

FINAL

***JPEGmini* and *beamr* Photo Optimization and High Speed Sharing Apps  
to Make Macworld/iWORLD Debut**

*Visit the Appalooza Showcase at Booth #718 to Receive a Free Copy of JPEGmini™  
for Mac: Patent-Pending Media Optimization Technology Retains Original Resolution,  
Compresses File Size*

**TEL AVIV, Israel and SAN FRANCISCO.** -- January XX, 2013 – Professional photographers, hobbyists, photo enthusiasts and the growing number of iPhoneographers attending MacWorld/iWorld 2013, the Ultimate iFan Event, can learn more about [\*JPEGmini™ for Mac\*](#) and [\*beamr™ for iPhone\*](#), two ground-breaking apps that optimize photo files to free up valuable storage space and share them at lightning speed. Executives and image scientists from emerging media technology innovation company Beamr will be at Appalooza Showcase, Booth #718 at the Moscone Center West in San Francisco, January 31-February 2, 2013, to showcase the highly acclaimed photo and video media optimization technology powering these apps, and as a special gift to MacWorld attendees, give away free copies of JPEGmini for Mac (retail price: \$19.99).

"More than 50 million photos have been optimized to date using JPEGmini for Mac, and the demand for such a sophisticated compression solution for the desktop is growing in tandem with the resolution capabilities of point-and-shoot and DSLR cameras," said Dror Gill, CTO of Beamr. "Our beamr app for iPhone harnesses the power of this professional grade technology to allow the average iPhone user, or avid iPhoneographer, to send HD photos on the go up to three times faster than other apps."

Both JPEGmini and the beamr iPhone app use a patent-pending media optimization technology, which reduces the file size of photos by up to five times while retaining their original resolution, quality and JPEG format. This digital science enables automatic, maximal compression of photo file size, allowing seamless storage and high speed sharing of full-resolution photos with your friends much faster on your desktop or via your mobile device.

- **JPEGmini™ for Mac** ([www.jpegmini.com](http://www.jpegmini.com)) Twitter: @jpegmini

With JPEGmini for Mac, you can optimize all your photos to free up valuable space on your internal and external drives. JPEGmini for Mac is capable of reducing your 100GB photo collection to a mere 25GB, saving 75GB of valuable hard drive space that is impossible to expand on a Macbook. JPEGmini for Mac is capable of compressing photo files of up to 28-megapixels by up to five times while maintaining the original resolution, file quality and JPEG format.

Consistently ranked among the top 10 photo apps in Mac App Stores around the world, JPEGmini for Mac allows users to optimize photo files on their desktop and laptop computers while freeing up precious computer hard drive space.

JPEGmini is available for download at the Apple Mac App Store and

<http://www.jpegmini.com/mac/>.

- **beamr™ for iPhone** ([www.beamr.com](http://www.beamr.com)) Twitter: @beamrapp

For the first time ever, beamr, powered by JPEGmini technology, allows sharing of a virtually limitless number of HD, original quality iPhone photos at lightning-fast speed via text, email, Facebook and Twitter, saving time, data costs and battery life. With just a few taps, beamr™ enables the creation of personal, online, glossy-style photo magazines with dozens and dozens of downloadable images of any size, including 28 Megapixel panoramic photos. Hailed as one of

*Gizmodo's* ["New Essential Apps"](#), ["One of the 15 Best Photo, Video and Camera Apps of 2012"](#) by *The Next Web* and an ["App of the Day: Must Have Photo App"](#)

by tech expert Kim Komando, among other accolades, beamr is available for download at the Apple App Store and <http://beamr.com/getapp>.

### **About Macworld/iWorld**

Macworld/iWorld is the world's Ultimate iFan Event for those who use, create and love Apple products. Attendees will encounter a unique celebration of Apple technology-infused art, music, and film, as well as learning opportunities, and a shopping mecca in our expo hall filled with products and services for Apple users of all skill levels and interests. Whether a home user, an artistic hobbyist, a professional or a true Technorati, Macworld/iWorld gives attendees the chance to experience all that the amazing world of Apple-related tools can offer. Macworld/iWorld will take place January 31 – February 2, 2013 at the Moscone Center West in San Francisco. For more information, please visit <http://www.macworldiworld.com>.

### **About Beamr**

Beamr (formerly ICVT), is an innovative private company comprised of the world's leading imaging scientists, veterans of the Israeli technology industry who are also successful entrepreneurs. Headquartered in Tel Aviv, beamr is focused on improving the quality, speed and user experience of photo and video sharing.

For more information and a live demo of JPEGmini, visit [www.jpegmini.com](http://www.jpegmini.com).

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