

FOR IMMEDIATE RELEASE

## Orange Opt for Branded DigiPhoto Frames

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**Digital Frames Direct, the leading provider of branded digital photo frames in the UK, is the top choice for Orange. With great success, world-renowned mobile phone service provider, Orange recently lavished a selection of its high-profile customers with a limited edition digital photo frame, subtly branded with the Orange logo.**

This novel and simplistic way to share and store photos, digital photo frames allow you to pull photographic memories straight out from the computer giving them the pride and place they deserve. Niall O'Keefe, Orange Vice President, Brand, believes the positive reception to the unique specification of the Orange digital photo frame was because: *"digital photo frames are a product that is so new that anybody receiving one will be delighted."* O'Keefe further commented: *"Digital Frames Direct created us a customised solution that was branded in a subtle but effective manner. We were particularly pleased with the Orange wake up screen and we will definitely be working with them again."*

The love of photos has no boundaries and Orange is not the first high profile company to 'go digital' with Digital Frames Direct. The company's rapidly growing client profile includes Mercedes, Google, Chevron, Shell, Total, Vodafone, Chivas and Angel Trains. Further successes include providing all the top European Golfers competing at the 2007 Scottish Open with a specially customised commemorative digital photo frame.

Digital Frames Direct Managing Director, Rob Austen, adds:

*"Digital photo frames are being used by many major national and international businesses as the latest innovative way to communicate its key messages and it is something I think all companies could utilise to their advantage. The sheer enjoyment that all individuals, independent of age, gender or background, have of collecting photos is phenomenal and with a digital photo frame it allows photos that are being hidden away in people's computers to take their rightful place back on mantelpieces and desks all over the country."*

ENDS

Notes to Editors:

- [www.DigitalFramesDirect.com](http://www.DigitalFramesDirect.com) was founded in 2005 by Rob Austen and Nick Veitch and is the leading manufacturer and retailer of Digital Picture Frames & Digital Photo Frames in the UK, selling direct and as a wholesaler to the retail trade.
- The Mercedes Benz customised Digital Photo Frames were delivered with branding plus a pre-loaded memory card with a 2 minute video of the new C Class Mercedes being launched. Mercedes then gave these Digital Photo Frames to their top

customers to promote the C Class launch.

- The Google customised digital photo frames consisted of a digital frame with the customised Google logo and the customised box and were distributed to Google's customers.
- The Angel Trains customised Digital Photo Frames were delivered with the branding above plus a pre-loaded memory card with their Christmas message for their customers.
- The Thomson Healthcare customisation was to the card mount on a 8" Silver digital photo frames and these were given as internal performance awards.

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