

## JPEGmini Photo Server Now Available on Amazon Web Services (AWS) Marketplace

*Patent-pending media optimization technology cuts load time of image-intensive web pages by reducing image file sizes up to 5x while retaining full quality*

TEL AVIV, Israel, April 3, 2013 -- JPEGmini photo optimization technology, capable of reducing image file sizes by up to 5x while retaining their full resolution and quality, is now available on the [Amazon Web Services Marketplace](#). The [JPEGmini Photo Server](#) from Beamr allows AWS customers, ranging from small businesses to the world's largest enterprise organizations, to reduce the load time of image-intensive web pages, improving monetization and user experience, while cutting down on storage and bandwidth costs.

Based on patent-pending media optimization technology, the JPEGmini Photo Server reduces image file sizes by up to 5x (80%) while maintaining the original quality, resulting in visually identical JPEG files, fully compatible with any browser, photo software or device that supports the standard JPEG format.

"With more than 50 percent of outgoing bandwidth on websites monopolized by images, the need to reduce image size to improve performance is apparent, but has never before been possible without compromising resolution and quality," said Sharon Carmel, CEO of Beamr, the company of media compression experts behind the highly-acclaimed JPEGmini photo compression technology. "JPEGmini provides Amazon AWS customers integrated access to a high-performance, cost-effective solution that optimizes and protects the image quality of thousands of images per minute."

The JPEGmini Photo Server software allows AWS customers to utilize JPEGmini photo compression technology on an hourly basis, adjusting the number and types of instances to the expected photo optimization load. This provides a highly cost-effective and scalable solution that can be used by any AWS customer, from small websites to very large online photo services.

The benchmarks below provide typical performance figures for the JPEGmini Photo Server:

	<b>CAMERA PHOTOS</b>	<b>WEB PHOTOS</b>
<b>NUMBER OF PHOTOS</b>	30	1000
<b>RESOLUTION</b>	8 Megapixels (3264 x 2448)	From 80x80 to 140x140 pixels
<b>AVERAGE FILE SIZE REDUCTION</b>	3.45x (71%)	1.33x (25%)
<b>TOTAL PROCESSING TIME</b>	48 seconds	8.2 seconds

*Performance may vary depending on system configuration and types of images. The benchmarks were measured by running one process of the JPEGmini Photo Server on the following configuration:*

*Amazon m1.medium instance  
CentOS 5.5  
Files stored on EBS drive*

In addition to optimizing photos using JPEGmini's world-class patent-pending algorithms, the JPEGmini Photo Server can also perform optional high-quality, high-performance resizing (resolution reduction) and metadata stripping, to provide even further reduction of photo file size. This integrated functionality is ideal for applications that require output in multiple resolutions for album previews, thumbnails, etc.

### **About AWS Marketplace**

AWS Marketplace is an online store that makes it easy for customers to find, compare, and immediately start using the software and services that run on the AWS Cloud that they need to build products and run their businesses. Visitors to the marketplace can use AWS Marketplace's 1-Click deployment to quickly launch pre-configured software and pay only for what they use, by the hour or month. AWS handles billing and payments, and software charges appear on customers' AWS bill.

### **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.

Beamr's patented-pending media optimization technology also powers [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. Based on the same technology, the recently launched [Beamr Video](#) reduces the bitrate of H.264 video streams by up to 75 percent (4x) without affecting perceptual quality, cutting costs for content providers and vastly improving the viewing experience.

For more information about JPEGmini Photo Server, please visit <http://www.jpegmini.com/server>