



ZINK Imaging Introduces Free Apps for Camera Phone Owners

ZINK Imaging's Mobile Extras brings more fun to camera phone photography.

Bedford, Mass., September 22, 2008 – ZINK Imaging, inventors of the award-winning ZINK™ Zero Ink™ Digital Printing Technology and manufacturer of ZINK Paper™, today announced the release of the first in a series of fun and engaging applications for camera phone owners - ZINK Mobile Extras.

The ZINK Mobile Extras applications are free, easy to use and make picture taking and printing from mobile devices even more fun. The apps are the ultimate in simplicity; there is nothing to buy, nothing to download, and nothing to install to use them. Camera phone and other mobile device owners only need to know how to take a photo and how to send an MMS message or an email from their devices. The ZINK Mobile Extras are compatible with the majority of the vast installed base of camera phones and smart phones worldwide. They can even be used with standard email programs on your computer.

Imagine, with just a few keystrokes, camera/smart phone owners anywhere can add a variety of fun overlays and effects to their photos, as well as create social cards to personalize any introduction.

Sample ZINK Mobile Extras Overlays and Templates





Using the ZINK Mobile Extras apps is easy. From a camera phone, other hand-held device, or email program just send an MMS or email message with a photo attached to pic@ZINK.mobi. In the main body of the message, type the desired overlay or effect name and then press send. For example, if you type “fail” in the main body of the message, the “fail” overlay is automatically added to the photo and sent right back to the phone – ready to be displayed or printed using a ZINK-enabled mobile printer.

There are a variety of different ZINK Mobile Extras available today, with more on the way. These include “hot or not”, “bubble”, “fail”, “frame”, “caption”, “social card”, and “enhance”. Full information about this free service from ZINK Imaging can be found at <http://www.ZINK.com/ZINK-mobile-extras>.

“We at ZINK Imaging are extremely excited about the availability of our new free mobile imaging applications. According to InfoTrends, in the US alone, an amazing 8.7 billion images were captured on camera phones in '07 and now there is an easy way to have even more fun with these photos,” said Wendy Caswell, President and CEO ZINK Imaging. “Our ZINK Mobile Extras, in conjunction with the availability of the first ZINK-enabled mobile products from our partner network, like the Polaroid PoGo™, will add a new level of fun and entertainment to camera phone photography and printing.”

About ZINK Imaging

ZINK Imaging Inc., a privately held company, was founded to enable millions of customers to enjoy the magic of ZINK™ Zero Ink™ products. Invented by ZINK Imaging, ZINK Technology and the award-winning ZINK Paper™ provide a revolutionary technology platform for ink-free digital printing products. ZINK Imaging’s headquarters and research and development labs are in Massachusetts, with a state of the art manufacturing facility in Whitsett, North Carolina. For more information, please visit www.ZINK.com.

The ZINK™ Technology and ZINK™ trademarks are owned by ZINK Imaging, Inc.

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