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Press Release Distribution Report

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Distribution Report

Vintage Instant Film Design Meets Battery-Free Display: VidaBay Unveils New E-Ink Fridge Magnet Globally1

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Your Submitted Press Release

Shanghai Enqi Information Technology Co., Ltd., an innovative tech enterprise specializing in intelligent display technology, officially launched the VidaBay Classic Plus NFC E-ink Fridge Magnet to the global market today. Alongside the global launch, the brand announced an official in-depth artistic collaboration with acclaimed Croatian crossover cellist and Croatian National Tourism Ambassador Ana Rucner, who will serve as VidaBay's Brand Artistic Collaboration Ambassador. Fully upgraded based on real user feedback from around the world, this battery-free, minimalist home imaging product delivers core improvements in transmission efficiency, structural craftsmanship and creative display functions. It is officially available in the global market starting today, with an MSRP of \$35.99.

The VidaBay Classic Plus NFC E-ink Fridge Magnet retains the iconic size and design of classic vintage instant film. Its core differentiator is the battery-free, eco-friendly NFC design: the product requires no built-in battery, and completes image transmission powered solely by a smartphone's NFC signal, with no charging needed and zero consumables. It is equipped with a color e-ink display that delivers an authentic paper-like print texture, supports a full range of vintage and creative filters to replicate the nostalgic feel of classic instant film, and emits no blue light or glare. Images remain permanently and stably displayed once transmission is complete.

Key Upgrade Highlights

1. Significantly Improved Transmission Performance & In-App Creative Tools

The team has rebuilt the NFC radio frequency architecture and antenna layout to optimize signal anti-interference performance, and simultaneously upgraded the exclusive VidaBay Snap APP with an enhanced image transmission algorithm and a full built-in editing suite. Users can easily edit, layer and customize images from their phone's gallery within the app before sending them to the display. In testing, the product delivers a stable 95%+ first-try image transmission success rate on iPhone 14 and newer models, enabling a seamless tap-to-transmit experience.

2. Fully Optimized Structural Craftsmanship & Quality Control System

The new product adopts a redesigned complete machine stacking scheme, optimized layout precision of internal components, and upgraded full-link production quality control standards, further improving product consistency and long-term use stability.

3. Upgraded Design & Scenario Adaptability

The product has optimized edge curvature and fit on home surfaces, with fully upgraded texture and detail finishing. Building on the original classic white colorway, it adds three new on-trend color options: Midnight Black, Vintage Red and Warm Sun Yellow, which adapt to a variety of home decor styles and cover diverse usage scenarios including daily photo display, travel memory keeping, memo reminders, snapshot notes and holiday gifting.

Alongside the launch, the brand has released a new premium vintage genuine leather sleeve as an optional accessory for the fridge magnet. To support users with more device models, the brand also announced that its dedicated Photo Transfer Dock, a Bluetooth transmission accessory, which will officially launch in May 2026. The dock is designed to perfectly support older iPhone models and resolve operation inconvenience caused by varying NFC chip positions on Android devices, enabling stable and efficient image transmission across all brands and models.

Nathan Chee, Founder of VidaBay, formerly General Manager of Tianji Media Group-one of China's leading IT vertical media outlets-with over 20 years of technology industry insight and global brand operation experience, said: "Our original VidaBay E-ink Magnet received immense love and valuable feedback from users worldwide, which served as the core driving force behind the development of our new VidaBay Classic Plus. We always aim to help users easily preserve and personalize the beautiful moments in life with minimalist, reliable products. Our collaboration with Ms. Ana Rucner aligns perfectly with our brand vision of 'integrating artistic aesthetics into everyday home life', and will bring a more textured, warm brand experience to our users and retail partners around the world."

The VidaBay Classic Plus NFC E-Ink Fridge Magnet is now in full mass production. Consumers can purchase the product via the brand's official website (<https://www.vidabay.net>) and partnered offline home and gift retail channels. This next-generation model is also set to launch on Amazon in April. Currently available VidaBay products on Amazon support photo transmission for iPhone 16 and 17 series, while the VidaBay Classic Plus offers full compatibility with iPhone 13 through 17 series. Additionally, the brand is actively recruiting regional distributors and retail partners for North America and Europe.

About Ana Rucner

Ana Rucner is an acclaimed Croatian crossover cellist and Croatian National Tourism Ambassador. A graduate of the Zagreb Academy of Music, she has over 15 years of international stage performance experience, with a touring footprint spanning more than 30 countries and regions across Europe, Asia and the Middle East. Renowned for her signature crossover style that blends classical music with modern pop elements, she is a regular guest at top international cultural events, and has long been committed to promoting the integration of art into daily life through cross-industry artistic collaborations.

About Shanghai Enqi Information Technology Co., Ltd.

Shanghai Enqi Information Technology Co., Ltd. is an innovative tech enterprise specializing in intelligent display technology, headquartered in Shanghai. Leveraging the mature electronics supply chain system in the Yangtze River Delta, the company has built a dual-brand matrix covering commercial and consumer scenarios: consumer electronics brand VidaBay specializes in home imaging smart hardware, while commercial display brand TeamBay focuses on smart conference displays and LED commercial display solutions. Its products have been sold in many countries and regions around the world.

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