

EasyShare System

# SIMPLIFIES DIGITAL PHOTOGRAPHY, DRIVES CONSUMER ACCEPTANCE



*The success of the widely acclaimed Kodak EasyShare System, which includes a camera dock with one-touch transfer capability, has nearly doubled Kodak's digital camera market share since its launch in April 2001.*

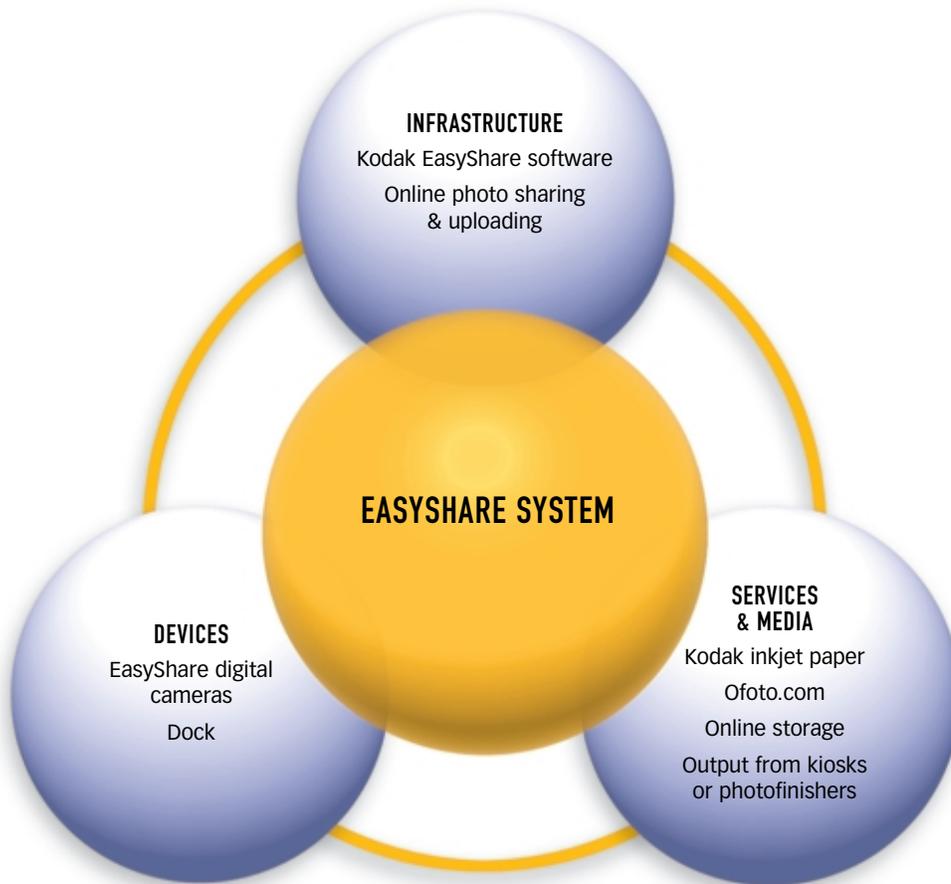
## OVERVIEW: BEFORE INFOIMAGING

Kodak has a rich history of making picture-taking simple for consumers, beginning with the company's "You press the button, we do the rest" slogan used with the 1888 launch of a simple film camera for consumers. Now, nearly 115 years later, Kodak is extending that ease-of-use philosophy to digital imaging. With its EasyShare System, Kodak brings the same benefit of simplicity to people in the digital age by integrating digital cameras, imaging software and networks, and services and media into one system. This integration lies at the heart of infoimaging, a new industry created by the convergence of image science and information technology.

## INFOIMAGING IN ACTION

The EasyShare System, which Kodak launched in April 2001, includes a digital camera and a camera docking station (devices), as well as robust and easy-to-use EasyShare software. A consumer takes pictures and then places the camera into the docking station, which is attached to a personal computer. With the touch of a

single button, the images are transferred from the camera to the PC using the EasyShare software (infrastructure), which then enables the consumer to organize, display, edit, enhance and print the images from the PC. In addition to making it easy to transfer images from the camera to the computer, the dock also recharges the camera's battery pack. The consumer has numerous options for sharing and printing the images. For example, the consumer can print the images on a home printer (device) using Kodak inkjet paper (media) or e-mail them to friends or family via the Internet (infrastructure). The images can also be uploaded via the Internet (infrastructure) to the EasyShare Print Service or various retailer sites for professional printing, long-term storage and delivery (services/media). The memory card in the camera also can be inserted into a photo kiosk (infrastructure), where the images can be printed or uploaded to an online service provider (services/media). The memory card also can be taken to a retail photofinisher to have prints (media) made on a digital minilab.



*The new Kodak EasyShare DX4900 Zoom Digital Camera (4.0 megapixel), which was launched in April 2002, was named best point-and-shoot digital camera in its price range at the 2002 Photo Marketing Association Annual International Convention & Trade Show.*

#### INFOIMAGING'S IMPACT

- The success of the widely acclaimed Kodak EasyShare System, which includes a camera dock with one-touch transfer capability, has nearly doubled Kodak's digital camera market share since its launch in April 2001.
- In addition to improved ease of use, the Kodak EasyShare System also drives print revenue and an increase in services and inkjet media.
- The new Kodak EasyShare DX4900 Zoom Digital Camera (4.0 megapixel), which was launched in April 2002, was named best point-and-shoot digital camera in its price range at the 2002 Photo Marketing Association Annual International Convention & Trade Show.
- The Kodak EasyShare System was a hot seller during the 2001 holiday season. In a December 2001 survey of 90 major retailers by Salomon Smith Barney, 50 percent listed Kodak as their best-selling digital camera, up from 29 percent six months earlier.

For more information about infoimaging, go to:  
[www.kodak.com/go/infoimaging](http://www.kodak.com/go/infoimaging)