

iConnect at Kodak.com

MAKES MEMORIES LAST



Share Your Favorite Memories with Family and Friends Online

The iConnect at Kodak.com gives theme park guests access to their images via the internet and enables them to view, share, print and store their memories.

OVERVIEW: BEFORE INFOIMAGING

Proprietary Kodak Thrill Shots Digital Imaging Systems and roving photographers at theme parks or other entertainment venues capture millions of photos of guests to help them preserve and share special moments of their lives. Kodak Professional is going one step further by deploying an infoimaging solution that enables guests to not only preserve their memories but also share them electronically via the Internet with friends and family. Called iConnect at Kodak.com, the initiative links the photos captured in the parks with the iConnect at Kodak.com web site, giving guests access to their images via the Internet and enabling them to view, share, print and store their memories after they have left the theme park.

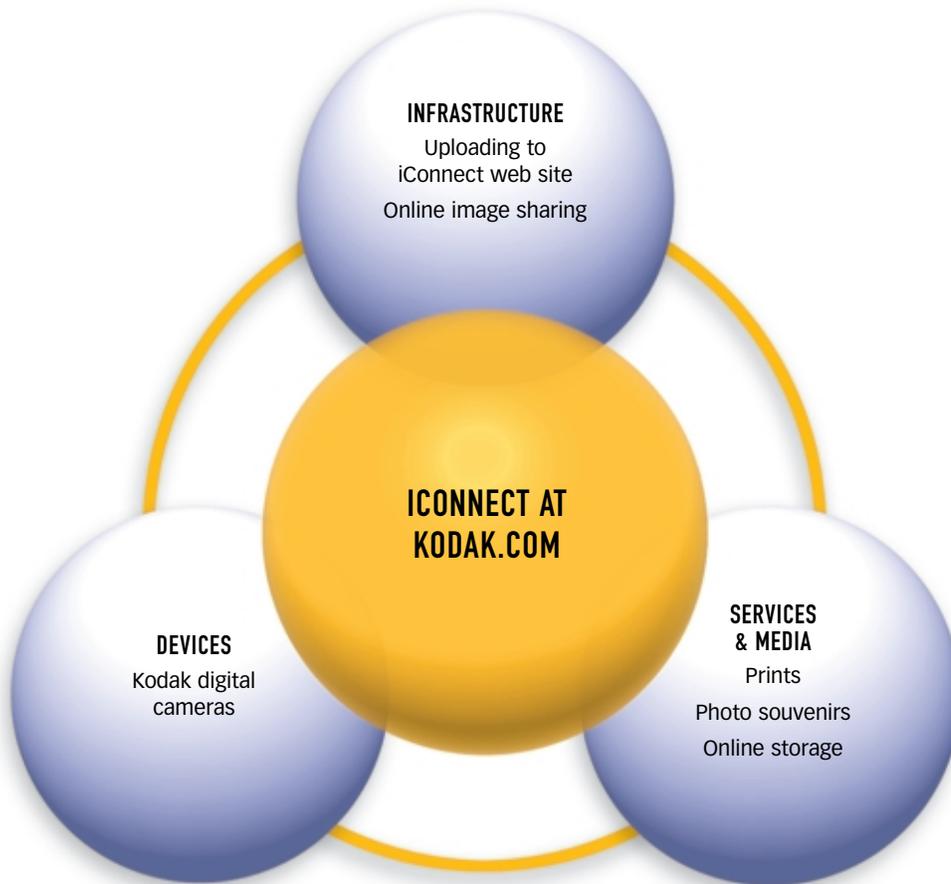
INFOIMAGING IN ACTION

Here's how iConnect works:

- ❖ A roving photographer using a Kodak Professional or Kodak consumer digital camera (**device**) takes pictures of visitors at theme parks or other iConnect partner sites.
- ❖ Once guests purchase photo souvenirs at the theme park or entertainment venue, their photos are uploaded free of charge to the iConnect at Kodak.com

web site (**infrastructure**), and guests are given an iConnect ID card and a passcode that enables them to access their photos on the web site in a secure environment.

- ❖ Once guests return home, they can log on to iConnect at Kodak.com using the ID card and passcode. Once logged on, guests can order and pay for Kodak prints and photo souvenirs (**media**) and create a long-term storage account or a personal web site (**services/media**) via Kodak partner MyFamily.com. (The ordering of prints is currently only available in the United States.)
- ❖ Additionally, guests can share their photos with friends and family by sending an "iConnect postcard"—a **service** in which a guest e-mails a web site link (**infrastructure**) to friends and family, who can then visit the site to see the photo.
- ❖ The system also gives venues offering iConnect additional opportunities to sell tickets and merchandise via links to the web sites of the theme parks or entertainment venues. iConnect also provides venues the opportunity to allow guests to opt-in for newsletters or special offers from a particular venue. iConnect creates a database of this information for the venue and provides it to them for direct marketing purposes.



The iConnect initiative was first rolled out at the Universal Studios Hollywood theme park in California in November 2001.

INFOIMAGING'S IMPACT

- The iConnect initiative launched as a market trial on Nov. 13, 2001, at Universal Studios Hollywood.
 - From that date through the end of July 2002, more than 120,000 sold images have been uploaded to iConnect. The iConnect database has captured 3,054 consumers who have opted in for the Universal Studios Hollywood newsletter and promotional information.
 - An average of 42 percent of individuals with Internet access activate their iConnect accounts.
 - Approximately 17,000 iConnect postcards have been sent, and on average, two guests visit the iConnect web site for every postcard sent.
- Prints became available on Feb. 1, 2002, and since that time, 212 prints have been sold online.
- A second market trial is planned for this summer on the East Coast. Once complete, iConnect will roll out to other U.S. and international sites.
- The iConnect initiative was deployed for a two-week period at the 2002 Salt Lake City Winter Olympic Games.
 - During the Olympic Games, 3,300 sold images were uploaded to iConnect.
 - More than 70 percent of the people activated their iConnect accounts.
 - 2,300 iConnect postcards were sent. Of those postcards sent, 6,200 guests visited iConnect to view them.
 - 73 prints were sold online.
- For theme parks and other entertainment venues, iConnect represents another channel for reaching consumers and selling products and services to them.
 - Through April 2002, the iConnect database captured 2,100 consumers who have opted in for the Universal Studios Hollywood newsletter.

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