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## Lite-On IT steps into Digital Photo Frame market with new brand name cenOmax

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**Eindhoven, The Netherlands** - Under a new brand name cenOmax, Lite-On IT is about to introduce their first Digital Photo Frame to the market. The company that is widely known for its Optical Disc Drives (ODD) is planning to launch more IT and CE products under this new brand name in the future.

The Lite-On brand has a strong position in the ODD market, but the company decided not to use this brand name for its new business. "At this moment we want to keep the Lite-On brand exclusively for our ODD business", says Jelmer Veldman, who is responsible for the marketing of the Lite-On brand in Europe. "We have positioned Lite-On as one of the leading brands in the ODD market, and we don't want new product lines, which aim at different types of customers, to interfere with that positioning process. Therefore we have decided to introduce a completely new brand name for this and possible future products, instead of a line extension under the Lite-On brand."

The F7012A Digital Photo Frame is the new product to be introduced under the cenOmax brand. It is a 7 inch wide screen frame, with a resolution of 480 by 234 pixels, that displays JPEG pictures, which can be read from the 5 most popular memory cards (SD / MMC / MS / xD / CF) as well as USB drives.

Interesting extra features of the F7012A are video playback and MP3 support, which makes it possible to show movie clips and slideshows of pictures with music in the background. Besides its basic function of displaying pictures, the F7012A also features a calendar and an alarm clock. The LCD display of the F7012A is surrounded by a transparent plastic frame. cenOmax includes two extra rubber clip-on frames: one in stylish black and one in fresh orange. Thanks to this exchangeable frame, the cenOmax Digital Photo Frame can be adapted to different home environments. The photo frame can be positioned horizontally as well as vertically. Pictures will automatically rotate, depending on the positioning of the frame.

The F7012A is available in Europe from October 2007.

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### **About cenOmax:**

cenOmax is a brand owned and distributed by Lite-On IT Corporation. Lite-On IT Corporation is one of the biggest Optical Disc Drives manufacturers worldwide, and part of the Taiwanese Lite-On Group. For more information check [www.cenomax.com](http://www.cenomax.com) and [www.liteonit.com](http://www.liteonit.com).