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**IN INDUSTRY FIRST, NEW 'BEAMR™' IPHONE APP ENABLES LIGHTNING-FAST SHARING OF  
NUMEROUS FULL-RESOLUTION PHOTOS IN A GLOSSY-STYLE MAGAZINE FORMAT**

**Free 'Beamr' App takes photo sharing to a new level, empowering users to  
share life's precious memories instantly, at the highest quality possible.**

TEL AVIV, October 29, 2012 – For the first time ever, a virtually limitless number of full-resolution, original quality iPhone photos may be shared at lightning-fast speed via email, Facebook and Twitter with Beamr™, a new free revolutionary iPhone app launching today and available for download at the Apple App Store and <http://beamr.com/getApp?ref=pr>. Developed by ICVT, an emerging Israeli media technology company, 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. Viewers receive the Beamr photo magazine link in seconds via email, Facebook or Twitter and without registering, can effortlessly view and download full resolution/original quality photos to save or print on any smartphone, tablet, Windows PC or Mac.

“The iPhone has made ubiquitous our ability to capture life’s stories in unrivaled-quality eight megapixel photos, and Beamr represents a paradigm shift in how we share these stories. Beamr is setting a new high standard for iPhone photo sharing ease, quantity, speed, resolution and aesthetics, empowering consumers with a simpler, faster, more intuitive app that delivers full resolution, original quality photos – even panoramas – as the ‘cover story’ of a custom online magazine,” said Sharon Carmel, CEO of ICVT, developers of Beamr for iPhone. “With the introduction of the iPhone5 and iOS6 platform, smartphone photo quality only continues to excel, so photo sharing apps need to keep up with these advancements. Whether iPhone photography is a casual daily activity, hobby or passion, we think that with Beamr people will discover a new appreciation for full resolution images.”

**Beamr Makes Your iPhone Photos Your Cover Story**

The new free Beamr app for iPhone is easy for anyone to use and no registration is required for sending or receiving files. Simply tap the red and white “b” app icon and your iPhone’s camera roll is quickly loaded into the app. Select as many photos as you want to include in your personal online magazine by tapping the images, then designate one as your Beamr magazine cover. With another tap type in a magazine Title or theme, Issue name, and a Credit to indicate whose iPhone photos are telling the story. Click Share, and in just seconds via email, Facebook or Twitter recipients receive the Beamr photo magazine link and can effortlessly view and download full resolution, original quality photos.

Other photo apps either share very small images or share full resolution images one at a time, very slowly. To view images, other photo apps require user registration or that the receiver also have the app, but with Beamr viewing files is web-based so it does not require the recipient to download the app.

**Proprietary Media Optimization Technology Retains Original Resolution, Compresses File Size**

Beamr uses a proprietary patent-pending media optimization technology, which reduces the file size of photos by up to three times while retaining the original resolution. Beamr technology, also used in ICVT’s

highly acclaimed JPEGmini for Mac app ([www.jpegmini.com](http://www.jpegmini.com)), 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. As a result, iPhone photos are delivered three times faster than other apps, saving battery life, time and data costs. To foster the fastest, most beautiful and intuitively simple experience for both the sharer and receiver, Beamr magazine photos are auto-arranged and provide the optimal viewing experience based on the resolution and orientation of the viewer's device.

#### **About ICVT**

Headquartered in Tel Aviv, ICVT is an innovative private young 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 about Beamr visit <http://www.beamr.com>.

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