



Two New Lighting Studios in a Box Help Jewelers Increase Sales



San Diego, CA - June 3, 2004 - MK Digital announces the expansion of its product photography lighting systems to include the new MK Photo eBox II and MK Photo eBox Plus. Both of these products build on the success of the MK Photo eBox released last year but include added features and capabilities. The MK Photo eBox II and MK Photo eBox Plus both take advantage of natural flicker-free fluorescent lighting and now include halogen spot lighting to bring out the brilliance in a wider variety of jewelry products and gemstones. The MK Photo eBox Plus has additional switches to control each light panel for fine-tune adjustments if needed. Retailers, manufacturers, and web-based jewelers will now be able to produce accurate images of jewelry and gemstones 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 lack luster or poor quality turn-off potential customers. Photographing products with reflective surfaces using flash photography often produces unwanted flares and hotspots. And jewelry 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 Ruben Newman, President of MK Digital. "With the new MK Photo eBox II and MK Photo eBox Plus, accurate jewelry photography can be taken one after another in seconds."

The MK Photo eBox II and MK Photo eBox Plus provides continuous natural lighting that allows jewelry 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 such as Adobe Photoshop. The MK Photo eBox II and MK Photo eBox Plus illuminates jewelry with surround and spot lighting removing unwanted shadows and eliminating the need for digital cleanup.

The MK Photo eBox II and MK Photo eBox Plus have interior dimensions of 8 x 7 x 5 inches that can accommodate products such as rings, watches, pendants, and gemstones. Exterior dimensions are 12 x 10 x 8 inches, which is small enough to fit on a desktop. The MK Photo eBox II and MK Photo eBox Plus works with most digital cameras such as those from Canon, Nikon, Minolta, Olympus, Hewlett-Packard, and Kodak. The retail price for the MK Photo eBox II is \$1295. The retail price for the MK Photo eBox Plus is \$1495. Both come with free cataloging software.

About MK Digital

MK Digital is the worldwide leader in desktop product photography lighting systems. The product line includes The Box, MK Photo eBox, MK 1012, MK 1416, MK Gem eBox, and now the MK Photo eBox II and MK Photo eBox Plus. MK Digital's lighting systems are used to photograph items including jewelry, gemstones, gifts, collectibles, coins and manufacturer 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 or call 1-800-258-6230.

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