

KODAK

Photo CD PLAYER PCD-870

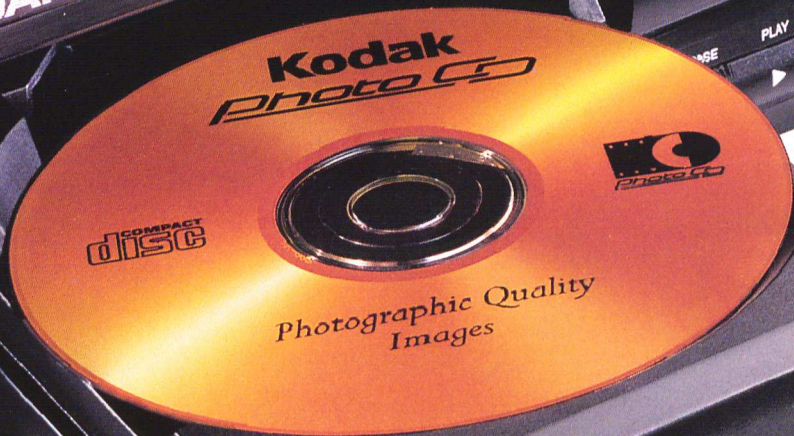


PHOTO CD PROGRAM REVERSE SHUFFLE
AUTOPLAY SCAN PICTURE REPEAT A-B NEXT PICTURE
888888 TRACK MIN SEC TIME EDIT
[0] [1] [2] [3] [4] [5] [6] [7] [8] [9] [10] [11] [12] [13] [14] [15] [16] [17] [18] [19] [20]

• BITSTREAM CONVERSION
• THREE POSITION PHOTO ZOOM
• 8X PROGRAMMABLE MEMORY
• AUTO PICTURE PLAY

STOP
PAUSE
NEXT
PREVIOUS
PLAY

PLAYS DIGITAL PHOTO AND AUDIO DISCS

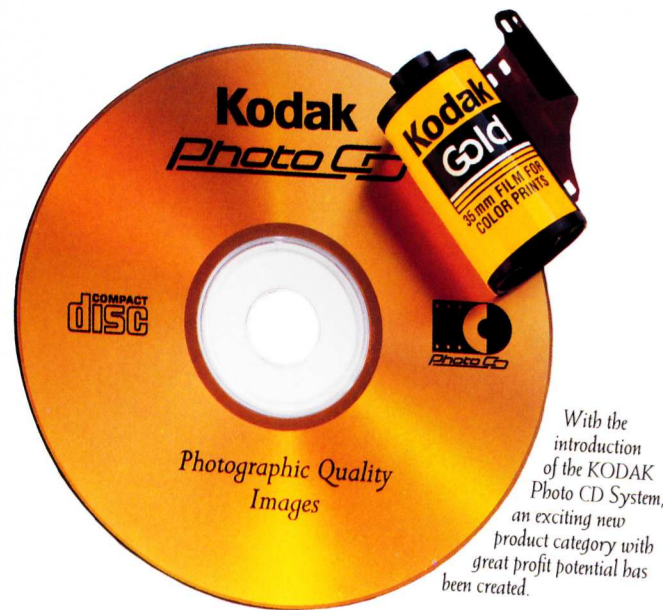


**OUR LATEST
INNOVATION IN
CD PLAYERS
IS SOMETHING
YOU'LL HAVE
TO SEE TO
BELIEVE.**

**THE KODAK
PHOTO CD PLAYER**



NOW SELL CD PLAYERS THAT PLAY PHOTOGRAPHS ON TV.



With the introduction of the KODAK Photo CD System, an exciting new product category with great profit potential has been created.

Now one combination player offers consumers the best of both worlds: state-of-the-art digital sound for their audio system and the separate ability to display high-resolution 35 mm photographs on a TV set. The KODAK Photo CD Player is the home entertainment system of the future.

THE MARKET POTENTIAL IS ENORMOUS.

The fact that there are over 100 million 35 mm cameras in the U.S. demonstrates that there is a wide-spread interest in taking pictures. More than 15 billion photographs were taken in the U.S. last year, and the number is growing. Consumers who shoot pictures with a 35 mm camera will be interested in the Photo CD system. Now when they take their film in for processing, they can elect to get back prints, a Photo CD disc or both. A special KODAK Photo CD Imaging Workstation will enable photofinishers to transfer images from negatives or slides onto a Photo CD disc.

IMAGINE THE CONSUMER BENEFITS.

Research shows that the Photo CD system offers benefits which are very attractive to picture-takers.

- Fantastic TV picture quality.
- A big, bright image makes it easy for the family or any group of people to look at photographs.
- Compact storage – each Photo CD disc can hold approximately 100 images, which could include up to 4 rolls of 24-exposure film.
- Convenience and ease of use – a Photo CD player is as easy to use as an audio CD player.

- Image manipulation, including cropping, panning, and zooming.

- Negatives and slides can be transferred to a Photo CD disc. By late 1992, a print scanner will be available to transfer prints to a Photo CD disc.
- Photo CD players allow random access retrieval of any image that is on the disc.

The Photo CD system is a product designed to meet the expressed wishes of consumers.



Consumers can still receive color prints



And now they have the added benefit of viewing their pictures on TV as well.

ALL THAT CONSUMERS NEED ARE THE PHOTO CD PLAYERS YOU'LL BE SELLING.

Here's a new product that can have a dramatic impact on your business in two ways.

- First, consumers will be interested in a CD player that does something new, so they'll be looking for Photo CD players.
- That means you'll have a popular new product to sell.
- Second, the player can be thought of as a CD player with a great new value-added feature that justifies a premium price point, when compared to its audio CD-only counterpart.

The Photo CD system offers a perfect opportunity to turn up the volume on CD player sales and move consumers up to products with higher profit potential at the same time.

KODAK IS COMMITTED TO YOUR BUSINESS.

Photo CD Players fit easily into your existing business. As soon as they unpack their first floor unit, your salespeople will know instinctively how to demonstrate and sell it. And they won't have to wait long for sales to take off.

The audio section of the KODAK Photo CD Player incorporates advanced technology for outstanding sound.



- Kodak will introduce the Photo CD system with a consumer campaign featuring high impact advertising and a

heavy media schedule.

- We'll reach our target audience with network TV

and national print advertising in a cross section of mass circulation and targeted magazines.

- Kodak will provide you with a Photo CD system point-of-purchase kit full of posters, consumer literature, and everything else you need to invite consumer inquiries and move people to action.
- Kodak will offer Photo CD system sales training materials that will quickly bring your salespeople up to speed.

The KODAK Photo CD System is a dramatic enhancement to what is already the most successful consumer electronic product in history. It's loaded with consumer appeal, and, from now on, it's going to change the way your customers look at CD players.

The picture resolution offered by a KODAK Photo CD disc far exceeds the capabilities of current TVs, so the picture will only get better as televisions continue to improve.



TV image simulated