

Philips new 9-inch PhotoFrame provides a touch of style for displaying images

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As digital camera ownership continues to grow steadily, Philips is expanding its range of digital picture frames which allow anyone who takes digital photos to showcase their work on a high resolution LCD display.

Unveiled at IFA 2006, Philips' new and innovative 9-inch (23cm) PhotoFrame joins the two existing 7-inch models in being able to display photos as well as allowing users to manage their photos by creating albums and slideshows with simplicity and - without a PC.

The new 9-inch PhotoFrame is designed around a high performance LCD screen displaying photos with increased levels of sharpness, brightness and contrast courtesy of its high-density display.

Philips is offering the new 9-inch PhotoFrame in two design options -

‘Modern’ or ‘Classic’ – with both versions easily wall-mountable. The Modern version includes four interchangeable frames bundled in the packaging (red, black, silver and white) that can be changed to suit each individual's taste and surroundings. The Classic version is available in three individual frame styles to suit personalized home décors including: metal, wooden and milky white.

Providing a stylish way to share images without need for a PC, the PhotoFrame can store up to 150 photos in the internal memory. Users can increase the device's memory by inserting a memory card and easily uploading images with the simple touch of a button.

Additionally, users can create albums and copy photos from the memory card and store on the internal memory. All photos and albums can be viewed individually, as thumbnails or in a vibrant slideshow.

For convenience, Philips' 9-inch PhotoFrame has two memory card readers that support all major memory cards including secure digital (SDTM), multimedia card (MMCTM), memory stick (MSTM, MS Pro) compact flash (CFTM) and xD, which all work as extended memory spaces for Photo Frame. If one card is not enough, it is possible to use two different memory cards at the same time, to double the external memories of the PhotoFrame.

For easier management of photo collections, the 9-inch Philips PhotoFrame features Smart Album. With Smart Album, users can create and manage albums, set up, adjust and add transition effects to photo slideshows. Full screen collages can quickly and easily be created from smaller photos, layouts customized and the frequency adjusted.

The Philips 9-inch PhotoFrame also includes a PhotoEffect Wizard. This enables the user to make adjustments to images, such as rotation, cropping, zoom in and out as well as effects such as black and white or

sepia colour changes, and the overlaying of fun frames.

Source: Philips

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