos on their *Digicadre* and to get the very best out of their digital photos. The increased storage capacity supports the expanded use of digital frames into more professional areas, especially with the launch of new high-definition versions of outstanding quality, like the *Digicadre 14’*.

“The quality of the photos displayed, the ease of use and the design of our frames have put us in a dominant position in this rapidly growing market. The partnership with Avanquest Software is part of our strategy aimed at making digital photo frames available to all while providing enhanced performances and optimized ergonomics,” **said Didier Ladane, Executive Director at Sopeg.**

¹ Source GfK

² Source GfK – figures published end of December

³ On a frame with 128 Mb of memory, about 50 images can be stored without optimisation, and about 2000 images with optimisation.

“We are very proud to be collaborating with Telefunken, the leader in this buoyant market. This partnership represents a great opportunity to perfectly meet new customer expectations. In the near future, we plan to integrate sound and video, and to develop a line of wireless products to facilitate the sharing of online content,” said **Julie Shevlin, Vice President, OEM Division, at Avanquest Software.**

About Telefunken / Sopeg

Backed by its technological know-how in the world of images, Telefunken today stands as the leader to be reckoned with in the French digital photo frame market. To best meet consumer needs, the brand features top-of-the-line products, design and impeccable image quality, all combined with ease of use. Telefunken is a German brand founded in 1903; it quickly won over the most demanding consumers. The Telefunken brand has chosen Sopeg, already present in all distribution channels, as its exclusive distributor for digital photo frames in the European market.

Avanquest Software

Avanquest Software is one of the world’s leading software publishers, marketing up to 1,500 software titles developed in-house or by developer partners via multiple sales channels on three continents – North America, Europe and Asia. Avanquest Software addresses the general public through its Retail, Online and Direct-to-Consumer channels; businesses through the Corporate channel; and key players in mobile telephony and IT through OEM (Original Equipment Manufacturers) licenses. With 650 employees and approximately 200 engineers in Research and Development distributed between France, China and the United States, the company is committed to constant innovation. Listed on Euronext (ISIN FR0004026714) since December 1996, Avanquest Software is part of Eurolist, SBF index 250. For additional information: <http://www.avanquest.com>

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