

DIGITAL FOCI

3111 Via Mondo
Rancho Dominguez, CA 90221
Tel (310) 763-9100 • Fax (310) 763-9001
www.digitalfoci.com

Photos:

Photo Book Black: <http://www.thomas-pr.com/136/photos/digitalfociphotobookblackopen.html>

FLASS Inspiration, Miss Billie: <http://www.thomas-pr.com/136/photos/digitalfociflass.html>

FLASS Inspiration, Miss Billie - photo 2: <http://www.thomas-pr.com/136/photos/digitalfociflass2.html>

Mark Lombard & Miss Billie: <http://www.thomas-pr.com/136/photos/digitalfocilombard.html>

Contact:

Tiffany Guh

tiffany.guh@digitalfoci.com

“FOR LOVE & ART: SHARING WITH SENIORS” BRINGS ART MASTERPIECES TO HOSPICE-BOUND SENIORS WITH DIGITAL FOCI “PHOTO BOOK” DIGITAL ALBUM

High-Resolution Digital Photo Book Displays Over 1,000 Piece of Artwork from Smithsonian, Metropolitan, Getty Museum, Dallas Museum of Art, Art Institute of Chicago, Meadows, Amon Carter, Phillips Collection & Kimbell Museum

Kick-off Charity Event Held Oct. 30 in Dallas, TX

Los Angeles, CA, October 25, 2010 – **Digital Foci, Inc.** www.digitalfoci.com, an award-winning leading provider of digital photography accessories for consumers and professional photographers, announced today that it will be participating in the nationwide **“For Love and Art: Sharing with Seniors” (FLASS)** project by providing the popular Digital Foci **“Photo Book” portable digital photo album** at subsidized prices below cost. Each Digital Foci Photo Book will be filled with images from **America’s leading art galleries to be donated to seniors at hospices to enhance their quality of life.**

Over 1,000 Paintings from Van Gogh, Renoir, Monet, Homer & More

The FLASS project, organized by Mark Lombard, President of Project Fulfillment Touching Our World Foundation, requested the Smithsonian and other leading museums to donate digital photos of masterpieces for this important project. Current museums committed to participating include The Smithsonian National Gallery of Art in Washington DC, Metropolitan Museum of Art in NY, J. Paul Getty Museum, Dallas Museum of Art, Art Institute of Chicago, and Meadows Museum at SMU, The Amon Carter Museum in Ft. Worth, Phillips Collection in Washington, DC, and the Kimbell Art Museum. The museums are providing over 1,000 images from van Gogh, Renoir, Monet, Homer, and many more great artists.

Digital Foci’s Photo Book was chosen by Lombard as the display for the world’s most beautiful artwork because of its crystal clear, high-resolution 8-inch 800 x 600 digital LCD color screen and ample 4GB of

internal memory for archiving large amounts of art. In addition, Photo Book makes it effortless for the elderly and bed-ridden with limited motion to turn pages by just a click of a button. It even includes a page-turning effect like a real book. “The choice of using Digital Foci’s Photo Book was in conference with art museum educators,” said Mark Lombard, Founder FLASS. “Photo Book is the perfect way for seniors to enjoy exquisite artwork in the comfort of their own home or hospice instead of going out to a museum or art gallery.”

Mr. Lombard envisioned the FLASS project after volunteering at hospices for years. “In the service of community, sparkling opportunities surprisingly arise. As a hospice volunteer, I challenged my patient, Miss Billie, to regain enough strength in her failing limbs to allow us to visit the city museum. Loving art as much as she did, she gave it her best effort, yet could not surmount the toll of her years,” said Lombard. “So, like the mountain coming to the prophet, I began bringing pieces of the museum — gift shop postcards, etc. — to Miss Billie. And how she treasured them! So, I thought, what if we bring artwork to her from around the world, digitally, in a photo album?”

Renoir’s “Lise in a White Shawl” — FLASS’ Cover Girl

An example of the art classics available digitally through FLASS for the home-bound is Renoir’s “Lise in a White Shawl” -- the cover girl for the FLASS project. Lise was one of Renoir’s favorite models and they came to love each other. This painting was their last time together and it shows by the love and sadness etched in Lise’s expression. “Lise in a White Shawl,” currently on display in the Reves Collection at the Dallas Museum of Art, is one of the hundreds of pieces of art that seniors will be now enjoying on Photo Book digital photo albums with the FLASS project.

FLASS Kick-off Event – October is Art Celebration Month

The month of October is dedicated to Art Celebration month in Dallas, Texas. The FLASS Kick-off Event is Saturday, October 30, 2010 at 10:00 AM at the Horchow Auditorium, Dallas Museum of Art in Dallas, TX, where they are expecting more than 300 people from the world of hospice, museum, art and philanthropy. For FLASS Kick-off Event ticket information, contact Mark Lombard Mark@forloveandart.org 855-4-ART-NOW (1-855-427-8669).

Donate to “Adopt a Hospice”

FLASS is asking donors to participate by donating to “Adopt a Hospice.” Each \$399 “Adopt a Hospice” donation will provide a digital Photo Book with artwork dedicated with the donor’s name to their choice of hospice. Donations are 100% tax-deductible. To donate to “Adopt a Hospice” or for FLASS Kick-off Event ticket information, contact Mark Lombard at: Mark@forloveandart.org. For more information on FLASS, call 855-4-ART-NOW (1-855-427-8669), see website: www.forloveandart.org or Facebook: <http://www.facebook.com/pages/For-Love-and-Art-Sharing-with-Seniors/142258962480908>. For more information on Digital Foci Photo Book, see http://www.digitalfoci.com/photo_book_PBK-080.html.

About Digital Foci

Digital Foci helps consumers manage and enjoy their digital content collection easily. The company enhances people’s lives by allowing them to seamlessly move digital photos, video, and music from one place to another. With Digital Foci products, consumers are able to enjoy any of their digital content on any device without ever worrying about format compatibility. Digital Foci products include **digital picture frames, photo displays, storage devices, and card readers for transfer, storage, and management** optimized for any setting where you choose to enjoy your digital content.

Digital Foci (pronounced “foe-sigh”) is the plural form of the word “focus” and symbolizes the many distinct points where light and sound converge and diverge. It is at these digital focus points (or foci) where you view and share your digital pictures, watch your digital video, listen to your digital music, and access your digital files. For more information, see www.digitalfoci.com.