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FOR IMMEDIATE RELEASE

HIGHLY ACCLAIMED PHOTO APP JPEGmini FOR MAC
INCREASES IMAGE RESOLUTION SUPPORT TO 28 MEGAPIXELS

JPEGmini for Mac Capable of Processing Photos Ranging from
iPhone Panoramas to Professional DSLR Images

TEL AVIV, December 6, 2012 – Professional photographers, iPhoneographers and amateur photo enthusiasts can now optimize their photo files while freeing up precious computer hard drive space with the new version of JPEGmini for Mac, a powerful 28 megapixel-capable upgrade to the highly acclaimed JPEGmini for Mac desktop app, from emerging media technology innovator ICVT. With the new 28-megapixel upgrade, JPEGmini for Mac can now optimize photos shot with 99 percent of the camera models available on the market today.

In addition, ICVT is introducing JPEGmini Lite for Mac, a free version of JPEGmini for Mac that offers optimization of up to 20 photos per day. Users may upgrade from JPEGmini Lite to the full version JPEGmini for Mac via an in-app purchase. JPEGmini Lite is available for free at the Mac App Store through http://www.jpegmini.com/mac/.

In a special introductory holiday offer, from now until December 24, 2012, the full version of JPEGmini for Mac, which regularly retails for $19.99, is available for $9.99 when purchased online either at the Mac App Store, or through the JPEGmini Lite in-app purchase upgrade.

With JPEGmini for Mac users can quickly optimize full photo albums simply by dragging them onto the app. The optimized photos retain the full quality and resolution of the original photos, but are much smaller in file size, so they can be shared markedly faster with friends and family via email or online services. Users can also choose to optimize their entire iPhoto library, or a complete internal or external drive, to free up valuable hard drive space.

"The resolution of both point-and-shoot consumer cameras and prosumer DSLR cameras continues to increase, and with the recent rollout of iOS 6, even Smartphones are now capable of shooting 28 megapixel panorama photos. This creates the need for everyone from the photo enthusiast to the professional photographer to have a simple and fast solution for optimizing photos on their desktop to free up storage space while retaining the full resolution of their photos," said Sharon Carmel, ICVT founder and CEO. "More than 50 million photos have been optimized to date using JPEGmini for Mac and we continue to empower users by optimizing our sophisticated media compression technology so that JPEGmini for Mac now supports photos of up 28 megapixels."

ICVT Continues to Expand Suite of Photo and Video Optimization Products

The ICVT suite of photo optimization apps for Mac, including JPEGmini and JPEGmini Lite, is joined by beamr™ for iPhone, a recently introduced and highly acclaimed free app that for the first time ever allows sharing of a virtually limitless number of full-resolution, original quality iPhone photos at lightning-fast speed via email, Facebook and Twitter. 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 large panoramic photos. Beamr is available for download at the Apple App Store and http://beamr.com/getapp.

Patent-Pending Media Optimization Technology Retains Original Resolution, Compresses File Size
Both JPEGmini and beamr 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. The technology imitates the perceptual qualities of the human visual system, ensuring each photo is compressed to the maximum extent possible by removing redundancies, without creating any visual artifacts in the process. This digital science enables automatic, maximal compression of photo file size.

About ICVT
Headquartered in Tel Aviv, 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. The company 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. For more information about beamr visit www.beamr.com

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