# APHEUM Launches Europe's First Curated E-Ink Fine Art Frame - With Exclusive Access to MAGNUM PHOTOS

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**Digital photo frames have a reputation problem. They glow, they scroll, they compete with the room. APHEUM is built on a different premise: that a digital image should behave like a printed one – calm, fixed, and worth looking at.**

The Stuttgart-based company today announces the European launch of the APHEUM Frame, a wall-mounted E-Paper device designed exclusively for black-and-white fine art photography. Unlike conventional digital frames, the APHEUM Frame uses reflective E-Ink display technology under anti-reflective Artglass – it carries no backlight, emits no blue light, and is indistinguishable at a glance from a framed silver-gelatin print.

## MAGNUM PHOTOS: Exclusive Digital Access

At launch, APHEUM announces an exclusive partnership with MAGNUM PHOTOS, one of the world's most respected photographic agencies. A curated collection titled 'Masters of Photography by MAGNUM PHOTOS' includes iconic black-and-white works by Eve Arnold, Robert Capa, Richard Kalvar, and Dennis Stock. These images are available digitally exclusively through APHEUM – they are not accessible via the internet or any other platform.

*"We were impressed by the quality of the APHEUM Frames. With the collection 'Masters of Photography by MAGNUM PHOTOS', we enable access to the works of these renowned artists in an innovative format,"* says Alexandros Tsopotos, Head of Partnerships at MAGNUM.

## Deep Grayscale: The Technology Behind the Image

APHEUM's proprietary Deep Grayscale processing renders up to 255 grey levels on E-Paper – a significant leap over standard E-Ink displays. The system optimises contrast, tonal depth, and sharpness specifically for photographic content. Content is delivered centrally and secured server-side with token-based rights management.

The frame operates on standard AAA batteries for up to twelve months. The deliberate avoidance of lithium cells is not only an environmental decision: in commercial settings such as hotels and offices, lithium batteries represent an insurance liability. APHEUM eliminates that risk entirely.

## Three Content Worlds, One Frame

APHEUM organises content across three categories: Fine Art Photography – curated collections from MAGNUM and artists including Mary-Ann Weber and Angèle E. Essamba; Cultural Memory – archival and historical image material for institutions; and Private Collections – personal photographs curated as sequences and scheduled up to two years in advance.

## Built for Commercial Spaces

For hotels, galleries, museums, and cultural venues, APHEUM offers a cable-free exhibition solution with no risk to original works and no installation complexity. The housing is handcrafted in Germany by HALBE, a manufacturer recognised internationally for precision fine art framing.

*"If an image is meant to stay, it needs a frame that supports the work – precise, durable, and unobtrusive. That's what we stand for,"* says David Halbe, Managing Partner at HALBE.

*"We wanted to build a genuine art object – something that gives photography weight in everyday life, quietly and individually curated,"* says Christopher Colshorn, Founder and CEO of APHEUM.

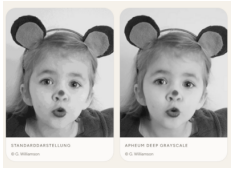
## Availability and Pricing

Frame S (9.7" E-Ink): €386 – available now. Frame M (13.3" E-Ink): €768 – available now. Frame L (27.5" E-Ink): €2,348 – pre-order, first 100 units. All frames include a free lifetime licence for private image

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E-Ink Art Frame :: Digital Fine Art :: MAGNUM PHOTOS :: Black And White Photography :: APHEUM :: Deep Grayscale ::

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## About APHEUM

APHEUM develops and sells a premium E-Ink frame for Digital Fine Art, combining Deep Grayscale E-Paper technology with exclusive access to MAGNUM PHOTOS. The housing is handcrafted in Germany by HALBE. shop.apheum.com

**Press Contact:** Christopher Colshorn, Founder & CEO | info@my-newstyle.com | newstyle UG, Neue Weinsteige 20, 70180 Stuttgart, Germany

## Company Contact:

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**newstyle ug**

E. info@my-new-style.com
W. https://shop.apheum.com

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**Additional Assets:**
APHEUM Frame – Unbox, Set Up, Experience. See how the E-Ink fine art frame looks in a real space: calm, print-like, cable-free. Deep Grayscale technology, AAA batteries, no screen glow.
shop.apheum.com

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