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Digital Picture Frames...The Good, The Bad & The Ugly

The Mystery of Digital Picture Frames Revealed

There has been a lot of misinformation about digital picture frames over the last couple of years. I felt it about time that these mis-conceptions were cleared up.

1) **The Ugly**- The Ugly frame is one that doesn't work easily. Why? The "cheaper frames" use a software and motherboard that was originally designed for portable DVD players. The operating system goes under many names such as Cheertek or Optitek. Because it was made for a different purpose it cannot drag and drop pictures from your computer to the frame. As well, it does not come with memory so you must buy an additional flash drive or SD memory card.

2) **The Bad**- The Bad frame is one you don't want to get. There has been numerous complaints of cheaper frames catching on fire. A quick search on Google will reveal more information about this troubling problem.

3) **The Good**- The Good frames are a little more expensive but are well worth it. How can you tell a Good Frame from The Bad when they look so similar?

a) Do they have built-in memory or do you need an additional USB or SD card?

b) When you power it up is the interface (on screen menu) easy to understand? If not then it is very unlikely that you can drag and drop pictures and probably has the Cheertek or Optitek motherboard and software.

c) Does it have the AMLOGIC motherboard and software? This is the ONLY solution that has been specifically designed for digital picture frames. It allows for easy drag and drop, it has a simple and easy to use interface and does not require the purchase of additional memory. AMLOGIC is more expensive but the difference is simple.....either you get a very frustrating and potentially dangerous product or you can spend a little extra and get exactly what you want....

Consider this...Most electronics retailers offer 2 levels of pricing on their 7 and 8 inch frames. On the lower priced side they have a single "cheapy".....an entry level price point. The next price up is usually double.....This is found on frames from Kodak, HP and others....Why are the brand name frames more expensive..? Answer: These companies have a reputation to uphold and don't want returns.