

**MIG Europe announces launch of *Don't Panic* – Photo Edition – the world's fastest recovery software**

**Sector specific software will offer optimum recovery process for digital photography, gaming, mobile and MP3 markets**

London, UK 15<sup>th</sup> August 2006 – Media Innovations Group (MIG Europe), a portfolio of companies that specialise in a range of high quality digital products, today announced the launch of '*Don't Panic - Photo Edition*', the world's fastest image recovery software.

*'Don't Panic - Photo Edition'*, the new product name for the market leading 'ImageRecall' series of recovery software, is at the forefront of customer disaster-management in the digital high street, and is set to roll out into individual vertical markets in order to offer customers the optimum digital solution for lost data.

In tests, the software recovered images significantly quicker than its closest rival, with 350 'lost' images from a 1GB SD card recovered and thumbnailed in just 1 minute 53 seconds. The leading competitor's software took six minutes to reach the same stage.

The '*Don't Panic - Photo Edition*' series will offer specifically tailored software across the photography, gaming, mobile and MP3 channels, and will offer both Windows and MAC compatibility.

Graham Beavis, Product Manager (Image Recall) for MIG Europe, said; "*Don't Panic* will offer the consumers the best possible software recovery solution on the market today. By creating bespoke software for individual channels, we can deliver improved performance against generic software, and offer the end-user total peace of mind when data gets lost!"

*'Don't Panic - Photo Edition'* will be available to download from [www.imagerecall.com](http://www.imagerecall.com) as well as on disc in major retailers around the country including Jessops and Snappy Snaps. Expected pricing is £24.99 incl VAT.

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