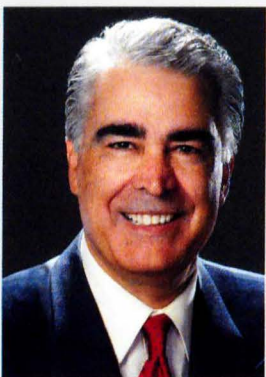


Kodakery



▶ ▶ ▶



▲ Kodak CEO and President Antonio Perez

"The worldwide initiative transforming our brand image to match Kodak's digital transformation will make our expanded range of digital products and services top-of-mind for consumers as well as professional, healthcare and business customers."

—CEO and President Antonio Perez

A key component of the brand transformation is an advertising campaign—called *Gallery*—that uses an art gallery as the setting. In the U.S., advertising has started on television and in movie theaters.

Access the kodak.com homepage to view the six-minute *Gallery* commercial presentation.

The campaign extends to publications and the Internet. It will roll out to selected countries later in the year.

This special edition of *Kodakery* is devoted to our brand transformation. It includes a booklet introducing Kodak's new brand platform and identity, and features an in-depth interview with Kodak Chief Marketing Officer Carl Gustin about the importance of refreshing Kodak's brand image for the digital world.

Brand will reinforce Kodak's digital transformation and leadership

Kodakery recently spoke with Chief Marketing Officer Carl Gustin about the worldwide initiative to transform the Kodak brand consistent with the company's digital transformation.

Why does the brand need to transform along with the company?

Kodak is definitely on a journey of transformation. Today, employees, customers, competitors as well as industry and business analysts, all see Kodak differently than they have in the past.

Our brand image can truly validate this transformation.

We're not talking about just an advertising campaign, but an exciting and comprehensive brand repositioning. It matches Kodak's identity to the substantive changes that are occurring in the company, with our customers and in our markets. There is strength and credibility in that.

Some branding efforts try to change a company's image before the company itself changes. Then, if a company fails to deliver on messages sent through its branding, the branding work is vaporware. That's not the way we do things at Kodak—the brand change follows Kodak's change.

How is the brand currently perceived?

Kodak is one of the most powerful and widely recognized brands. *Business Week Online* ranks us among the top five most recognized brands worldwide.

According to one marketing research company, Kodak is the number one imaging brand in China and number three in Asia, locations where many of our digital competitors are based.

Kodak is highly regarded by any measure. We're seen as the leader in traditional imaging and as caring about pictures. The name Kodak conveys an emotional sense of trust to consumers and business people alike.

A recent Roper study cites Kodak as being ready for leadership in digital technology, having "the skills and experience necessary to win in digital imaging."

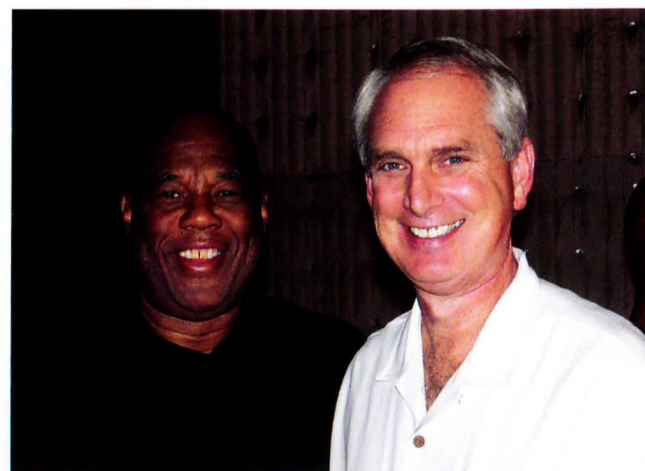
We have the credentials, now we have to get that message out loud and clear.

What are our goals in transforming the brand?

We want everyone to realize that a digital world needs Kodak.

The digital world needs Kodak because we consider pictures as memories, not as files

Professional photographer Howard Bingham and Kodak Chief Marketing Officer Carl Gustin on the set for the filming of the Kodak Gallery commercials. Bingham's ringside picture of boxer Muhammad Ali is featured in Gallery.

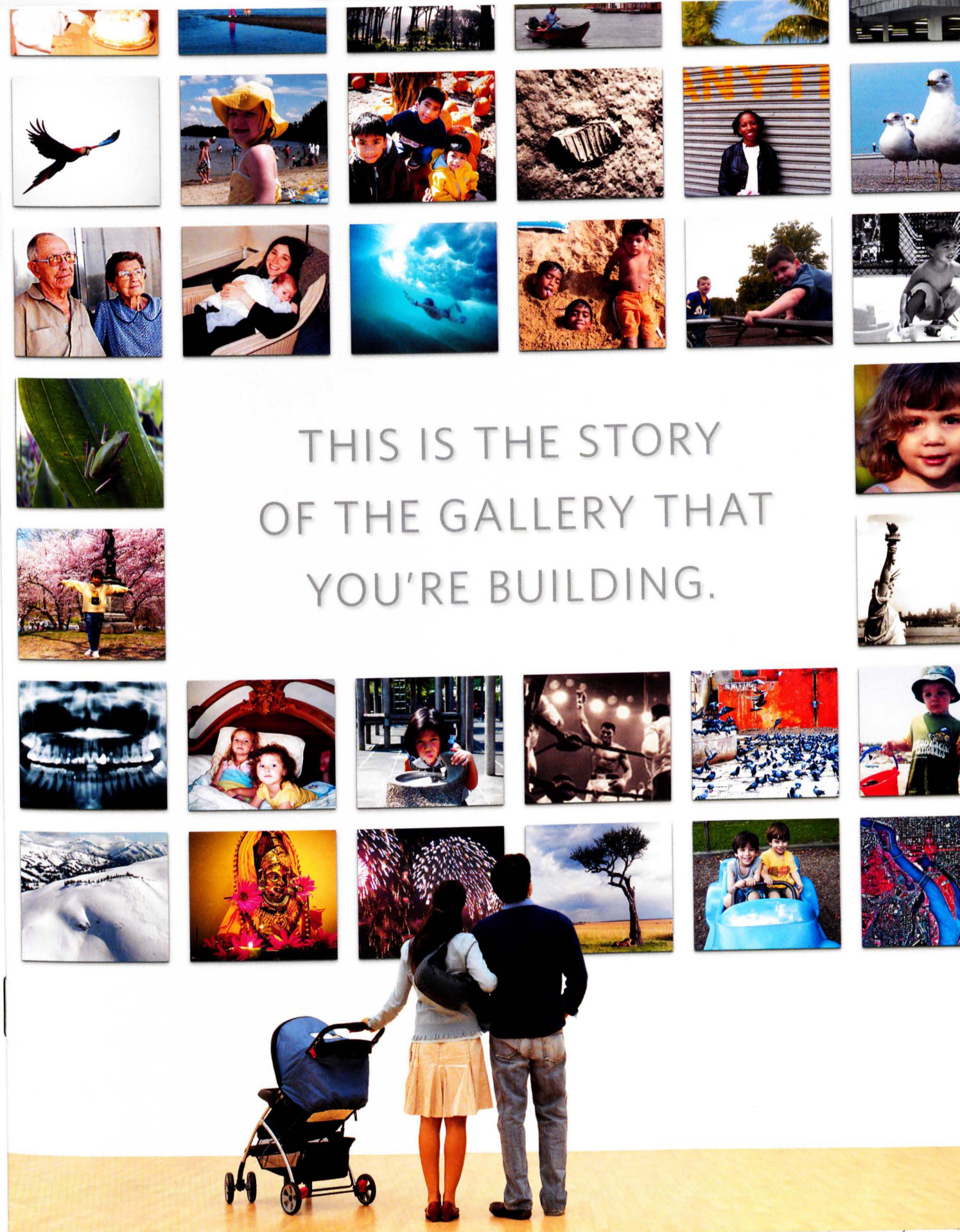


and software, as do other digital companies. People in focus groups have told us, "Kodak, you care about my pictures. You view my pictures as important memories in my life. You know my pictures are expressions of my life. Please come to the digital world."

Some people do not yet know that we're helping lead the transition to digital. That is why we need to reposition our brand identity.

Does the transformed brand image play off of our present strengths?

We aren't abandoning the qualities that have made Kodak one of the greatest brands in the world. We are, however, emphasizing and de-emphasizing certain aspects of our identity because the times demand that change.



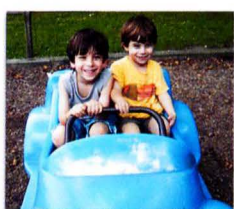
THIS IS THE STORY
OF THE GALLERY THAT
YOU'RE BUILDING.

dous press and industry reception, including winning the *CNET Next Big*

optimistic view of me. Kodak still means trustworthy, approachable, high quality

hard drives, CDs, DVDs, and online. We believe in moving images to share them.

Kodak opens the door to that world. We invite all to open their own galleries



THIS IS THE STORY
OF THE GALLERY THAT
YOU'RE BUILDING.



A gallery that we're all building. A gallery for mothers, fathers, designers, dentists, children, engineers and entertainers. A gallery for everyone.

A gallery for family pictures, birthday photos, images that power industries and images that help save lives. A place that's magically infinite, yet manageably small. A haven of protection and respect. A friendly place. Unique and wonderful. It's not a story that begins with "once upon a time." In fact, it doesn't even begin at the beginning. It begins right here in the middle. In the middle of a digital revolution.





We know digital. We know imaging. We know how the digital transformation is affecting businesses, large and small. We know how it's changing worldwide markets. We know how it affects consumers. And we're taking advantage of those insights right now.



Once it was portability. Then it was color. Now it's digital. Every couple of decades, something comes along and changes the way we think about images, forever. We've seen it happen. We've helped make it happen. We've adapted and succeeded every single time. Because we understand this: revolutions are not just about what changes, they're also about what stays the same.

IT'S DIGITAL. IT'S A REVOLUTION. AND NOBODY KNOWS MORE ABOUT EITHER THAN KODAK.

This is a great time to be in digital. Each press conference heralds a new product. Each trade show sees the launch of new formats and new applications. Each month a slew of powerful new technologies opens up new markets. It's exciting. And we have more reason to be excited than anyone.

Our digital credentials are impressive. The first digital camera was ours. The first Wi-Fi® enabled digital consumer camera is ours. We're the #3 seller of digital cameras in the world (#1 in the U.S.). We're world leaders in dental radiography and graphic arts systems. The standards that transfer images between phones are ours. The fastest commercial inkjet printer is ours. Kodak patents are part and parcel of most of the digital devices in use in the world today.

But the digital story is not just a technology story. And our relevance to the digital world is not confined to the impressive work of our engineers and researchers. We also bring a unique perspective on imaging and printing. Kodak,

from its very inception, has not just been about capturing images; it's been about improving them, sharing them and respecting them. It was true when we invented the Brownie camera and when we invented color film. It's been true through every significant change in the way people have taken or related to pictures. And it's true now. Kodak is, simply, the most trusted name in imaging. The world needs a digital guide – consumers and industries need an advocate in the digital space – and no company is better qualified to rise to that challenge than we are.

Many would have you believe that digital means disposable; that continuous development implies transience; that technology has rendered pictures less valuable. We disagree. Our 125 years of experience have taught us that a revolution – even one as all-encompassing as digital – cannot alter one simple, immutable truth: the important pictures are not the ones you throw away, they're the ones you keep.

KEEP IT FOREVER. KEEP IT KODAK.

Even a world of instant gratification – where you can acquire and share images on demand over the Web, through the air, in print, via all kinds of digital technology – is still one where you want your most important images to last a lifetime, or longer.

If you have a negative taken by a Brownie camera built in 1900, you can still get a print made from it. It can be digitized; it can be archived and sent around the world.

Can the same be said of a document from a 1983 Kaypro® computer? Or a presentation from a 1982 Osborne PC? Think of all the computer companies of the last twenty years that have simply disappeared. Think of all the digital storage formats that have been rendered obsolete: SyQuest® cartridges, tape drives, floppy disks. Think of the software companies that have vanished into the ether. Remember the dot-com crash.



We're about memories, first and foremost. Nobody understands the intersection of technology and memories like Kodak.

It's an uncertain world. Nobody wants to trust their priceless images and information – whether they be customer records, pictures of their children, or the medical and dental records that their lives or businesses may depend on someday – to that kind of uncertainty, to companies that may not be around five years from now, let alone twenty-five. That's why they turn to Kodak.

Whether you're a business with a billion dollars in sales or a grandmother with a thousand pictures of your grandchildren, the preservation and protection of your images and information are incredibly important to you.

Trust. Integrity. Experience. In a digital world, these things are more important than ever. A "file format error" isn't forever. A "can't find file" isn't forever. A "specified server off-line" isn't forever. But a Kodak moment is forever.



Consider this quote from a research group: "Others treat my pictures like files. Kodak treats them like memories." When we write standards, when we develop software, when we innovate, our perspective is inherently different from that of technology companies.



Where's that X-ray?

Locating an X-ray can sometimes take hours (even days). Now that patient X-rays are viewed digitally, Kodak is providing timely, secure access to all types of medical images and information. Powered by our innovative VIParchive software, we deliver intelligent data management capabilities to medical professionals, improving productivity and enhancing patient care.



Even the paper lasts longer.

Kodak wide-format inkjet media will not fade, crack or bleed when printed – even with our competitors' inks. It's so reliable, we guarantee results for up to 35 years.



Film. Benchmark for forever.

Worldwide, millions of people continue to love film's value, stability and consistency. Film set the standards for quality and longevity – standards we intend to live by in the digital age. What we did for film, we're doing for digital.

THEY PUSH THE BUTTON. WE DO THE REST.



Kodak EasyShare-One zoom digital camera. A world's first. It can send pictures directly to your online Kodak EasyShare gallery albums, wirelessly. You push the button, and it connects, compresses, transmits and archives.

This is what we've always been about. We promise to bear the burden of technology and complexity. We promise to make it simple. It's a promise with a long and honorable history. We first made it on a grand scale at the 1893 Chicago World's Fair. At that time, the very idea that ordinary people could take photographs – let alone get prints back in just days – was revolutionary. But we made it happen.

Picture taking had been reserved for individuals who understood the science of light and chemistry. Kodak made it for the masses. It was expensive and complicated; Kodak made it affordable and simple. It changed photography forever.

Today, as consumers rush to buy digital cameras (they spent \$24 billion on digital cameras worldwide in 2004 and bought 257 million camera phones), the emphasis in the

market has been on two things: the immediacy of being able to see a picture within moments of taking it, and the ability to delete the pictures you don't want.

But digital consumers are realizing that those two powerful benefits come with all the basic and historic issues of picture taking: the need for cameras and accessories that are easy to use, so you can count on a great picture every time; the need for standards of reproduction that enable images to appear consistent across a wide range of devices and printers; the need for dependable image storage and protection systems; the need for low-cost, reliable display systems. These are the areas where Kodak engineers and researchers excel.

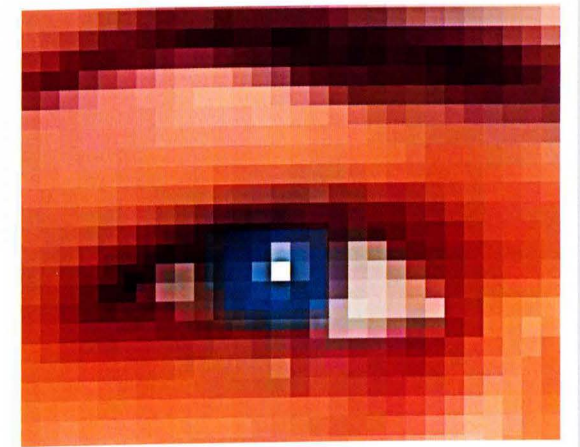
For over a century we've been setting standards,

The digital world needs simplicity. And what could be simpler than one-touch picture taking, sharing and printing? All of which are available right now on Kodak EasyShare printer docks.



simplifying complex picture taking technologies and systems, and inventing new ways to make pictures more durable and colors more stable. We brought one-touch-to-better-pictures technology to the digital world. We simplified digital for consumers.

And we've built a huge range of products that embrace those attributes. The category-changing wireless camera. Durable prints from home printers. Cameras that marry powerful still and video technology with stylish design. One-touch-simple EasyShare printer docks. Kodak picture maker kiosks at retail locations, which put digital printing (from cameras or camera phones) within reach of even digital novices. Products to tackle the issues of cost, complexity and availability, head-on.



Kodak Perfect Touch technology works behind the scenes to keep your blues blue and your details rich. Real Kodak pictures use the most advanced image analysis software on the planet.



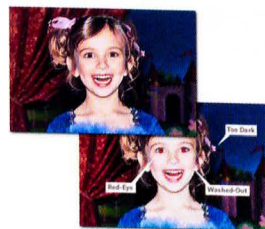
Kodak EasyShare P880 zoom digital camera

You thought you were fussy. You should talk to professional photographers. We did. And the P880 is the result: SLR-like performance, control and feel, a superb 24mm wide-angle lens, video functions that rival camcorders, 8.0 megapixels and a huge 2.5-inch LCD screen.



Kodak EasyShare software

You could probably manage 100 pictures. How about a thousand? How about ten thousand? Kodak EasyShare software is a simple, free way to organize, print and share pictures from your home. One-touch simple, it also has a One Touch to Better Pictures feature for automatic improvements. Available for Microsoft Windows® or Apple Macintosh®.



Kodak Perfect Touch technology

While regular processing can treat your photos as just a batch of photos, Kodak Perfect Touch processing treats each picture individually. Sophisticated image-processing algorithms detect and reduce red-eye, reduce dark shadows, provide richer detail and create more vibrant colors, all automatically. Ask for it. It'll take your pictures from good to great in an instant.



Kodak Professional 1400 digital photo printer

Anyone can build an average printer. But who wants average? Only Kodak printers deliver professional-quality Kodak prints every time. The Kodak Professional 1400 digital photo printer offers stunning, glossy or matte laminate prints in the studio, at the office, or at home. We don't even ask you to wait. Printing takes less than 90 seconds. And these prints last a lifetime.



Kodak EasyShare V550 zoom digital camera

Style gurus? Technogeeks? These cameras are perfect for both, with all the advanced capabilities you'd expect to find in a Kodak camera, wrapped in a slim, stylish design. 5.0 megapixels. 30 fps video. A massive 2.5-inch screen. Zoom during video. The power to print stills from video. And, in an even smaller Kodak EasyShare V530 version, a choice of four stunning colors.



Kodak mobile service

Now you can turn a phone into a portable picture album. You can view, share and order prints of all your digital pictures from your phone. And you can even upload and store your camera phone pictures to your Kodak EasyShare gallery online albums, alongside your digital camera pictures. Your phone goes everywhere with you. Now your pictures can, too.



Kodak EasyShare picture viewer

Wallet prints just went digital. Now you can carry all your family and friends with you wherever you go. Work. College. Vacation. The Kodak EasyShare picture viewer stores over 150 pictures (more if you use a memory card) and displays them on a large 2.5-inch screen. Connect it to a printer dock and it'll even print. It's small enough to fit in a pocket; it's big enough to carry your most important memories.



Kodak picture maker kiosk

Got a digital memory card? Got a wireless device? Got pictures you'd like to set free? You're not alone. Kiosks are a simple way for anyone to improve, enlarge, crop, colorize and get real Kodak pictures, by themselves, in seconds. You'll find them at over 65,000 retailers worldwide.



Kodak EasyShare gallery

The world's most popular, free, online photo service. Keeping pictures. Protecting pictures. Sharing pictures. It's easy when you have your own gallery at kodakgallery.com. You can download images and have real Kodak pictures delivered right to your door. You can crop, color balance, remove red-eye and enlarge pictures. Or frame them and have them delivered (to yourself or to someone else, as a gift). You can even turn them into greeting cards or photo books – so you can tell your own story. Keep it forever. Keep it Kodak.



Wi-Fi enabled, Kodak EasyShare-One zoom digital camera

The only wireless-enabled consumer digital camera in the world. Take pictures (with 5.0 megapixels and a 5x optical zoom, it's easy), then use the massive 3-inch LCD, touch-sensitive screen to e-mail them to family, friends or your own Kodak EasyShare gallery. You can even store up to 1,500 pictures on the camera itself. Shoot. Store. Share. And print. Wirelessly. All from one camera.



Kodak EasyShare printer dock plus

People have digital cameras. They've taken the pictures. How do they get the prints? Well, here's a computer-free, wire-free, hassle-free way to get those prints yourself, at home. Drop a camera onto the dock and push print. Voilà. Durable, borderless, real Kodak pictures, just like that.

A DIGITAL WORLD NEEDS OUR INNOVATION.

THERE ARE OVER 1,000 KODAK PATENTS ON THIS PAGE ALONE.

Here are some Kodak digital products. Most of them are available to buy right now. All of them are real, tested and proven. Advanced digital applications, wrapped in easy-to-use packages. It takes complex technology to make things this simple.

WORTH A THOUSAND WORDS. WORTH A TRILLION DOLLARS.

IMAGES HAVE NEVER BEEN MORE VALUABLE. They can provoke our most powerful memories. Or bring together extended families. But moved out of the home and into industry, digital images and information can do more than we ever imagined. This is Infoimaging: a \$500 billion industry with unlimited potential, which, arguably, couldn't exist without us.

Even the greatest of technologies are just curiosities if they have no real-world application. It's not enough just to understand technology; you also need to know how to apply it. That takes experience and business insight. And nobody has more of either than Kodak.

Right now, technologies from Kodak's Health Group enable hospital departments and standalone clinics - including those for radiology, mammography, oncology and orthopaedics - to capture and display patient medical images almost instantly. Other Health Group technologies allow them to share these images with doctors across town, or across the world.

Kodak digital moviemaking technology can create jaw-dropping, computer generated landscapes or terrifying monsters. But our digital technology can also deliver movies or pre-show content to theaters, on demand, via satellite.

Once the realm of science fiction, these things now happen every day. Companies and institutions have never

had the power to harness the magic of images in so many ways. That's the good news.

But there is a flip side: companies have never had quite so many images to deal with. Digital images pile up quickly. Millions, stored in the space of a thumbnail. What do you do with them? How do you manage, protect and secure them?

This is as much about logistics as it is about technology. You can't save a life if you can't find the file or read the X-ray. A digital world needs consistent formats and cross-platform compatibility. A digital world needs software, compression, tools for scaling, interpreting and protecting enormous numbers of digital images.

Digital has unlimited potential, but realizing that potential requires unstinting effort and massive investment. New technology means unique problems and new issues. In the digital world - consumer or industrial - you don't get to rest on your laurels. We know that. And the next page proves it.



Digital technologies make commercial printing more accurate and less expensive than ever before. Exciting? Yes, if you're printing twenty million brochures, a run of personalized mailers or a series of limited-edition prints.



Kodak DirectView digital radiography systems deliver images of outstanding quality. Each improves work flow, productivity and patient care. One is even modular, designed with large and small medical facilities in mind.



Kodak look manager and display manager systems are powerful color management tools for production teams. Now a D.P. can previsualize shots and share that vision with everyone, instantly. Technology meets creativity meets practicality.

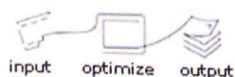


Kodak image sensors capture high-resolution images from orbit. Pretty, but also pretty valuable. They protect against wildfires, make air routes safer, aid urban planners; they've even helped endangered chimps.



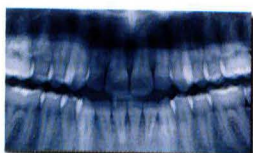
Kodak wide-format printing solutions

Using advanced printhead design and Intelligent Mask technology, these printers deliver blazingly fast speeds, stunning image quality, incredible reliability and ease of use. But even on the largest of printers, it's the details that matter: rapid evaporation drying, the ability to change ink bottles on the fly, an auto-cleaning unit. Not surprisingly, this is a 2004 InterTech Technology Award winner.



Prepress workflow software systems

It's like magic. Information goes in, and perfectly organized (sometimes even personalized) content comes out. Kodak workflow software systems manage traditional and digital print production from idea to delivery. These people invented digital workflow in the 1970s. And we're still leading the way, with solutions like Prinergy, the industry's first systems approach to open, integrated digital prepress.

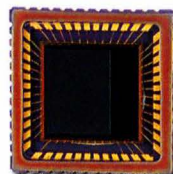


Kodak dental digital radiography

A one-stop shop that solves a whole range of problems facing dental professionals today: How to reduce patient exposure to X-rays. How to manage images. How to display images quickly and easily. How to integrate image taking with the rest of a practice's information. Kodak's full suite of dental imaging and practice management solutions helps streamline workflow and enhance patient care.

Kodak image sensors

As the "eyes" of a digital camera, image sensors make digital photography possible across a huge range of products and industries. Kodak image sensors are core components in applications ranging from satellite, medical and industrial imaging to consumer digital camera and mobile camera phone applications.



Kodak mammography CAD system

Our mammography CAD system can help doctors improve patient care with fewer missed cancers. This means treatment can start sooner. And that translates to more lives saved. Sometimes digital technology is about more than just the technology.



OLED displays

Who said a Kodak moment could only be captured on paper? These flat-panel, OLED screens are lighter, brighter, sharper, and use less power than other technologies.



Digital cinema solution

No more reels. No more laborious splicing. No more hassle. Digital cinema solutions can deliver movies (or simply a digital pre-show) digitally to theaters, allowing for on demand movie times, targeted advertising and a flexible, more enjoyable, more profitable movie experience.



Versamark VX5000 printing system

Built on a rock-solid, proven operating platform and based on Kodak's continuous inkjet technology, these printers can handle any variable data printing application, while producing over 2,000 pages per minute. They're modular - they can expand as your company develops - so even if you don't know exactly where your company is going, you know exactly how to get there.

Kodak Carestream enterprise information management

Symptoms, tests, results, reports, reviews, billing, the world of medicine has become the world of information management. But treated properly, information can enhance care, improve service and reduce the potential for errors. VIParchive manages short term storage and long term preservation of images and information. Faster, efficient information management is what VIParchive is all about.



Kodak i200 system series scanners

Every day, the checks, credit card transactions, remittances and sales drafts of millions of people are handled by Canada's largest item-processing outsourcing company. This is no place for delays or scanning errors. So they trust Kodak i200 system series scanners. Processing up to 248 images a minute, these are powerful, industrial-strength scanners, delivering outstanding image quality, with stunning accuracy and virtually jam-free operation.

Kodak DirectView DR 7500 system

Not only does it deliver consistent, outstanding images in seconds, its modular design allows medical professionals to scale a system to meet their needs. Designed in conjunction with customers worldwide, the DR 7500 system is intuitive, reducing training time and improving productivity and workflow. This is the ultimate in digital radiography.



Kodak Vision2 film system

No matter how many millions of dollars you invest in stars, scripts, production and sets, in the end it all comes down to the celluloid. That's why we're so committed to innovation in film. Our films preserve more information than any other medium. Our prints are virtually indistinguishable from the originals. We take vision and make it a reality on screen. And every best-movie Oscar winner ever was shot on Kodak film. The end.



A DIGITAL WORLD NEEDS MORE THAN PIPE DREAMS.

(THESE ARE CHANGING THE BUSINESS WORLD RIGHT NOW.)

The digital world needs proven products that answer current, pressing needs. And that's where we come in. We're changing digital, one solution at a time. Here's the proof: solutions that are saving companies money, saving businesses time and helping save lives, right now.

The making of Gallery

"I saw just how profound photography can be when I experienced the juxtaposition of photographs on this set," said director Joe Pytko when referring to the set where the Gallery commercials were shot. An award-winning director, Pytko has made documentaries, short and feature films, and more than 5,000 commercials.

Pytko directed the *Gallery* commercial action—shot on Kodak Vision2 500T 5218 color negative film—in Walt Disney Studio's Number Two Stage located in Burbank. The feature film *Mary Poppins* and the baby boomer television classic, *The Mickey Mouse Club*, were filmed in the same sound stage. Disney built the sound stage—the largest on the West Coast—in conjunction with producer/actor Jack Webb, who began shooting the television series *Dragnet* upon completion of it in 1949.



Actor gets ready for his characterization of a visitor from the 1893 Chicago World's Fair.

The set used to film *Gallery* measured more than 15,000 square feet and contained hundreds

of photographs hung on 36 walls that were 24 feet in height. Kodak's Encad NovaJet 1000i printer did the honors in producing the photographs, using approximately 17,000 square feet of media.

"Most galleries in the world exist for professionals," said Kodak Chief Marketing Officer Carl Gustin. "Now there is a gallery for everyone. As our advertising poignantly shows, Kodak's *Gallery* is the safe place for everyone's pictures."



The production crew hangs pictures on one of 36 walls that comprised the *Gallery* set.

Brand continued from page 3

through Kodak digital products and services, including our online site Kodak EasyShare Gallery.

The *Gallery* theme communicates public, commercial and private space, my pictures and yours—*Gallery* is a place, ultimately, where everyone's pictures are welcomed, shared and protected.

Gallery is all about my pictures anytime, anywhere, any way. Think about it—a person has a cell phone full of picture files, stops into a coffee shop that has a Kodak picture maker kiosk—points the phone at the kiosk and, through BlueTooth technology, makes prints. That's what we mean by anytime, anywhere, any way.

Gallery is all about data integrity. Digital data changes formats constantly—*Gallery* promises that with Kodak your data is always accessible. Again, think of the art gallery theme—it communicates safety, accessibility, versatility, longevity and value. The concept is diverse and uniquely Kodak.

The concept tests we conducted worldwide show that the *Gallery* commercials have wide appeal. People understand the theme instantly.

For address and mailing list changes:

- Employees: Use MyHR or go to <http://workforce.kodak.com>
- Retirees and survivors of retirees: Call the Kodak Benefits Center at 724-1000 or 1-800-221-6543



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