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Business Wire - Press Release Bring Photos to Life with the New Digital Frame from Genius

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Genius (www.geniusnetusa.com), a brand division of KYE Systems Corp., announced the availability of a new digital frame, the PF-A01. This new large frame allows consumers to actually use the pictures that are stuck on a flash card inside the camera. Normally users take photos and download them, but aren't able to easily display them. Genius tackles that problem with a feature rich digital photo frame. Designed to bring digital photos to life, the new PF-A01 sports a large 10.4" high density screen for easy viewing and comes in an oak or walnut finish to meld with even the most top-of-the-line living room decor. Unlike other digital frames that have a 16:9 panel, the PF-A01 features a 4:3 panel ratio, bringing every photo to life.

The PF-A01 is equipped with a built-in feature that creates a multi-picture slide show and playback button that can show up to four pictures, at different speeds, on one screen. The multi-media frame can also be used with a MP3 music and AVI Motion-JPEG video player to enhance the viewing experience and create living memories that can now come to life. For even more flexibility, pictures can be shown in landscape or portrait modes. Using direct copy function (copy photos from card to internal 128MB flash memory), the PF-A01 can store up to 700 pictures and is priced at \$229.00.

Not only is the Genius digital frame priced well below competitors despite its large screen size, the PF-A01 supports six types of memory cards, CF, SD, MMC, MS, MS-Pr and MD, and with a USB host, it can display photos and movies directly from your external USB drive disk. A real PC-free photo view! Additionally, it completes with a real-time clock, calendar function and remote control to meet different entertainment demands.

ABOUT KYE Systems Corp

Genius was recently awarded for being in the Taiwan Top 20 Global Brands for the third consecutive year and has received the Taiwan Excellence Achievement Award. The company was Founded in 1983, KYE is an international leading company in computer peripherals and famous for its Genius brand. KYE had expanded its portfolio of innovative peripherals to consumer electronics with continued leadership in design and quality. 2006's sales revenue of KYE posted its sixth consecutive year of record sales, US\$410 million. KYE Systems Corp. is a Taiwan public company traded on the Taiwan Stock Exchange with symbol 2365.

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