

Photo Industry Leader B&H Photo Video Offers JPEGmini for Mac

B&H is now offering the JPEGmini for Mac app, powered by patent-pending media compression technology, that reduces the file size of photos by up to five times, while preserving quality and resolution

TEL AVIV | NEW YORK, January 17, 2013 – Customers of B&H Photo Video, the world-renowned photo, video and pro audio reseller, can reduce the file size of their photos and free up precious computer hard drive space when they purchase JPEGmini for Mac, an innovative media optimization app from ICVT Ltd. that reduces the file size of photos by up to five times, with no loss of quality and resolution. *JPEGmini for Mac* is available for download on the B&H online store at:

http://www.bhphotovideo.com/c/product/906198-REG/JPEGmini_icvt_pegmini_mac_r1_JPEGmini_Software_for_Mac.html.

Highly-acclaimed for its ability to reduce file sizes of JPEG photos by up to 80 percent, JPEGmini preserves image quality and resolution while maintaining the standard JPEG format. More than 50 million photos have been optimized to date using JPEGmini for Mac, and the recently released 28 megapixel upgraded version can optimize photos shot with 99 percent of the camera models available on the market today. JPEGmini carries a suggested retail price of \$19.99.

"B&H Photo is committed to providing the best industry gear to the digital community," said B&H Photo Video Director of Communications Henry Posner. "As the resolution of both point-and-shoot consumer and DSLR cameras continues to expand, JPEGmini offers an easy, cost-effective way to free up valuable storage space without sacrificing quality. JPEGmini has a stellar reputation in the digital imaging community and we look forward to sharing its benefits with our customers."

"Widely revered as the professional's source, B&H prides itself on providing customers with expert photo and video equipment knowledge and we are pleased to have JPEGmini in its lineup of innovative products," said Eli Lubitch, president of ICVT. "With its sophisticated media compression technology and support of up to 28 megapixels, JPEGmini is the ideal app for the B&H photo devotee."

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. JPEGmini 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.

ICVT Continues to Expand Suite of Photo and Video Optimization Product

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, Twitter and Text Messaging. 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>.

About B&H Photo Video

As the world's largest source of professional video, photo and audio equipment, B&H Photo-Video is known worldwide for the knowledgeable salespeople and fast, reliable shipping that have been satisfying customers for over 30 years. B&H is world-renowned as the place to be for all your photo, video, pro audio, and digital imaging needs. Founded in 1973 as a storefront film shop, the New York City operation quickly grew to become the largest non-chain photo and video equipment store in the United States. The store carries a wide range of products, as well as professional and specialty equipment for sale both in-store and online. For more information on B&H Photo Video please visit: <http://www.bhphotovideo.com/>

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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