



**The First Product Photography 3-Way Lighting  
Studio in the World, Helps Jewelers Increase Sales**



San Diego, CA - June 14, 2004 - MK Digital announces the expansion of its product photography lighting systems to include the new MK "The Box" II. As the first product photography lighting studio to include three light sources in one enclosed system, the new version builds on the success of the MK "The Box" released in 2002. Like its predecessor the MK "The Box" II takes advantage of natural flicker-free fluorescent lighting and now includes halogen spot and LED array lighting to bring out the brilliance in a wider variety of jewelry products and gemstones. MK "The Box" II has additional controls for individual light sources as well as the motorized platform for fine-tune adjustments as needed. Retailers, manufacturers, and web-based jewelers will now be able to produce accurate images of jewelry and gemstones for use in their catalogs, advertisements, eBay auctions, and email attachments.

Jewelers require high quality images to showcase their products, but photographing jewelry is very difficult. Jewelry images that lack luster or poor quality turn-off potential customers. Photographing products with reflective surfaces using flash photography often produces unwanted flares and hotspots. And jewelry images taken without a flash under normal office lighting appear dull, yellowish, or with a green cast.

"With millions of dollars of jewelry being sold over the internet, customers make purchase decisions based on product photography. The quality of jewelry pictures makes all the difference in the world," says Ruben Newman, President of MK Digital. "With the new MK "The Box" II, accurate jewelry photography can be taken one after another in seconds."

MK "The Box" II provides continuous natural lighting that allows jewelry to be illuminated as it actually appears, eliminating trial and error. Typical product photography often involves time consuming cropping and touchups with a graphics program such as Adobe Photoshop. MK "The Box" II illuminates jewelry with surround and spot lighting removing unwanted shadows and eliminating the need for digital cleanup.

MK "The Box" II has interior dimensions of 17 x 12 1/2 x 14 inches that can accommodate all shapes and sizes of jewelry products such as rings, watches, pendants, and gemstones. Exterior dimensions are 22 1/4 x 19 1/2 x 20 1/4 inches. MK "The Box" II works with most digital cameras such as those from Canon, Nikon, Minolta, Olympus, Hewlett-Packard, and Kodak. The retail price for the MK "The Box" II is \$3695 and comes with free accessories and cataloging software.

#### **About MK Digital**

MK Digital is the worldwide leader in desktop product photography lighting systems. The product line includes MK Photo eBox, MK Photo eBox II, MK Photo eBox Plus, MK 1012, MK 1416, MK Gem eBox, and now MK "The Box" II. MK Digital's lighting systems are used to photograph items including jewelry, gemstones, gifts, collectibles, coins and manufacturer product parts for use in advertising, catalogs, direct mail, flyers, web site marketing, and selling on eBay.

**For product information and tips on lighting, digital imaging, and product photography visit [www.MKdigitaldirect.com](http://www.MKdigitaldirect.com) or call 1-800-258-6230.**

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