



MK Digital Direct Inc, Will Unveil it's Newest Digital Imaging System Called "The Box" at the JA Show in New York



San Diego, CA - July 28, 2002 - MK Digital announces it will unveil its newest Digital Imaging System at the JA Show in New York, July 28 through July 31 2002, at Booth # 2969. With the NEWEST entry to their Digital Imaging Systems, jewelers can instantly create a professional lighting environment for their products, at the touch of a switch, without the costly fees of a professional photographer. All Jewelers, no matter what kind of a business they have can create Camera-ready artwork for Catalogs, Appraisals, Inventory Control, Listing you items on E-BAY, to make Web pages, Slide Shows, and many more applications in the Jewelry Industry. The UNIQUE and EASY TO USE Digital Imaging System, is a cost effective solution for in-house Digital Imaging. The system can be used with Digital, Video, or Conventional Camera's. Our Digital Imaging Systems ENHANCE the way Jewelers do business in their Retail Stores, Manufacturing Business, or Gem Labs.

"People say that a picture is worth a thousand words" Says....Mr. Ruben Neuman President and Mr. Ezequiel Nacach, Vice President "From an Image that sells...to a Digital Image that Sells Itself"

Mk Digital Direct's desktop system uses softbox technology to create directional shadow-free lighting and wrap around lighting technology to effectively bring out the luster of all of your jewelry items. It also illuminates dark areas on polished hard to photograph pieces.

New FEATURES in "THE BOX" include the following:

- 1-Front Door Panel Lights
- 2-Top Lights
- 3-Halogen Lights enclosed to bring out the SPARKLE in COLORED STONES and the FIRE in DIAMONDS.
- 4-Motorized, Rotating and Tilting Staging Platform with LIGHT!!
- 5-Electronic Control Panel with ALL Lights on Separate Switches
- 6-Infinity Curve inside the Lamp house to shoot Digital Images from the Front.
- 7-Universal 90 Degree Sliding Bracket.

We will also be UNVEILING our NEWEST entry to our line of DIGITAL IMAGING SYSTEMS

"THE MILLENNIUM DIAMOND READER",

which you will be able to see the CLARITY of all of your DIAMONDS, with an approximate 40X POWER and a Black Light feature to check for FLUORESCENCE in your DIAMONDS.

Lighting and Complete Digital Imaging Systems range in price from \$1225.00 to \$5125.00, depending upon your needs. Visit MK DIGITAL DIRECT INC. At Booth 2969 for a hands on demonstration of all of their products. To learn more about MK DIGITAL DIRECT INC., please call us at 1-800-258-6230, or visit us at www.MKdigitaldirect.com

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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