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## Skyla's the Limit: Brand Debuts with Memoir The World's First Digital Photo Frame to Convert Print to Digital

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**Skyla**, a brand new consumer electronics brand launched by PC optical storage leader Lite-On IT, has debuted today with a genre-defining new product - the Memoir FS80 scanning digital photo frame.

The Memoir FS80 is the world's first to offer an integrated scanner to allow users to convert traditional print photographs into digital files, stored directly on the frames internal memory.

The device supports the instant playback of the scanned images, along with existing digital files, on a large and high quality 8" screen – or users can transfer them speedily to an external PC or USB drive.

This classy device not only fits seamlessly into any modern surrounding, but is highly practical too – providing the ultimate solution for those who have shoeboxes full of dusty photographs and seek a simple, fun and easy solution of converting them to digital format and sharing with friends and family.

Priced at approximately £178 SRP the Memoir FS80 is available from the end of April 2009.



**UK Trade Authorized  
Distributor:**

CCI Distribution  
Tel: +44 (0) 1423 704700  
[www.ccidistribution.co.uk](http://www.ccidistribution.co.uk)

**Notes to Editors:**

If you would like to review this product for your publication then please email the press office.

Press releases and images for all products may be found at:

[www.tru-pr.co.uk/press](http://www.tru-pr.co.uk/press)  
PAC code: SkyHigh

**Memoir FS80 Features:**

- ❑ Scans prints up to 15 x 10 cm
- ❑ Up to 600 dpi scanning resolution
- ❑ 1GB internal storage for instant playback
- ❑ Store up to 200 10x15cm prints at 600dpi or
- ❑ Store up to 400 7/5x12/5cm prints at 600 dpi
- ❑ 8" display with 800 x 600 pixel resolution
- ❑ Supports MP3, Motion JPEG, MPEG1, MPEG4
- ❑ 5-in-1 card reader (CF/SD/MS/MMC/xD)
- ❑ Touch pad control and remote control
- ❑ Light sensor for ambient backlighting
- ❑ 2 x USB ports for PC / USB drive transfer

*For full specifications please visit:*

*[www.skyla.com/europe/product/memoir.html](http://www.skyla.com/europe/product/memoir.html)*

The new Memoir FS80 is the first of many planned products to be launched under the Skyla brand, and demonstrates the ongoing commitment by Lite-On to bring innovative products to the market that help consumers preserve and share their precious memories.

"With Skyla, Lite-On wants to offer photo frames with additional features that bring more benefits to the consumer," says Virginia Arandiga, Product Manager for Skyla Digital Photo Frames. "The first Skyla product, Memoir, for example has a built-in scanner to digitize paper pictures, a feature that no other brand is currently offering."

**About Skyla:**

Skyla is the new brand entity of Lite-On IT, a global leader of optical storage solutions for PC and consumer electronics industry. Skyla was established to distinguish and reposition the product category to propel a new horizon of product opportunity for today's needs. Leveraging the company's core technology and intellectual resources, Skyla will focus on developing innovative products tailored to entertain and enhance consumer's lifestyle. Skyla is derived from the word "Scilla" meaning "spring beauty and warm hospitality" which is the true essence of the brand and its future line of product offerings for a new generation with new opportunities, and the new start of a digital era.