

Kodak Picture Kiosk G4

A Kodak Picture Maker “rEvolution”



August 2005

Kodak Picture Kiosk G4

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Definitions:

ev·o·lu·tion - A gradual process in which something changes into a different and usually more complex or better form.

rev·o·lu·tion - A sudden or momentous change in a situation

r·Ev·o·lu·tion – The sudden and momentous change of the Kodak Picture Maker G3 into a different and better form.

Kodak Picture Maker G3 evolution leads to Kodak Picture Kiosk G4 “rEvolution”

Kodak Picture Maker G3 “rEvolution”

- The original KPM G3 Order Station evolved into the KPM G3 Order Station LS in Q3 2003.
- The Kodak Picture Kiosk G4 drives a photo kiosk “rEvolution” starting in Q4 2005



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Product Enhancements



Product Enhancements

- All Current KPM G3 Features
- New Branding / Color
- Smaller Size / Improved Usability
- Enhanced Performance
- Improved Serviceability / Easy Upgrades

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Product Features



All Current KPM G3 Features

■ Inputs

- Digital Still Camera Cards
 - Secure Digital (SD) / Multi Media (MMC)
 - Memory Stick / Memory Stick Duo (&Pro)
 - Compact Flash / Smartmedia / xD
 - Mini SD / Reduced Size MMC (RSMMC)
- Prints (with connected Print Scanner)
- USB Flash Drive
- Wireless (Bluetooth and IrDA)
- DVD (-R/+R/-RW/+RW)
- CD (-R/-RW)
- Floppy Disk

■ Outputs

- Kodak Picture CD
- Other outputs based upon configuration and connected output devices

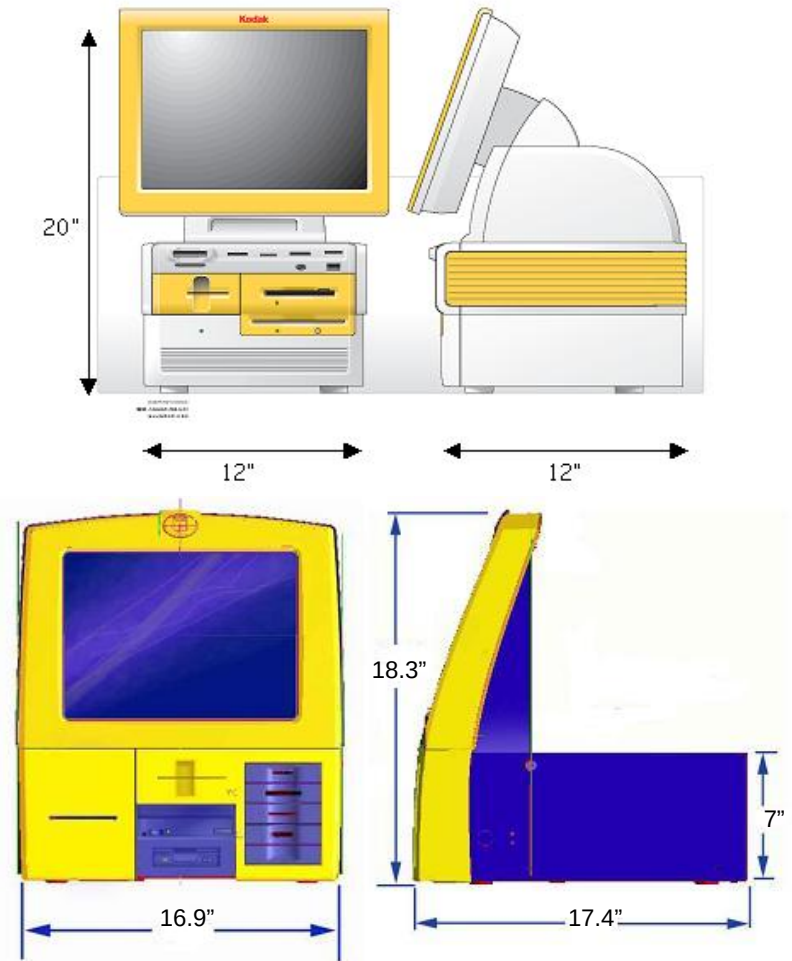
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Product Dimensions

Smaller Size / Improved Usability

- Smaller Footprint
 - Footprint reduced 30% from the current Order Station LS design
 - The base is 12" x 12"
- 15" Touchscreen
 - Consistent with KPM G3
 - Screen Angle / Tilt is retailer adjustable (locks into position)
- CD / DVD Reader / Writer
 - New capability to read JPG/TIFF/BMP from DVD (-R/+R/-RW/+RW) media.
 - Support for possible future DVD output products



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Modern, Digital, Approachable

New Branding and Color

- Inviting look and feel
 - Consumer perception of “digital” / “technology” while maintaining the approachability of the KPM G3.
- New silver and yellow color
 - Leveraging the Kodak EasyShare look and feel
 - Meet retailer requests for a “toned down” in-store Kodak presence
- Leveraging the power of “Pictures”
 - New branding focuses on printing “Pictures” from all sources, digital and print.



Kodak trade
dress yellow



Kodak trade
dress red



Print to match
Pantone
8402



61% black



Print to match
Pantone
424



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Kodak Picture Kiosk G4 System Performance “rEvolution”

Enhanced Performance

- More powerful, faster system
 - Kodak continues to leverage better, faster system components in our kiosk manufacturing to meet your needs today, and tomorrow.
- Enhanced DSC card reader design
 - Improved image preview speed
- Faster 4x6, 5x7, 6x8 Printing
 - Kodak Photo Printer 6850 is the standard printer in Kodak Picture Kiosk G4 Digital Stations and Print Stations
 - Capable of 4 second printing in dual printer configurations
- Faster, borderless 8x10 printing
 - Kodak Photo Printer 8800 is the standard 8x10 printer in Kodak Picture Kiosk G4 Print Stations
 - Capable of 39 second 8x10 borderless printing



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Improved Serviceability



Improved Serviceability

■ AUR Components

- Detachable monitor
- Processor / processor base
- Receipt Printer

■ Easy / Simple Upgrades

- Customer replaceable DSC card readers
- Capable of replacing individual readers
- Customer replaceable receipt printer
- Customer installable “mag” card reader



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Four Second Printing at Retail



Kodak Photo Printer 6850

- Based on Award Winning 6800
 - Capable of prints up to 6" x 8"
 - 750 Count Print Capacity (4" x 6")
 - 8 second 4" x 6" printing
- Enables Four Second Printing
 - Dual printer KPM G3 kiosks are now capable of 4 second printing
- Details
 - Availability: Mid-October 2005
 - Dimensions identical to 6800
 - Pricing: \$2,900
 - Cat# 856 6283



2004 WINNER
Digital Printer
Dye Sublimation



Kodak Photo
Printer 6800

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Fast Borderless 8x10s for High Volume Retail Sites

Kodak Photo Printer 8800

- Standard 8x10 printer on the Kodak Picture Kiosk G4
- Twice as Fast as an 8110
 - 45 seconds per 8" x 10" (first print)
 - 39 seconds per additional print
 - Borderless printing up to 8" x 12"
- Labor Savings
 - Roll Fed Paper
 - 300 Count Print Capacity
 - Fewer Thermal Media Changes
- Details
 - Availability: Mid-October 2005
 - Pricing: \$4,500
 - Cat# 146 6473
 - New Photo Print Kit Required



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“Kodak Digital Picture Center” Fixtures

Kodak Digital Picture Center Phase 1

- Fixtures “Surround” KPM / KPK Cabinets
- Availability: Q3 2005
- Configurations:
 - Endcap / J-Cap (Wall Extension)
 - Island
 - Wall Configurations

Kodak Digital Picture Center Phase 2

- KPK “Integrated” into in-store fixtures
- New equipment modules work with DPC1 fixtures to provide complete, integrated solutions
- Availability: Q4 2005



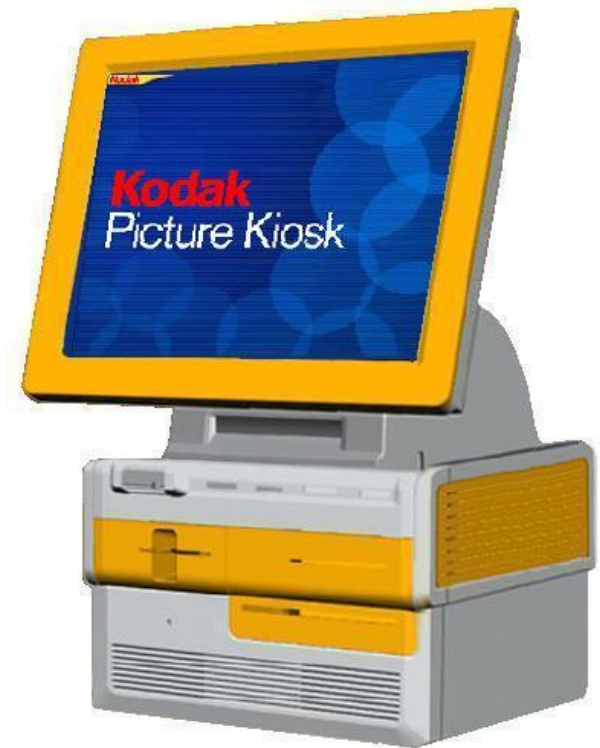
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Software Version 5.2

Kodak Picture Kiosk v5.2 Software

- Standard on all KPK G4 Systems
- All Features of KPM G3 v5.0
 - Not a “General Release”
 - Required for G4 and 8800 printers
 - Same software platform as KPM G3
- “Kodak Picture Kiosk” Branding
 - Attract loops and thank you screens will reference “Kodak Picture Kiosk”
 - When installed on a KPM G3, kiosk branding will change to “Kodak Picture Kiosk”
 - Current KPM G3s are only “branded” via the software, no external reference of “Kodak Picture Maker” is present
 - Future versions of KPM G3 / KPK G4 software will feature the “Kodak Picture Kiosk” branding



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Product Availability

Product	Description	Market Availability
Transition to new “digital” branding	Name Change – Kodak Picture Kiosk G4 Trade Dress Change – Silver and Yellow	Mid October
New OS console	Enhanced performance & styling	Mid October
6850 4x6 Thermal Printer	Faster (8 seconds, or 4 seconds w/ 2 printers)	Mid October
8800 8x10 Thermal Printer	Faster roll feed (39 second borderless prints)	Mid October
DPC Phase I & II	Flexible retail fixturing	Phase I – August Phase II - November
Remote Business Mgr	Connected services for business and performance monitoring	Controlled roll-out @ end-September
V5.2 Software	Required to integrate all of the above (Not a general release)	Late September

Appendix

Kodak Picture Kiosk G4

Photo Printer 8800 Thermal Media Kits



Photo Printer 8800 Print Kit Information



Carton Length	11-11/16 inches
Carton Width	7-7/8 inches
Carton Depth	10-13/16 inches
Carton Weight	11 lbs.
Units Per Pallet	51 US (17/layer x 3 high)
Pallet dimensions	US-48 x 36.56 x 43.25 in

Cat #	Carton UPC
194 8470	0 41771 94847 4
805 0635	0 41778 05063 7

Kodak Photo Printer 6850

Printer Specifications

Specifications	Model 6850
Printing Technology	Thermal Dye Transfer
Pixel Resolution	300dpi
Print Speed after file download	8 sec for 4x6
	15 sec for 6x8 or 5x7
Print Sizes	4x6 and 6x8, borderless
	5x7 with ½ inch borders
Print Capacity	750 -4x6 prints
	375 -6x8 prints
Ribbon	CMY plus protective overcoat
Printer Size	11.5" W x 13.6" H x 22" D
	290 mm x 346 mm x 488 mm
Printer Weight	56 lbs (25.5 kG)
Media Loading	Ribbon spools loaded via top of printer
	Receiver roll loaded at rear of printer
Computer Interface	USB 2.0
Operating Environment	+10 to 35 C (50 to 95 F), 20 to 80% RH
Power Voltage/Frequency	AC 100v to 240v, 48 to 62Hz
Power Consumption	320 watts maximum

Kodak Photo Printer 8800

Printer Specifications

Specifications	Model 8800
Printing Technology	Thermal Dye Transfer
Pixel Resolution	300dpi
Print Speed after file download	8x10: 1 st - 45 sec , subsequent 39 sec
	8x12: 1 st - 50 sec , subsequent 44 sec
Image Sizes	8x10 borderless
	8x12 borderless
Print Capacity	8x10- 300 prints per roll
	8x12- 250 prints per roll
Ribbon	CMY plus protective overcoat
Printer Size	17.4" W x 13" H x 19" D
	442mm W x 330mm H x 483mm D
Printer Weight	40 lbs (18 kg)
Media Loading	Ribbon spools loaded via top of printer
	Receiver roll loaded at front of printer
Computer Interface	USB 2.0
Operating Environment	+14 to 32 C (59 to 90 F), 20 to 80% RH
Power Voltage/Frequency	AC 100v to 240v, 48 to 62Hz

Kiosk Photo Printers Q&A

How does 4 second printing work?

- The Kodak Photo Printer 6850 offers 8 second printing of a 4" x 6" photo when using "6R" media. The Kodak Picture Maker workflow enables printing from two separate small format printers, thus enabling 4 second printing.
- With the Kodak Photo Printer 6850, the first print will drop into the chute in 8-9 seconds, but so will one from the second printer. So, after 8-9 seconds, you will have two 4x6 photos, or ~4 second printing.
- These printers will perform slightly faster when enabled with 6" x 8" (6R) media, which will affect the time to first print, but will deliver two 4" x 6" photos at a time from each 6" x 8" enabled printer, rather than one. (ie 2 - 6850 printers with "6R" deliver 4 prints after 16 seconds)
- It should be noted that the Photo Printer 6850 speed may be constrained by the limitations of the KPM G3 Order Station / Order Station LS which it is connected to. While the printer is capable of these printing speeds, the system must also be capable of sustaining communicating with the printer.
 - The original KPM G3 Order Station featured USB v1.1, which will not support these print speeds, on either the Kodak Photo Printer 6800 or 6850.
 - KPM G3 Order Station LS models all feature USB v2.0, however, as with any computer, newer models will perform with greater speed than older models.
 - In all cases, the printer(s) will produce the same high quality print. Only the speed at which that print is produced may vary.

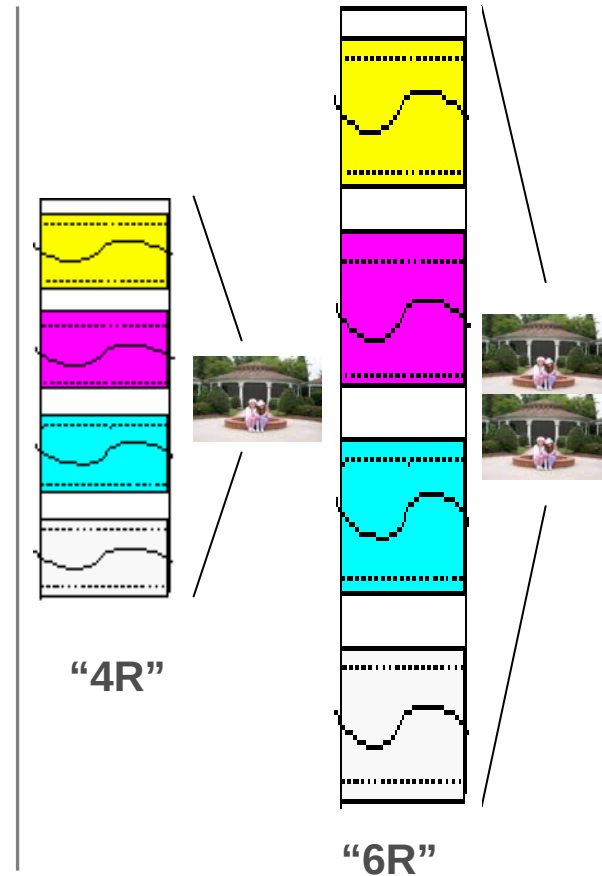
Kiosk Photo Printers Q&A

Are there additional benefits in the Kodak Photo Printer 6850?

- Kodak Photo Printer 6850 introduces a new media management process which will benefit retailers with single 6850 printers.
 - When enabling 5x7 and 6x8 printing with the 6800 printer, the retailer was advised to load one 6800 with “4R” media, and the other with “6R”. In this manner, orders with an odd quantity of 4x6 prints always sent the last 4x6 print to the printer loaded with “4R” media, which minimized the potential for waste.
 - Retailers with single 6800 systems did not have this option. When enabling 5x7 and 6x8 printing with “6R” media, they traded off the opportunity for incremental margin from enlargements with potential waste from 4x6 printing, as the last, odd print, by necessity was printed on a the “6R” patch.
- We are introducing an enhancement to the Kodak Photo Printer 6850 which will allow the printer to rewind, locate and use the ½ patch of “6R” media. This may not completely eliminate waste for all retailers, but we hope to minimize the potential for waste.

Will this be available for older models? (ie 6800 Printer)

- Yes. KODAK Picture Maker G3 Software Upgrade Kit for 6800 Printer will be available by late August. This software / Firmware upgrade is available at no charge; it includes v5.0.1 software AND 6800 Printer Firmware v174 (Separate deck available)
- Cat# 847 3878



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Patent Pending

Kiosk Photo Printers Q&A

What is the difference between the Photo Printer 8800 and 8110?

- This printer is “roll fed”, with a 300 print capacity, reducing the clerk interventions necessary for reloading thermal media. Borderless 8” x 10” prints (or optionally 8” x 12”) prints are delivered as fast as 39 seconds, over twice as fast as our standard Photo Printer 8110. The Photo Printer 8800 delivers the best quality and performance in 8” x 10” printing to the Kodak Picture Maker.

Can you explain thermal dye-sublimation?

- Unlike inkjet or laser printing, Thermal Dye Sublimation does not print “dots.”
- Traditional Photos are exposed by a negative, and then developed. During development, the exposed grains of silver halide cause “Dye Clouds” to form that blend together and deliver the high quality continuous tone color that we have come to expect from a photograph.
- In Thermal Dye Sublimation, the print head actually heats up and transfers dye from a donor ribbon, which forms a “Dye Cloud” on the receiver paper. As these “Dye Clouds” are formed, they blend together and deliver continuous tone color similar to a traditional photo.
- Kodak prides itself on delivering the highest quality print possible through designing award winning thermal printers and delivering proprietary cutting edge image science.