

Aluratek, Inc. Raises the Bar with Its New Multi-Functional Digital Photo Frames

Digital Lifestyle Device Lets You Have More Fun With Digital Pictures, Movies, and MP3 Music Files

Irvine, CA — April 17th, 2007 — Aluratek, Inc, a leading creator of sophisticated yet user-friendly computer peripherals and consumer electronic devices, announces the release of its latest solutions for digitally enhancing consumers' lifestyles. Aluratek's high resolution Digital Photo Frame with built-in memory comes in three different models, to suit a variety of preferences. The 10.5-inch frame is available in a handsome traditional brown style (Model ADMPPF110), to complement a classic, traditional décor, as well as in a sleek black modernistic style (Model ADMPPF210), for a more contemporary look. Both 10.5-inch models feature 256MB built-in memory boasting superior video resolutions of 1024 x 768 for amazing picture and video quality. In addition to allowing users to conveniently view and print quality pictures by directly inserting their camera's or camcorder's digital media card or USB thumb drive, the built-in 256MB flash media also lets them transfer favorite digital files directly from their computer—quickly and easily, without any software.

The Digital Photo Frame is also available in a 7-inch version (Model ADMPPF107), with the same sharp contemporary look as that of the black 10.5-inch Model ADMPPF210. The 7-inch frame also has built-in memory and a true color LCD screen with 800 x 600 video resolution.

At the touch of a button on the remote control included with each model, you can play slideshows, zoom and rotate, all while listening to high-quality background music. By switching to movie mode, you can enjoy video and audio near HD quality. The Digital Photo Frame also functions as an MP3 device, allowing users to browse and listen to all their favorite MP3 music files, with or without accompanying photos or videos. With Aluratek's new Digital Photo Frame, digital pictures, movies, and MP3 music files are more accessible—and so much more fun!

"The average PC user has hundreds of digital photos, MP3's and movies just sitting on their computer's hard drive," said John Wolikow, Aluratek's VP of Sales and Marketing. "We intend to bring this digital content back into their daily life with our new Digital Photo Frame, allowing the consumer to effortlessly view their favorite digital photos, listen to their favorite music, or watch their favorite family videos or movies."

The Aluratek Digital Photo Frame is compatible with the most popular media formats, including MPEG, JPEG, AVI, and MP3. It comes with a user-friendly remote control device, USB 2.0 cable, power adapter, and instructional manual. The Aluratek Digital Photo Frame is available at CDW, PC Connection, PC Mall, Buy.com, Amazon.com, and other e-tailers. For more information about Aluratek's Digital Photo Frame, please visit www.aluratek.com.

About Aluratek, Inc.

Aluratek was formed by a group of industry veterans who believed that computer peripherals and consumer electronic devices could be both sophisticated in their function and user-friendly in their usage. The goal of Aluratek is to embody "Simple Elegance" in every product it designs, manufactures and sells. The product focus of Aluratek is to bring simple yet elegant connectivity solutions to the consumers to enhance their consumer electronics, communications and computing experience. Each product is carefully designed with the consumer in mind. Each product is solution-driven to address the need of the consumers and deliberately planned to provide the ultimate user experience. Current Aluratek product offerings include the following: Digital Photo Frames, External Storage, Universal-Serial-Bus (USB), Mobile Accessories, and High Definition Multimedia Interface (HDMI).

For more information, please visit www.aluratek.com.

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