

Put Your Photos on a Diet with JPEGmini for Mac!

JPEGmini, ICVT's patent-pending photo optimization technology, now available as a desktop app

Tel Aviv, Israel – May 14, 2012 – ICVT, creators of the JPEGmini and VIDEOmini media optimization technologies, announces the release of JPEGmini for Mac, a Mac app which frees up precious hard drive space by optimizing photo files. JPEGmini's patent-pending optimization technology reduces the file size of photos by up to 5X, while keeping their original resolution, quality and JPEG format.

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 much faster with friends and family via email or online services. Users can also choose to optimize their whole iPhoto library, or a complete internal or external drive, to free up valuable hard drive space.

“After 3 years of extensive research, and 19 patent applications, we are proud to bring our JPEGmini technology to the mass market with the introduction of JPEGmini for Mac”, said Sharon Carmel, ICVT's Founder and CEO. “We look forward to empower users around the world with faster photo sharing, and more efficient use of local and online storage”.

JPEGmini for Mac supports personal photos with a resolution of 2 to 17 Megapixels, and can be downloaded from the Mac App Store at <http://itunes.apple.com/us/app/jpegmini/id498944723> .

For more information and a live demo of JPEGmini technology, visit www.jpegmini.com.

About ICVT

Founded in 2009 and backed by reputable private investors, ICVT is dedicated to optimizing media compression technologies. The company has created two patent-pending media optimization technologies: JPEGmini for JPEG images, and VIDEOmini for H.264 video streams. ICVT is led by serial entrepreneurs and industry veterans, possessing an extensive experience in media compression and delivery technologies.

ICVT's goal is to improve the user experience and efficiency of storing and sharing media files. We are committed to supporting standard media formats, in order to make our technologies accessible by any user, device or platform. For more information, visit www.jpegmini.com and www.videomini.com.

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