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Photowatch

Photowatch™ , Worlds First, Launches May 1st!

Toronto, April 30 , 2008 – The **Photowatch™** debuted at CES (Consumer Electronic Show) in Las Vegas January, 2008 and was featured on national TV as one of the best new consumer electronics, is launching in May in the United States.

The Neutrano Photowatch™ is a unisex, easy to use, digital photo album full-featured wristwatch. Fire-up the mini-computer and within seconds, an easy-to-read 3–hand analog display appears with one of a dozens of photos in high resolution. With no CD required just plug and play to transfer your favorite photos in minutes and show them anywhere and anytime!

Brookstone, retail leaders in innovative new products, is the first to offer the Photowatch™ at www.brookstone.com and Brookstone catalog. A special launch 60-picture version with a genuine leather strap and gift box complete with an AC adapter and USB cord is offered.

Significant enhancements and new features were added such as a custom analog and digital time display, world time and a scratch resistant lens. Software called Photowatch Viewer 1.0, now edits and transfers your pictures from your computer to the Photowatch more efficiently. Photowatch is now available in various genuine leather strap colors in 60 or 120-picture capacity in addition to the 40-picture rubber band versions.

Gary Rotman, President of Neutrano, comments “Photowatch offers consumers a fast and convenient way to store and browse favourite photos while using the feature-filled watch everyday.” Regarding the more limited disposable income consumers may have this year, Mr. Rotman explains “The genuine leather custom made world-time *wrsitwatch alone* is compared at \$75 - \$95 SRP. Photowatch adds a user-friendly digital photo-album feature at a retail range of only \$60 to less than \$100, depending on picture capacity and band version. We strongly feel the opening pricepoint will satisfy the most value-conscious consumer, which is especially important for this coming holiday season”.

“Traditionally, the Wristwatch is one of the top 10 holiday gift items. Last Christmas, the Digital Photo Frame was the # 1 selling consumer product in North America. Now, Photowatch combines both a Wristwatch and a Digital Photo Frame at a retail of just *one* of the items. Furthermore, indicators predict that the digital photo category including picture frames and key chains will continue to be very strong sellers this Holiday season. The Photowatch is a perfect example of this unique and natural integration” claims Mr. Rotman.

Dr. Frank A. Viggiano, Jr, a leading US consumer electronics trend researcher, applauds the Photowatch “Everybody is a photographer. With the prevalence of digital cameras and camera cell phones, billions of pictures are taken yearly. People want to see the pictures quickly, easily and conveniently” claims Dr. Frank. “The Neutrano Photowatch fills this need quite well. Take a picture and within minutes you can show it to anyone, anywhere at anytime. Photowatch will have a significant impact in the gadget world allowing consumers to view their photos uniquely on their wrist while sharing them with friends.” Dr. Frank produces a syndicated new product segment called “What’s New Dr.Frank (www.whatsnewdoc.com) .

Photowatch will be in stores late Spring 2008. The watch will be available in both rubber bands, leather bands, and chrome cases in popular colors. Retail prices will range from \$60 to \$100 depending upon the version and storage capacity.

For more information visit www.neutrano.com. 1-800-668-6392 or info@neutrano.com