

Avanquest Software Provides Powerful Solution for Digital Photo Frame OEM Market

Digital Frame Manager Enables Manufacturers to Offer Compelling “Out-of-Box” Customer Experience

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Avanquest Software, a leading developer and publisher of business and consumer software for the global PC market, today announced **the launch of a powerful new solution** designed for the Digital Picture Frame OEM market. Digital Frame Manager, available as a customizable solution from Avanquest’s OEM division, will enable manufacturers to deliver a compelling user experience and meet consumer expectations in one of the hottest digital product categories in the home and office today.

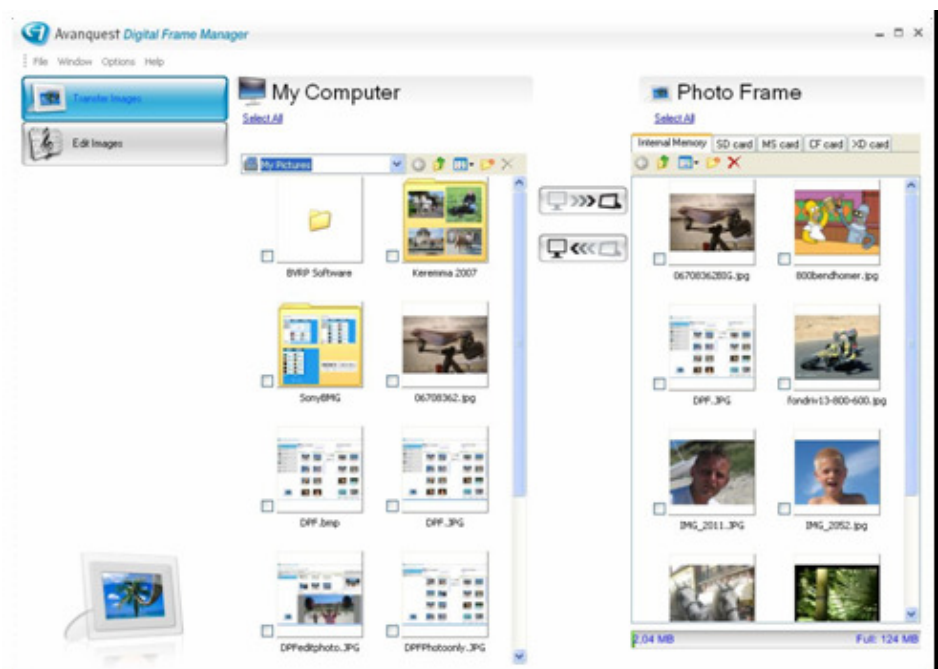
Available for integration with products from the growing range of manufacturers entering the Digital Picture Frame market, Digital Frame Manager draws on more than 20 years experience at Avanquest in creating solutions that remove complexity from today’s digital devices.

“Digital Frame Manager simplifies consumers’ digital lives,” commented Julie Shevlin, Vice President, Avanquest Software OEM Division, which licenses Avanquest technology to key partners in the mobile telephony, IT and Consumer Electronics industries worldwide. *“By offering purchasers of digital photo frames a more satisfying out-of-box experience, Digital Frame Manager will enable equipment providers to enhance customer satisfaction and achieve improved efficiency in product support and technical assistance.”*

Avanquest is targeting one of the most rapidly growing consumer electronics product categories with its newest solution. *“In one year¹, the French digital photo frame market alone recorded 1000% growth²,”* Ms. Shevlin noted. *“This trend should continue in 2008 with expected sales of 1.5 million digital frames in France alone².”*

In just a few clicks, Digital Frame Manager enables users to:

- Install and configure their frame (wired or wirelessly using USB, Wi-Fi, Bluetooth);
- Immediately view available photos in a dual-pane interface;
- Easily transfer photos automatically resized to the frame capabilities;
- Save photos stored on memory cards to the PC from the frame.



¹ Between 2006 and 2007

² Source GfK – January 2008

Offering simplicity and key functionality for the consumer, Digital Frame Manager is designed to support digital frames connected via USB and is compatible with all types of memory cards. Avanquest also is developing a version for wireless applications (Wi-Fi and Bluetooth), notably based on UPnP³ (Universal Plug and Play) and DLNA⁴ (Digital Living Network Alliance) standards.

Digital photo frame installation and configuration in a flash!

The Digital Frame Manager software allows Plug-and-Play type automatic detection and configuration of the digital photo frame on the PC. Furthermore, depending on the capacities and characteristics of the frame, the software selects the supported multimedia content types stored on the PC (photos, music and video) and displays the related functionality.

Digital Frame Manager also includes Avanquest's Connection Manager software which manages the wireless connection (Wi-Fi or Bluetooth), ensuring total security and transparency for the user.

'Optimized' transfer of all types of multimedia content

Digital Frame Manager automatically adjusts photo sizing during transfer:

- Enables storage of up to 400 times more photos on the frame
- Significantly reduces transfer time
- Creates slideshows with smoother motion

It is also possible to make photo albums by creating folders on the frame.

With advanced photo, audio and video editing functions, creativity is the name of the game!

Digital Frame Manager has key **photo** editing functions such as:

- Rotate, mirror and zoom
- Cropping to fit the frame's format
- Text insertion
- Various effects (black and white, sepia, warping, etc.)
- Contrast and brightness adjustment
- Superimposing of frames or symbols

Avanquest Software's new software also provides the tools needed to play **audio** files. The user can transfer music from their PC to the digital frame.

Digital Frame Manager also includes a **video** editing module which plays video sequences and displays them as a timeline or sequence shot and includes video editing, transition insertion and automatic conversion into the target format.

Available in English and in the main European languages and compatible with all the Windows XP and Vista environments, Digital Frame Manager is a high-performance tool for sharing photos, music and video.

³ UPnP is a network protocol promulgated by the UPnP Forum. The goal of UPnP is to allow peripheral devices to connect easily and to simplify the implementation of networks in the home (file sharing, communication and entertainment) and in corporate environments. UPnP achieves this by defining and publishing UPnP control protocols based on Internet communication standards.

⁴ The DLNA is an alliance of consumer electronics, mobile device and personal computer companies. Its goal is to define a standard making these different companies' products interoperable and to create a network of electronic devices within the home. This will facilitate consumers' digital lives. The companies belonging to the alliance can still innovate and differentiate their products.

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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