



Aurora Launches Ultimate Image Recovery

Aurora Digital Imaging, Ltd., October 12, 2006

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Enhanced Program Provides the Highest Level of Image Recovery Available

PR9.NET October 12, 2006 - ATLANTA, GA – Aurora Digital Imaging today announced it was launching the finest Digital Image Recovery software program on the market, called Ultimate Image Recovery. Ultimate Image Recovery, an enhanced version of the company's PhotoOne Recovery, which has successfully been on the market for 2 years, is regarded by many professional photographers as a 'must have' piece of software. The developers at Aurora were challenged by their own prior success and using a new process they dubbed SmartRecover Technology, improved on their market leading software and subsequently named it: "Ultimate" Image Recovery.

The Company believes the timing is excellent for this product enhancement and relaunch. "With the immense growth in digital photography, more and more people are experiencing challenges using the numerous features on their cameras – image loss is among the most common." according to Rae Ann Gregg, Aurora's Vice President of Marketing. "Image loss can be incredibly frustrating, particularly after a memorable vacation or a professional photo shoot. Our SmartRecover Technology is truly amazing and it's rewarding to receive messages about how we've saved someone's critical or precious photos.

"Some recovery stories really stand out," continued Gregg, "like the following:" I inadvertently erased (formatted) a 500 MB flash card (180 JPG files) for an important job. I tried to recover the data with two software packages from the internet, both failed to find any files. I almost gave up but tried one more product (Ultimate Image Recovery) with the free version and to my relief it found all the files. A partial list of stories and testimonials can be found on the software website: www.UltimateImageRecovery.com

Aurora currently has another software product and a Scrapbook Community website already on the market. Aurora's Scrapbook Flair software is an easy-to-use PC software application that lets people create beautiful scrapbook pages in minutes. The related ScrapbookFlair community site allows users to showcase their scrapbooks and share with friends, family and the public. The software can be downloaded free at www.ScrapbookFlairSoftware.com

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About Aurora Digital Imaging, Ltd.

Aurora Digital Imaging, Ltd. is a privately held company based near Atlanta, Georgia, specializing in the application of technology for large-scale consumer-centric businesses. Their focus is on the digital photography and digital scrapbook markets with applications that support and enhance the consumer experience. You can find more information about Aurora by visiting their website at www.AuroraDI.com

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