



Press Release

For immediate release

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Cagic⁸ - A revolutionary change in how you look at digital picture frames

Washington, DC. - Beautiful and easy to use, Cagic⁸ has elevated the standards of digital picture frames, evolving them from gadgets to elegant elements of home décor.

The Cagic digital picture frame will look lovely in a home or office and it's easy to use straight out of the box. Plug in the power cord and three simple and intuitive steps later, Cagic⁸ is displaying photos.

A European trained interior stylist designed Cagic⁸ using quality materials and an eye for details. Cagic⁸ was crafted to blend into home interiors, and looks great from all angles. The patented, unique touch-matting controls ensure that the display will not get fingerprints.

The creative team at Cagic⁸ created a digital picture frame like none other on the market. They designed the casing and created new software, and built everything from the ground up. Cagic⁸ does not use licensed software, meaning the team built the programs and designs from scratch. Interior designers will love the frame's look and style, techies will appreciate that Cagic is so user-friendly that their grandparents can set it up.

"We saw a need for a beautiful picture frame because there was nothing available on the market that works or looks like Cagic⁸," says Bill Frischling, Cagic's founder and general manager.

Cagic⁸ also features a number of firsts, including the first frame to be constructed of solid brushed aluminum and natural wood, as well as the first frame to feature upgradeable onboard memory. The frame can store up to 10,000 photos, which is the capacity to hold years of favorite memories.

Cagic⁸ is available at www.dyscern.com or www.cagic.com. MSRP is \$179.99.

For a sample frame or answers to questions, contact public relations specialist Cheryl Squadrito at Cheryl@cagic.com or by calling 703-421-0222 or 856-857-0145.



Cagic product specifications

Cagic is a digital picture frame created to fundamentally change the way consumers display their pictures.

Designed by a European-trained interior stylist using quality materials with a passionate attention to detail, Cagic will complement any décor. The frame features touch-matting technology that allows the user to intuitively operate the frame.

Cagic is designed to provide a simple and intuitive user-interface to an audience that does not want to figure out how to operate another gadget.

Cagic features a number of firsts – including being the first frame to be constructed of solid brushed aluminum and natural wood, and the first frame to feature upgradeable onboard memory.

Some technical specifications about Cagic⁸:

Vivid, luxuriant, color screen:

- LCD: 8.4" Full Color TFT LCD with TrueVu™ for perfect photos every time.
- Resolution: High Resolution 800x600

Flexibility in storage media:

- Mini USB connection to connect to a camera, flash drive, or a computer.
- Compatible memory cards: CompactFlash (CF), SecureDigital (SD), MMC, xD, MemoryStick, MemoryStick Pro, MemoryStick Duo.
- Two separate SD card slots: one for storage, one to load photos
- Capacity to hold years of your favorite memories

Storage:

- Included: 1 GB SD card, holds up to 10,000 photos at 800x600 resolution with CPO⁵ optimization.
- Number of photos will vary by resolution.
- SD card can be replaced to increase frame storage capacity.
- Beautifully designed and integrated power cord completes the design.

Power:

- 5V 2A
- AC 100V-240V

The perfect size for your home:

- Dimensions: 10.1 " x 12" x 3.2"
- Weight: 4 lbs., 2 oz.



Cagic Frequently Asked Questions

What is Cagic?

Cagic is a digital picture frame created to fundamentally change the way consumers display their pictures. Designed by a European-trained interior stylist using quality materials and a passionate attention to detail, Cagic will complement any décor.

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How is Cagic pronounced?

Cagic is pronounced [ka.jic]. Just think “magic” and you can pronounce Cagic.

Why create another digital picture frame?

There are a lot of digital picture frames out there, but the creators of Cagic felt no one had yet gotten the formula right. Other frames on the market were meant for solely for display and not designed to be beautiful from all angles. Though their primary purchasers were not heavy technology consumers, those frames had complicated and cumbersome interfaces. We think Cagic offers something better. Much better.

How does Cagic work?

Cagic uses touch-matting operation, meaning users can interact with their frame simply by touching the matting on the sides of the frame’s screen to navigate pictures or operate the frame. Easy on-screen instructions allow users to intuitively operate the frame and create the experience they want.

Why doesn’t Cagic have an MP3 player or video capability?

Typically, digital pictures live in offices, living rooms or family rooms. Typically, there are other electronics in these rooms that can play movies and music with better clarity and quality. Cagic is designed to be a frame and to do what frames do best - display memories beautifully and simply. People do not want a Swiss army knife; they want a simple frame that they – or their parents – can use..

Who is behind Cagic?

Cagic is backed by the executive team of Dycern LLC, an Inc. 500 eCommerce organization specializing in the rehabilitation, recovery and recycling of consumer electronics for direct sale to the end consumer. We know electronics.

What are some other special features about Cagic?

Not only is Cagic beautiful and easy to use, it has some great features that will delight digital picture frame consumers.

- **Freedom in orientation** – Cagic can be placed vertically or horizontally according to the user’s preference or mood. The frame will immediately and automatically display pictures correctly for however the frame is placed.
- **Expandable memory** –Cagic has multiple slots to accommodate different camera memory cards. In addition, Cagic has an extra SD memory slot that ships



- with a 1GB SD card included. Cagic is the first digital frame to come with expandable memory.
- **Materials** - No digital frame on the market uses design-quality materials. Cagic features brushed metal and all-natural wood.
 - **Next generation processor** – Cagic is the first frame build on the new generation of image processors, rather than the standard AmLogic or MagicPixel chipset. This allows for more fluid display of photos and faster performance and storage.

Are there different colors and sizes of Cagic available?

Cagic is available in three frame finishes: birch, mahogany and black. It is available with an 8.4-inch screen – the most common and desirable size for displaying photographs.

How can I learn more?

To learn more about Cagic or to obtain a frame to test, please visit our website, www.cagic.com. You can also contact our media relations specialist, Cheryl Squadrito, at cheryl@cagic.com.



Biographies of Cagic Principles

Chairwoman Jennifer Canty

Jennifer Canty is the chairwoman of Cagic and founder of Dyscern, LLC.

As chairwoman of Cagic, Jennifer is the sounding board for ideas for the creative team. Jennifer's leadership skills were honed as she built Dyscern, LLC from a basement operation to a multi-million dollar company.

Jennifer served as a media and e-commerce consultant at Proxicom/Dimension Data, working with such clients as Oxygen Network, Harvard Business School Publishing and America Online. Prior to her work at Proxicom, her focus was on international development, managing aid workers across the globe for Cambridge Consulting Corporation and Development Associates.

She holds an MBA from the Robert H. Smith School of Business at the University of Maryland and a B.A. in international relations from Michigan State University.

Jennifer lives in Great Falls, Virginia, with her husband and three children.

General Manager Bill Frischling

The Cagic picture frame was the brainchild of founder **Bill Frischling**, who also earned his solid reputation as COO and co-founder of Dyscern, LLC. (www.dyscern.com)

Bill has more than a decade of experience on the Internet, with a specialty in launching new products. Prior to Dyscern, Bill served as executive director of product development at America Online, where he led and managed bi-coastal groups responsible for launching such products as My AOL, AOL Search and AOL Alerts and Reminders.

Before America Online, Bill worked at *The Washington Post*, where he was part of a small team that launched [washingtonpost.com](http://www.washingtonpost.com) on the Internet. Prior to The Washington Post, he was a reporter at *The Philadelphia Inquirer*. His articles have appeared in such publications as *The New York Times*, *Wired*, *Newsweek*, *The Washington Post*, *Newsday* and *The Detroit Free Press*.

Bill is a graduate of Michigan State University, where he received a degree in journalism. He and his wife live with their three children in Great Falls, Virginia.

Designer Stefania Seo

Stefania Seo led the design team for Cagic and created a frame that looked luxurious and was easy to use. No design element was left to chance and the results are awe-inspiring.

Born in Seoul, Korea, and raised in Buenos Aires, Argentina, Stefania is an accomplished designer who studied in Florence, Italy, where she learned from some of today's best designers. Stefania has worked for two major design firms in Seoul, Korea, and before joining Cagic, Stefania worked for PUSH architecture in Los Angeles. Stefania lives in Bethesda, Maryland.



VP of Marketing Erika Dickstein

Erika Dickstein is the vice president of marketing for Cagic and for Dyscern, LLC. In her role with Cagic, she focuses on developing innovative marketing strategies to increase awareness of and market interest in Cagic. Providing sales and public relations support, Erika focuses on infusing Cagic communications with the same passion and commitment that drove the creation of the frame.

Prior to joining Dyscern LLC, Erika spent 14 years working in marketing and product development for such companies as America Online, The Walt Disney Company, and the Graduate Management Admission Council. Erika holds an MBA from the R.H. Smith School of Business at the University of Maryland and a B.A. in communications from Bradley University.

Erika resides in Bethesda, Maryland, with her husband and two daughters.

Lead Usability Architect Tom Dellecave Jr.

Tom Dellecave Jr. serves as lead usability architect for Cagic. He designed the software interface for the Cagic⁸ and was responsible for seeing it through to final deployment. He oversees teams of developers in the United States, Europe and Asia.

Tom is also responsible for branding and has created and directs the visual identity for the emerging Cagic brand.

Tom is a seasoned communications professional with nearly 20 years of experience in media and software development. He has been working in usability and design since the early 1990s, initially across broadcast and print media in New York, later transitioning that experience to software development.

He has worked for such well-known media companies as CBS Television and America Online. Prior to Cagic, Tom launched and managed AOL Web properties that served tens of millions of registered users in the United States, Europe, Asia and Latin America.

Tom earned his master's degree from the S.I. Newhouse School of Public Communications at Syracuse University in 1994.

Tom resides in Ashburn, Virginia, with his family.

**Jeff McHenry
VP of Sales**

Vice President Jeff McHenry brings more than 15 years of experience in high technology and consumer electronics sales to Cagic along with a consistent track record of delivering high-level results.

Prior to joining Cagic, Jeff served as vice president of sales for Pandigital where he successfully secured partnerships with major consumer electronics retail chains, department stores, office superstores, distributors, catalogers, and Web/Internet



customers for the retail distribution of digital picture frames.

Previously, Jeff served as vice president of sales at Vialta, where he managed and led the execution of the sales plan for the retail distribution of analog/broadband videophones, digital picture frames, and VOIP products. Before that, Jeff managed the distribution of Sony audio/video products in the western US for Sony Electronics.

Jeff received his B.S. from San Jose State University, and resides in Redwood Shores, California.