



## New Product Photography Lighting Studio in a Box Makes Photographing Jewelry Easier

Gem@Box

San Diego, CA - September 8, 2004 - MK Digital announces the expansion of its jewelry photography lighting systems to include the new MK Gem eBox. The MK Gem eBox (<http://www.mkdigitaldirect.com>) is the first complete product photography lighting studio for small spaces and limited budgets. The MK Gem eBox (<http://www.MKdigitaldirect.com>) takes advantage of natural flicker-free fluorescent lighting and halogen spot lighting to bring out the brilliance in a wide variety of jewelry products and gemstones. Small retail and web-based jewelers will now be able to produce accurate images of their products for use in their catalogs, advertisements, eBay auctions, and email attachments.

Jewelers require high quality images to showcase their products, but photographing jewelry is very difficult. Jewelry images that are lackluster, or poor quality, turn-off potential customers. Photographing products with reflective surfaces with a flash often produces unwanted flares and hotspots. And product images taken without a flash under normal office lighting appear dull, yellowish, or with a green cast.

"With millions of dollars of jewelry being sold over the internet, customers make purchase decisions based on product photography. The quality of jewelry pictures makes all the difference in the world," says Ezequiel Nacach, Vice President of MK Digital. "With the new MK Gem eBox, beautiful product photography can be taken one after another in seconds."

The MK Gem eBox provides continuous natural lighting that allows the product to be illuminated as it actually appears, eliminating trial and error. Typical product photography often involves time consuming cropping and touchups with a graphics program like Adobe Photoshop. The MK Gem eBox illuminates a product with surround and spot lighting removing unwanted shadows and eliminating the need for digital cleanup.

The MK Gem eBox has interior dimensions of 7.5 x 7 x 7 inches that can accommodate products such as rings, watches, pendants, and gemstones. Exterior dimensions are 15 x 10.5 x 7.5 inches, which is small enough to fit on a desktop. The MK Gem eBox works with most digital cameras such as those from Canon, Nikon, Minolta, Olympus, Hewlett-Packard, and Kodak.  
Retail Price: \$495

### About MK Digital

MK Digital is the worldwide leader in desktop product photography lighting systems. Their product line includes The Box, MK Photo eBox, MK 1012, MK 1416, and now the MK Gem eBox. MK Digital's lighting systems are used to photograph items including jewelry, collectibles, and product parts for use in advertising, catalogs, direct mail, flyers, web site marketing, and selling on eBay.

For product information and tips on lighting, digital imaging, and product photography visit [www.MKdigitaldirect.com](http://www.MKdigitaldirect.com) or call 1-800-258-6230.

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