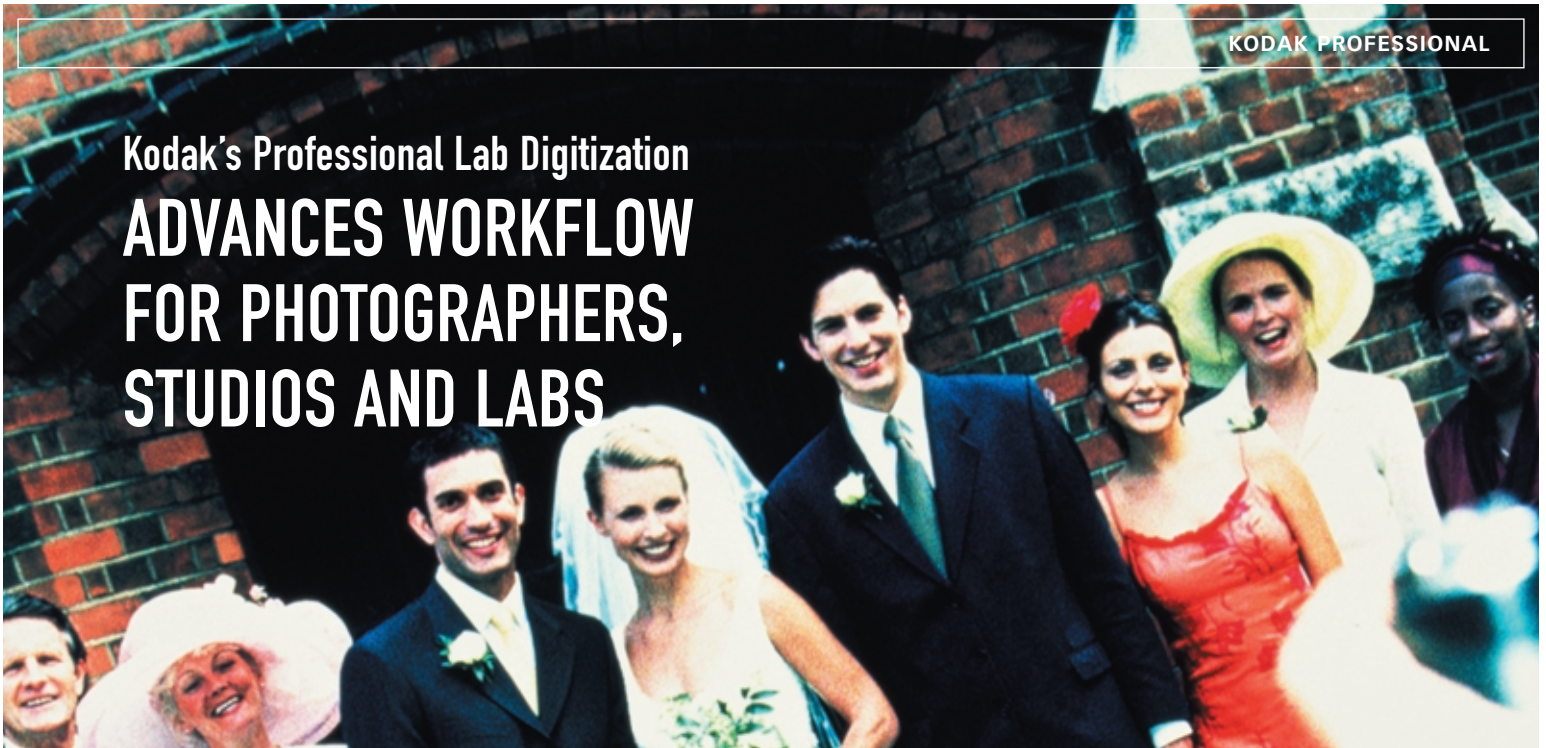


Kodak's Professional Lab Digitization ADVANCES WORKFLOW FOR PHOTOGRAPHERS, STUDIOS AND LABS



By using the Kodak ProShots system, photographers and studios have seen average increases in the size of customer orders of 30%. The increased sales come from higher in-studio sales and from online image posting from special events, such as weddings, for viewing and ordering by friends and family.

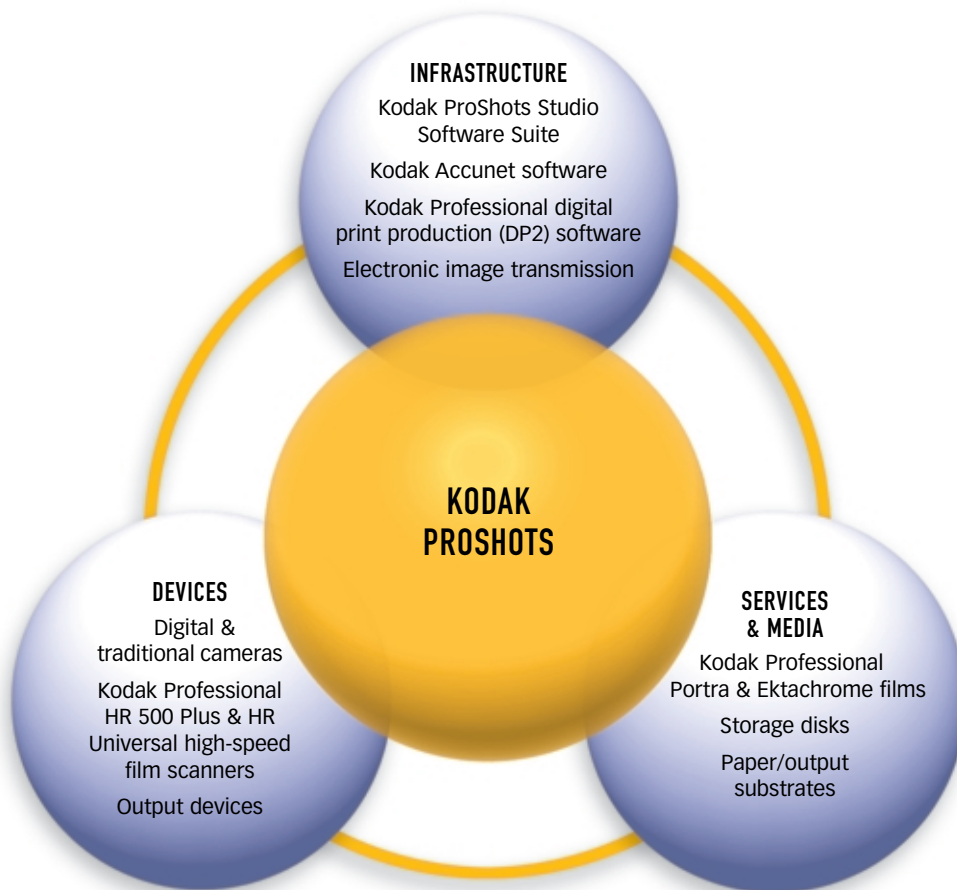
OVERVIEW: BEFORE INFOIMAGING

Kodak has a history of innovation in lab-production systems and assisting labs with the transition to new technologies. For example, when color began to surpass black-and-white photography, Kodak worked with labs to transition to new processing and printing systems. When technology allowed for more automation in film processing, Kodak helped labs increase workflow efficiency further. Despite all this, photographers and studios still face the time-consuming tasks of handwriting job orders and invoices and manually editing images. The lab then has the unenviable task of interpreting the information that applies to each image and either inputting it manually into their systems or manually overseeing every step of each job order. But with the arrival of "digital" and Kodak Professional's development and application of the latest digital imaging technologies, photographers and labs can now enjoy a completely scalable digital workflow solution to increase productivity and profitability—as well as genuine opportunities to grow their businesses.

INFOIMAGING IN ACTION

Kodak Professional is deploying an info-imaging solution to digitally connect photographers, studios and labs to each other and to end user customers. Here's a step-by-step example of lab digitization in action:

1. A photographer completes a photo shoot using either a digital camera, such as a Kodak Professional DCS camera or DCS Pro Back camera back (devices), or shooting traditional film, such as Kodak Professional Portra or Ektachrome films (media).
2. Using Kodak's ProShots Studio Software Suite (infrastructure), the photographer or studio electronically transmits digital images to a lab via infrastructure such as the local telecommunications/data network or the Internet or via CD media so electronic "proofs," or thumbnails, can be uploaded. For the photographer shooting film, the film is sent to the lab, where it is processed and then scanned to create digital image files using the Kodak Professional HR 500 Plus or HR Universal high-speed film scanners (devices). The lab then electronically transmits the digital proofs back to the photographer or studio or sends them via CD.
3. Using the ProShots software, the photographer or studio then designs printed albums, sales presentations and online albums for customer viewing electronically in the studio or online (infrastructure). Photographers specify cropping and composition and make recommendations on the appropriate treatment or look of each photograph. Working with the photographer and using the ProShots software, the customer specifies which photos they



The Kodak Professional HR 500 Plus high-speed film scanner can complete up to 500 scans per hour, decreasing the amount of time it takes for labs to digitize film.

want, size, quantity and style. Images posted online (**infrastructure**) are now easily accessible by the customer's friends and family to view and order prints, creating additional revenue for photographers and labs.

4. The final order—including orders from friends and family—is encoded with cropping/composition and other details using the ProShots software and electronically delivered via the local telecommunications/data network or the Internet to the lab.

5. Inside the lab, the job is received by Kodak's Accunet software system (**infrastructure**), which collects the job data, tracks the job's status and communicates with Kodak Professional's digital print production (DP2) software system (**infrastructure**) to process and print the order. DP2 software is the digital backbone of the lab's workflow, comprising a sophisticated database architecture that allows labs to integrate print orders, image editing and color management—while providing additional

layout and creation tools and powerful and automated image-rendering capabilities. Using the DP2 software, labs can easily process job orders faster, more accurately and less expensively than manually processing work orders. It seamlessly manages order, job, customer and image information to maximize productivity and ensure consistency from virtually any lab workflow. DP2 software's universal design allows for output/printing to most printers (**devices**) on a wide variety of papers and other **media**.

INFOIMAGING'S IMPACT

- With the ProShots system, photographers and studios have seen average increases in the size of customer orders of 30 percent when they use the sales presentation tools and post images online for viewing and ordering by friends and family.
- The Kodak Professional HR 500 Plus high-speed film scanner can complete up to 500 scans per hour, decreasing

the amount of time it takes for labs to digitize film.

- Using Kodak Professional's digital print production (DP2) software, labs can easily process job orders with a few strokes at the keyboard, which is faster, more accurate and less expensive than manually processing work orders.
- DP2's software enables output/printing to most printers on a wide variety of papers and other media.
- ProShots affords photographers and labs more photographic product and selling options, while simplifying the entire production and image management process. It offers increasing productivity and efficiency while growing their customer base—all at the same time.

For more information about infoimaging, go to:
www.kodak.com/go/infoimaging