

WE BELIEVE A
\$225 BILLION
INDUSTRY
DESERVES A NAME





On-demand custom printing has changed the model from print/distribute to distribute/print, revolutionizing the category and growing 30% annually.

Health imaging and information is already a \$28 billion market—and growing every day.

An estimated 10 million digital cameras were sold worldwide in 2000.

↗ INFOIMAGING.

THE CONVERGENCE OF IMAGES AND INFORMATION TECHNOLOGY IS CREATING A WORLD OF NEW OPPORTUNITIES FOR COMPANIES LARGE AND SMALL.

There are over 3,000 languages spoken by the 6 billion inhabitants of this planet, but only one is shared by all of us: pictures.

Images are information. Which is why visual communication has already become the lingua franca of the new millennium. Without images, the World Wide Web would have remained an academic curiosity. E-commerce simply wouldn't exist. And a \$225 billion industry wouldn't have been born.

Infoimaging is how cars are sold faster than ever before – 67% of new car buyers shop on the Web, picking colors and options, before they ever visit a showroom.

Infoimaging is revolutionizing the real estate market, allowing buyers to tour properties virtually, saving time for both themselves and their real estate agents.

Infoimaging is saving millions of dollars in

archiving and storage costs for corporations, and has helped the U.S. government complete and compile its 2000 census data faster than ever before.

Infoimaging is transforming healthcare with new imaging technologies that provide today's doctors better diagnostic information faster, allowing them to share it more easily, making distance medicine a reality in this decade.

You're already familiar with the leaders of this young category. Technology companies fast expanding into imaging, like HP and IBM. Imaging companies fast developing new information technologies, like Kodak and Sony.

You're probably less familiar with newer companies like MyFamily.com, photoaccess.com, and dozens of others building their futures on infoimaging.

And you're probably least familiar with how infoimaging may impact your business.

The purpose of this piece is to look at the opportunities and to give a name to a \$225 billion phenomenon that promises to change the way we communicate.

Analysts from FutureImage, writing in the February 13 issue of *Red Herring*, have declared visual communication the next megatrend. "The coming explosion in the use of images means that the imaging industry as a whole is an area of growing opportunity for investors today."

By the time you finish a leisurely scan of this piece, infoimaging will have generated another \$4.28 million for the companies that are already exploring its opportunities.

What are these opportunities? How can you and your company maximize the image assets you already have? Read on to find out.

INFOIMAGING@Kodak



Today, digital technology is becoming more and more a part of the filmmaking process, enhancing both the entertainment value and the value of the asset.

In 2000, pictures helped drive e-commerce to an estimated \$45 billion in online sales.

Today, 37% of all home buyers shop for houses over the Internet.



The number of images on the Internet has exploded by 500% in the last two years. Over a billion are "dollar images," i.e., images that produce revenue.

Kodak's OLED display technology will create sharper, more brilliant display screens and use less power than the current LCDs.

Image capture, distribution, archiving, and output offer limitless opportunity for companies large and small. At present, however, Kodak is one of the few companies investing in all three key areas of the infoimaging ecosystem.

DEVICES IN DEMAND:

The rapid development of powerful, affordable digital technology has created an insatiable demand for products that are smaller and easier to use.

Kodak's DC215 Zoom Digital Camera is one of the world's most popular digital cameras. And Kodak's mc3 combines music, video, and a digital camera all in a compact handheld unit.

Much more is on the way. Kodak is already inventing components for the next generation of infoimaging technology. Case in point: OLED (organic light emitting diodes) flat-panel displays are significantly lighter, brighter, thinner, and use less power than the LCD displays we have today. According to a recent report from Stanford Resources, Inc., and Strategies Unlimited, the worldwide market for OLED displays will grow from \$20 million last year to \$714 million by 2005.

The world's first 16-megapixel CCD – capable of capturing digital images with eight times the information of typical consumer digital cameras – is a Kodak invention. And Kodak scanning technology – producing scanners capable of capturing images at the industry-leading rate of 65 megapixels per second in both 24-bit color and black-and-white – is the world's leader and used by organizations like the U.S. Census Bureau.

NEW SERVICES AND MEDIA:

Print@Kodak service is just one of the ideas that is transforming photography – allowing consumers to get traditional prints of their digital images from new sources like America Online and MyFamily.com.

The Kodak Picture CD allows consumers

to turn traditional film into digital archiving via CD-ROM simply by checking a box on the processing envelope. In the last year, Kodak's processing plants scanned 260 million images (4% of all rolls) onto Kodak Picture CD or put them directly online. And experts project a 50% growth in volume and revenue for film scans over the next year. Meanwhile, Kodak's Earth Imaging division is making high-resolution, affordable aerial photography available online for all sorts of new uses – including business tools for building projects, environmental reports, small companies

that want to assess real estate, even homeowners who want to build a backyard pool. Through infoimaging, sophisticated technology once reserved for the few becomes useful and affordable for the many.

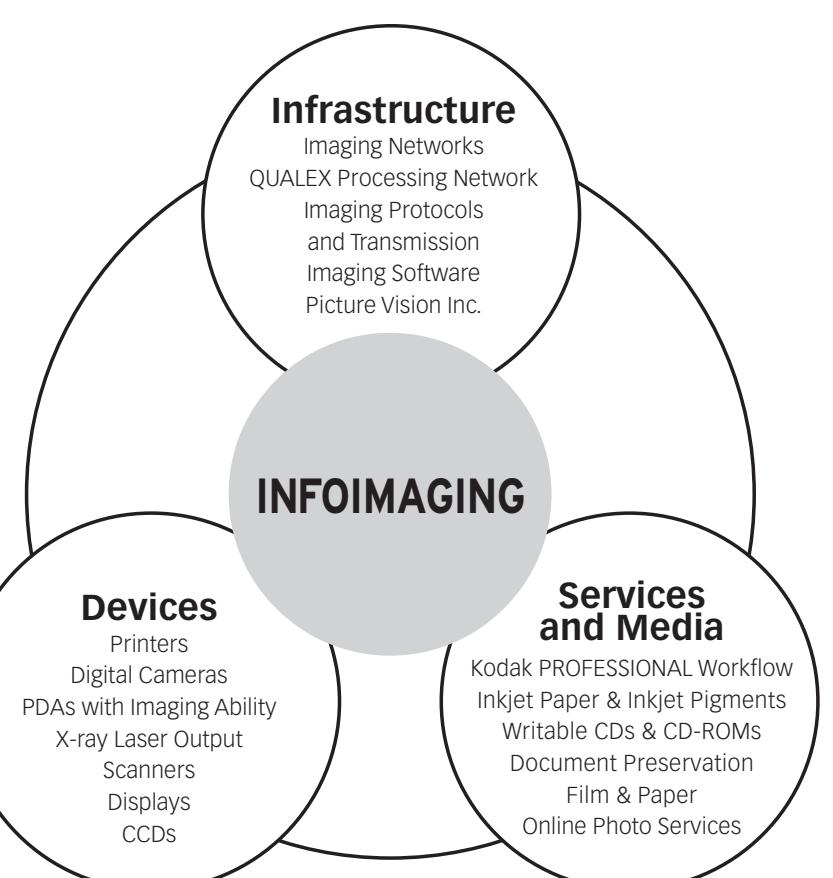
Finally, Kodak is also a world leader in inkjet technology. Our inkjet paper and inks outlast competitive products by years, so images retain their original beauty far longer. Quality imaging is a hallmark of everything Kodak.

A ROBUST NEW INFRASTRUCTURE:

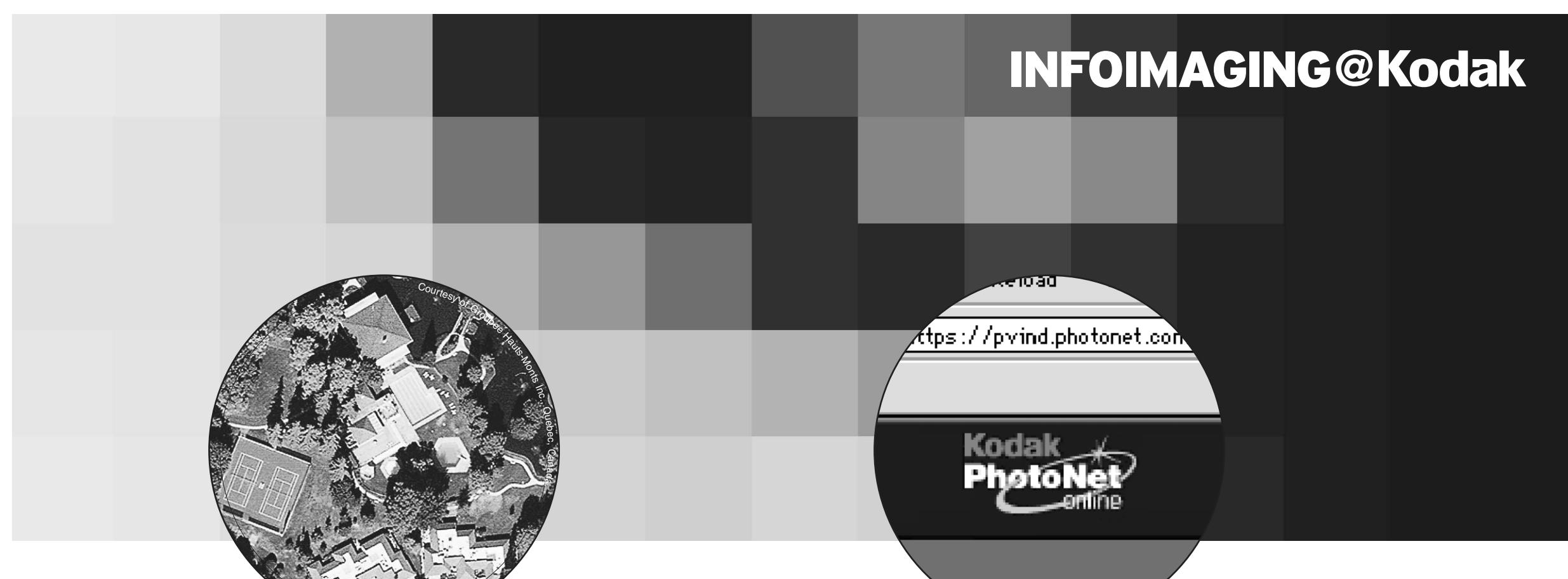
As infoimaging continues to grow, so will the need for support and distribution systems capable of managing image-rich information. Kodak is at the forefront of developing a new network of laboratories, networking technologies, and professional services to support an image-hungry world. Qualex, a Kodak subsidiary and the number one photofinishing laboratory worldwide is bringing the new imaging technology and its applications to street level.

The focus for Kodak today is to work in cooperation with both our partners and competitors to establish standards, core technologies, and a robust infoimaging infrastructure. It's a big job – and Kodak is leading the charge.

By 2005, 45% of Kodak's revenues will come from digital imaging.



INFOIMAGING@Kodak



Kodak's Earth Imaging makes high-resolution aerial photography available online.

Consumers can request their film be digitized and uploaded to Kodak PhotoNet online, when they drop off their film.



**ONE DAY, EVERY SINGLE IMAGE
THAT EXISTS WILL BE DIGITIZED.
WE'RE GOING TO BE VERY BUSY.**

**WHAT'S ALL THIS EFFORT WORTH?
IN THE DIGITAL ECONOMY, BILLIONS.**

Infoimaging is a revolution that Kodak is helping to make happen. Every book ever written, every photograph ever taken, every painting – even your X-rays – are on their way to being captured, digitized, stored, and made available on the Web.

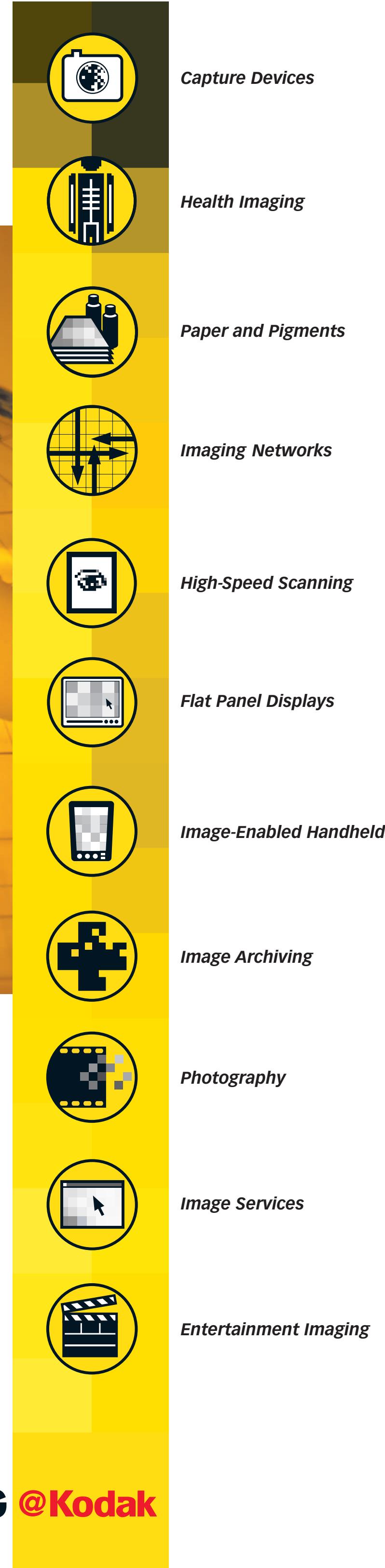
What does infoimaging mean to consumers? More pictures, more fun, more color, more creativity.

For today's business? An entirely new and exciting platform for development and invention. A \$225 billion industry that is only now beginning to reach its worldwide potential.

If you'd like to know more about the opportunities and applications of infoimaging, and how it can help your business, visit us at Kodak.com.

Go to www.kodak.com

INFOIMAGING @Kodak





Kodak and Heidelberg have jointly created the NexPress 2100, a digital production color press that lets businesses provide one-stop shopping for their customers' printing needs.



Our partnership with AOL's "You've Got Pictures"™ gives Kodak access to millions of AOL households.

SO WILL UNPRECEDENTED BUSINESS OPPORTUNITIES.

Just a few of Kodak's INFOIMAGING partners.

 MOTOROLA LABS



 HEIDELBERG





 Homestore.com™

 SANYO



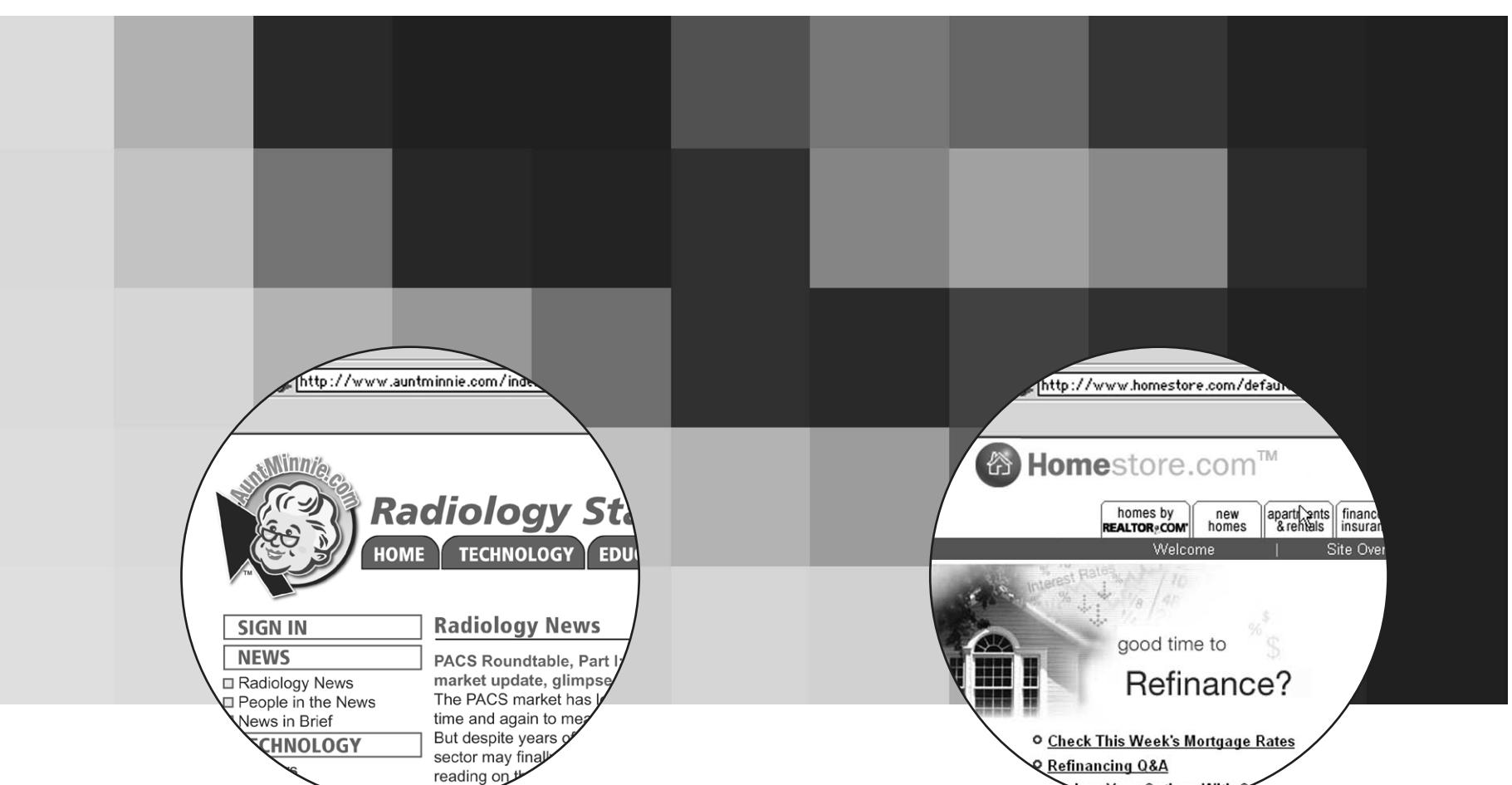
Kodak has already partnered with some of the powerhouses in technology, communications, and services to explore the possibilities of infoimaging. Just a few examples:

- In a team effort with Cisco, Motorola, and others, Kodak initiated an IEEE open, wireless communications standard. The result will be a high-speed, low cost, low power, compact radio transceiver capable of supporting new multimedia and internet applications.
- Scientific-Atlanta and Kodak are working together to bring the full functionality of photo websites to the 42% of consumers who don't own home computers. A simplified form of interactive TV, it lets people view, share, organize, and order 35 mm quality prints without ever touching a computer.
- To meet consumers' demand for output, Kodak and Hewlett-Packard have formed Phogenix Imaging. This new joint venture will develop compact lower-cost

photofinishing solutions to bring the benefits of innovative digital inkjet technology to the retail market.

● The integration of Kodak's imaging network services and AT&T's data and Internet protocol (IP) capabilities is making it possible to transmit huge data files at heretofore unheard of speeds. For example, a 1.5 terabyte motion picture that once would have taken months to transmit via a T1 line can now be sent in under two hours. Kodak and AT&T are working to provide infoimaging solutions to all types of business concerns, offering full customer support on equipment, telecommunications, and related services.

As high-speed, broadband, and wireless technologies evolve, partnerships like these are critical. And we've only scratched the surface. In the last year alone, Kodak secured 876 U.S. patents relevant to the future of infoimaging. Of course, we're sharing our intellectual capital with our partners. We're willing to share what we've learned with you as well.



In 2000, Kodak acquired AuntMinnie.com, a premier radiology website serving over 28,000 radiologists and related professionals with 1.6 million page views of news and educational features per month.

Kodak's innovative web application software will aid in making available to consumers the most comprehensive online selection of images for homes, new homes, apartments and rentals through the Homestore.com™ family of websites.