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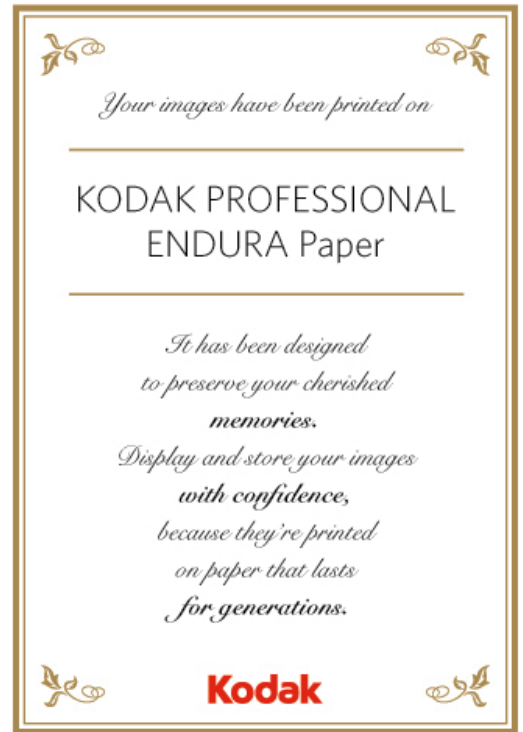
Wishing you happy, safe, and prosperous holidays!

Include KODAK PROFESSIONAL ENDURA Cards in Your Customers' Packages

Be sure to include ENDURA Paper stuffer cards with orders printed on KODAK PROFESSIONAL ENDURA Papers.

This piece reinforces the value that professional labs and professional photographers provide to customers, especially when using KODAK PROFESSIONAL Products.

The source file for printing is available on the PLRC in the Marketing section under 'Tools to Market ENDURA Paper.'



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Amazing output
that lasts.



general news

Specialty Graphic Imaging Association — Product of the Year Winners Highlight Innovation

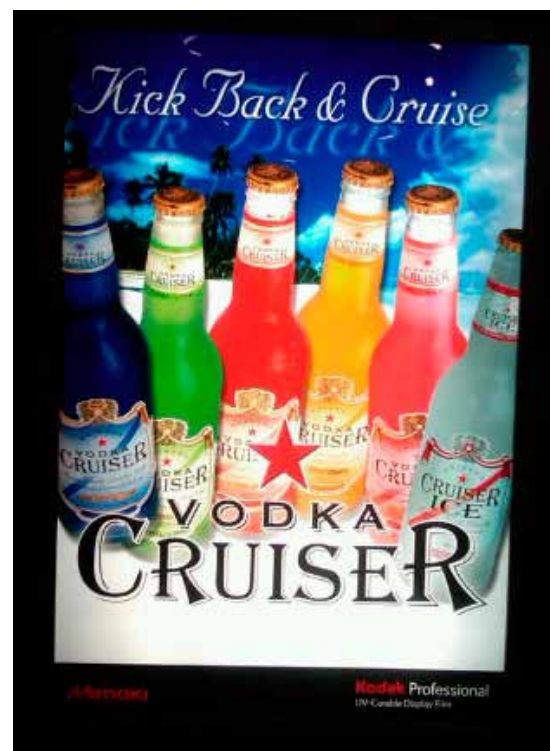
Mimaki Wins with LF200 UV Flexible Inks for Backlit/Display on KODAK PROFESSIONAL UV-Curable Display Film

New, innovative technologies and products move the digital imaging industry forward into new markets and capabilities.

KODAK PROFESSIONAL UV-C Display Film and Display Paper were featured in the Mimaki booth at the SGIA show in Las Vegas. Mimaki submitted their new Flexible Inks in SGIA's New Product of the Year award competition using our KODAK PROFESSIONAL UV-Curable Display Film and won first place.

SGIA's annual Product of the Year competition recognizes technologies that have the most impact on the imaging community. The best consumables and output devices from the submitted entries are lauded for offering faster, more accurate, and higher-quality output for wide-format digital imaging.

To earn this prestigious honor, SGIA member companies that manufacture the products and devices submit products or samples from devices that have just recently come to the market. These entries are judged on-site at SGIA Expos. A qualified panel of judges awards winners.



Broaden the Impact of the PLRC: It's Easy to Add and Manage Lab Employee Access

It's easy to get your name added to the PLRC member list. Your lab administrator can add users to your PLRC account. More people in your lab can benefit from articles on DP2 tips and techniques, new marketing ideas, or learning about Market Trends. The "User Management" tool under "Account Settings" allows additional members to be added.



Link: https://prolabresourcecenter.kodak.com/us/en/list_employee.php

Increase Your Lab's Productivity and Plan for Training in 2011

We thank all of you who participated in the DP2 training events in 2010. Remember, DP2 Training is available to increase your productivity. Learn what software, feature applications, and workflow benefits can help your lab. We offer Level I (Basic) and Level II (Advanced) training events — both are customized to meet your lab's workflow needs. They are available in either Classroom or WebEx environments. One (1) training event per year (based on license renewal date) is included with your license agreement. The cost of travel

and entertainment is at the expense of the requesting Lab. To request training:

Labs in the United States:

Contact the Imaging Specialty/ProLab Kodak Account Manager or your distributor to review your lab's training needs.

Labs in Canada:

Email the Customer Care Center at us-dp2-support@kodak.com, or call 1-800-822-1414.

DP2 Experience "Watch & Learn" Sessions Return in 2011

Extending our classroom to your lab!

The twenty-four DP2 Watch & Learn WebEx Sessions offered this fall were a huge success! So, in the first quarter of 2011, we will be offering another series along with some new topics.

The format for 2011 will be informative 45-minute "Watch & Learn" sessions. They will be facilitated by one of our certified DP2 instructors and are open to all DP2 users. The cost is covered under your current license agreement.

The course outline and schedule will be posted to the PLRC in January. Attend all the sessions, or just those topics that are of keen interest to you. Remember, KODAK PROFESSIONAL Digital Print Production Software training is designed to help your lab become more proficient in using DP2. Be sure to take advantage of this opportunity!

general news

Portfolio for Professionals Showcased at PhotoPlus Expo 2010

PhotoPlus 2010 was held on October 28-30th in NYC, where there were an estimated 25,000 attendees and approximately 250 Exhibitors.

Kodak showcased our full portfolio of solutions for the professional market — from products and services to marketing support, to helping businesses identify new revenue opportunities in the professional photography market. Our theme was: Celebrating Kodak Innovation — 125 Years and Beyond. Our messages to the industry:

- Examine our broad portfolio of solutions for the Pro and Advanced Amateur market to help them identify new revenue opportunities
- Commitment to film: new KODAK PROFESSIONAL PORTRA 400 Film in 8x10 format; alliance with Canham Cameras
- Opportunity for pro studios and pro labs to gain additional revenue using Kodak's new papers
- Connect with Pro Quality as pro photographers were educated on the value pro labs offer their studio business.

Film Options for Large-Format Photographers

Continuing its ongoing commitment to film photography, Kodak announced it will offer our new KODAK PROFESSIONAL PORTRA 400 Film in 8x10 format. The film achieves the finest grain structure available in a 400-speed color negative film, by incorporating KODAK VISION Motion Picture Film technology, plus Antenna Dye Sensitization in the cyan and magenta emulsion layers.



Visitors to the Kodak booth also learned about Kodak's relationship with Canham Cameras (www.canhamcameras.com), which makes and sells various sizes of large-format cameras. Their agreement with Kodak enables them to act as a global distributor for large-format films. Canham Cameras will collect film orders worldwide for a range of special-order Kodak films. This allows photographers and dealers to secure unique film sizes without having to meet high minimums required to produce the film.

(Continued next page)



Demonstrating KODAK PROFESSIONAL Inkjet Photo Paper.



Reviewing the ENDURA Family of Professional Media.



Photo books and albums made with KODAK PROFESSIONAL Products.

general news

PhotoPlus Expo 2010 (Continued)

Solutions for Studios and Labs to Help Drive Profits

As the marketplace for studios and professional labs continues to evolve, Kodak works closely with customers to identify new revenue opportunities for their business. Anchored by the award-winning range of KODAK PROFESSIONAL ENDURA Media, Kodak showcased its full portfolio of output solutions, including:

- Wedding and Portrait:** Kodak supports Wedding and Portrait Studios and Labs with a broad range of output options, as well as continued innovation on its KODAK PROFESSIONAL Digital Production Software (DP2). Our latest version of Kodak's market-leading central lab software, DP2 v12, highlights our ongoing commitment to drive increased productivity, improved image quality, and expand the portfolio of offerings through professional labs. First introduced 10 years ago, this software helps to continually identify and incorporate new category offerings through flexible design, and efficient rendering and producing of output.
- Commercial Display:** For the commercial display market, Kodak offers output solutions across multiple print technologies, including AgX and UV-Curable Inkjet Printers. The portfolio, comprising KODAK PROFESSIONAL ENDURA Transparency and Clear Display Materials, KODAK PROFESSIONAL UV-Curable Display Film, and KODAK PROFESSIONAL UV-Curable Display Paper, features exceptional clarity, consistency and quality for maximum productivity and retail impact. And because all our media share common base materials, the media intermix well, enabling you to offer a wider range of output solutions and to adapt printing strategies that balance quality and value.



- KODAK Pro Lab Resource Center (PLRC):** The PLRC combines marketing and business support, along with workflow and technical support, to help labs identify and incorporate new strategies (products, offers, services) to attract and sustain business. As a Premium Member, you can participate in the Pro Lab Locator, an easy-to-search database that helps potential customers find and learn about the services your lab offers. The Locator categorizes labs by the various products and services offered using KODAK Media, and by a range of other categories, such as location. Photographers, studios, or other specifiers of KODAK Lab services can access these categories by topics and/or geography to find and engage the lab that best matches their specific needs.



Photo books and albums made with KODAK PROFESSIONAL Products.



KODAK PROFESSIONAL PORTRA 400 Film introduced.



Celebrating Kodak innovation: 125 Years and Beyond.

Custom, Color Profiling Services Remain

International Color Consortium (ICC) Color Profiling Services are available on the PLRC, under “Request for Services.” In response to customer inquiries, Kodak will continue to provide Custom Profiling Services for various output devices. Profiling Services are not part of the recently announced Service Discontinuance for KODAK PROFESSIONAL Printers (LED/RP/SRP 30), which takes place December 31, 2010.

New Color Management Service for Professional Photo Labs

Custom, ICC Profiles for Large-Format Inkjet Printers Now Available

A new service is offered on the Pro Lab Resource Center — custom-built, ICC color output profiles for large-format inkjet printers are available for a nominal fee.

In addition to the general-use profiles available on Kodak.com that are built for families of inkjet printers, this new service offers a custom profile designed specifically for your equipment, on the particular system used in your facility. The new service is available for Canon and Epson printers, and exclusively for KODAK PROFESSIONAL Inkjet Photo Papers, glossy and lustre surfaces.

This profiling service is an extension of Kodak’s reliable, custom, Silver-Halide Profiling and was developed by the same highly-skilled team of imaging scientists who are responsible for DP2 color management. Kodak’s team will work with you to incorporate your particular profile preferences and characteristics, resulting in the ‘intermixability’ of your inkjet and silver-halide prints. Each print, regardless of the paper, will have your ‘look’ (color position, saturation, tone scale, etc.) — specific to what you have developed for your lab.

KODAK Color Science uses proprietary color targets, software, and deep knowledge of image science to perfect the profile to address your needs. The new service can be a timesaver for your lab personnel.

Simply fill out the form on the PLRC, indicating which printer and imaging software you are using. We will contact you for more detail and instructions on what we need from you and your equipment.

Log-in and select Request for Services from the Toolbox.

For more information, call us at 1-800-822-1414 M thru F, 8 AM to 5 PM Eastern Time.

The screenshot shows a web form titled "Request for Services" with a search bar in the top right. Below the title is a sub-header "Remote ICC Profiling for Output Devices Request: Basic Service". The main text explains that users are about to submit a request for the KODAK PROFESSIONAL Remote ICC Profiling for Output Devices Request: Basic Service, which will create custom profiles for their output devices. It includes instructions to read step-by-step instructions and view a price list. Below this, it asks users to log in and complete the following fields:

- You are logged in as: USRCSALES
- What is the Printer Manufacturer?
- What is Printer Model?
- What is the Output Resolution?
- What Printing Software are you using?

environmental news



Kodak's 10th Year in a Row on Leading Sustainability Index

Kodak has again been named to the Dow Jones Sustainability North American Index (DJSI North America), marking the tenth straight year Kodak has appeared on a Dow Jones Sustainability Index; one of the most prestigious and well-known hallmarks of sustainability performance among leading corporations.

The annual review of the DJSI family of indexes is based on a thorough analysis of corporate economic, environmental and social performance, assessing issues such as corporate governance, risk management, branding, climate change mitigation, supply chain standards and labor practices.

An indication of the rigor of the annual review is the fluidity of the Index. There were 19 additions and 22 deletions from the Index this year, which includes 126 North American companies.

Kodak has had Corporate Environmental and Sustainability Goals in place since 1996. Under its current Sustainability Goals, Kodak has targeted focus areas of product responsibility, social responsibility and operational responsibility. Key achievements to date include 42% reductions in energy usage and greenhouse gas emissions since 2002.

For more information on Kodak's Health, Safety, Environment and Sustainability policies, procedures and performance, please refer to www.kodak.com/go/sustainability.

Further information about the DJSI and the changes resulting from this year's review can be found at: www.sustainability-indexes.com.

premium members

2011 Calendar Template Available

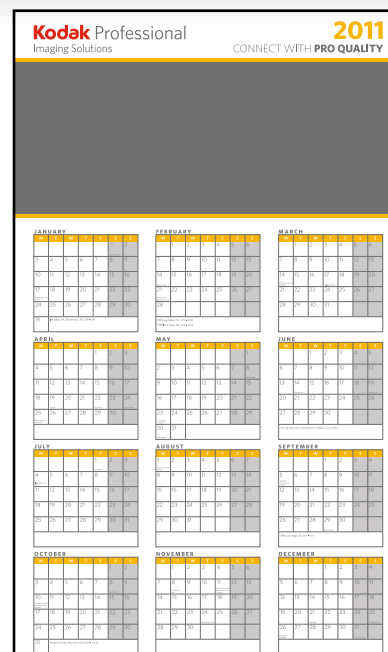
This month we've posted a 2011 calendar template that your lab can customize and print on KODAK PROFESSIONAL ENDURA Metallic VC Digital Paper. We're providing a "skeleton" file of our Kodak calendar in two formats, PDF and ILLUSTRATOR EPS.

We cannot provide files for our images (due to copyright restrictions), so we've left the gray boxes for your lab to feature your own copyrighted images and your lab's logo/branding. If you only have PHOTOSHOP, you should be able to open the EPS file with PHOTOSHOP.

Rasterize it at your desired resolution, size (it's designed at 22.75 x 40 inches), and color mode. To download, go to the Business Content area of the PLRC, and you will find the files under the section labeled "Tools to Market ENDURA Paper."

Login, then go to Toolbox, then Business Content.

KODAK PROFESSIONAL ENDURA Metallic VC Digital Paper delivers a dry erase feature that many customers find valuable in a calendar.



Branding: Why It Matters at Trade Shows

Investigate the Marketing Tools in the Promote Section

Yes, trade shows generate leads. They're also a great opportunity to increase the value of your brand. More than simply building brand awareness (recognition and top-of-mind presence), this is your chance to enhance your brand's relevance, influence your target markets' perceptions and highlight your unique differentiators - all viable ways to command higher prices, attract longer loyalty, and attain better distribution channels.

It starts by clearly defining your brand. Think beyond mere marketing aesthetics to your brand's core. What is its personality, promise to consumers, competitive edge, and perceived level of quality and satisfaction? How your target market consumers perceive your brand's essence is fundamental to whether or not they connect emotionally with it and link the image they have of themselves with your brand. Use the set of guidelines, questions, and tools we've compiled online to help you assess your brand, your customers, and product positioning.

Consider how you can parlay this information at your next trade show. What brand promises can you make to attendees beforehand that you can deliver at the show, as well as after? How can you structure your booth and program to influence

attendees' perception of your brand? Perhaps a side-by-side comparison with the competition or a hands-on demonstration would do the trick. What personality do you wish to convey, and how can this be translated into personnel, attire, talent, and activities?

The time you invest now to analyze and document your brand will allow you to capitalize on the exposure at a trade show and stand out in a world of choices. For the complete analysis, visit Building a Reputation in the PROMOTE section of the Premium Members toolbox.



technical news

Flammability (Burn) Characteristics of UV-Curable Display Materials

KODAK PROFESSIONAL UV-Curable Film and Paper have been tested by the American Society for Testing and Materials (ASTM). We are pleased to report that we have the highest rating (Class A) for both products.

The lower the Flame Spread Index (FSI), the better the surface flame spread characteristics of the material. If the FSI is 25 or less, the material is classified A. Class A is the most desirable, and has few use restrictions. If the FSI is between 26 and 75, the material classification is B. If the FSI is 76 and above, the material classification is C. For any material, the Smoke Developed Index (SDI) must be < 400.

KODAK PROFESSIONAL UV-Curable Display Film
FSI = 5
SDI = 125
Overall Test Classification = A

KODAK PROFESSIONAL UV-Curable Display Paper
FSI = 0
SDI = 20
Overall Test Classification = A

For more information, refer to Current Information Summary, CIS-37, Combustion of KODAK Films, Resin-Coated Photographic Papers, and Print and Display Materials, available on our website:
<http://www.kodak.com/global/en/professional/support/techPubs/cis37/cis37.pdf>

upcoming events

Look for Kodak and its exhibits of the latest KODAK PROFESSIONAL Products and Services, at national and regional shows and conferences. In addition, Kodak sponsors many professional photographers as platform speakers and displays the innovative output from you, the professional lab.

IUSA 2011

1/16-1/18, San Antonio TX
<http://imagingusa.org>

This trade show and conference is among Kodak's first and largest exhibits of the year. New KODAK PROFESSIONAL Papers, Media, and Film will be premiered; so, stop by booth 800. The KODAK Gallery Elite Award, as well as "Photographers to Watch," will be announced on site at this convention.

PPA bills this as "the largest photographic expo in North America, packed with business-boosting, interactive, and information events for labs, photofinishers, photographers and more." It's a way to connect face-to-face, early in the year, with hundreds of colleagues, service providers and product distributors. IUSA offers the opportunity to establish new relationships, manage your business in innovative ways, and talk over deals in person.

WPPI 2011

2/21-2/23, Las Vegas, NV
<http://www.wppionline.com>

The trade show is held at MGM Conference Center. The exhibition shows an assortment of photography and imaging products and services from 300 of the industry's leading manufacturers. Over 75 speakers cover a catalog of specialties from wedding and portraits, commercial and landscape, Photoshop and workflow, business and marketing, lighting, posing and more.

North Carolina PPA

3/4 -3/9, Durham, NC
<http://www.ppofnc.com>

PPNC, one of the nation's largest associations of professional photographers, offers its members seminars and professional photographic schools, networking with other professional photographers in that region, as well as seminars by leading experts from throughout the industry.

NANPA

3/9-3/12, McAllen, TX
www.nanpa.org

The North American Nature Photography Association (NANPA) presents its Seventeenth Annual Nature Photography Summit. The presentations, workshops, reviews and other scheduled events are designed to educate and inspire those interested in nature photography. It's a great forum for networking.

2011 SPE National Conference

3/10 - 3/13, Atlanta, GA
<https://www.spenational.org/conference>

The Society for Photographic Education (SPE) has helped link photography to science. The connection is not limited to optics and chemistry. The heart of the scientific method (exploring, observing and recording) is paralleled in the working process of photographic artists. The objective is often the same — to come to a better understanding of and relationship to the world around us. Share in the experience.

Western States Professional Photo Expo

3/11-3/13, Pasadena, CA
<http://prophotoexpo.com>

At the 2011 Pro Photo Expo Photographic Convention, learn new skills and photography techniques to improve your business, and get plenty of deals at the trade show.

SEPPA

3/26 - 3/28, Athens, GA
http://www.4seppa.com/SEPPA/Trade_Show.html

The Southeastern Professional Photographers Association (SEPPA) is the largest photographic event in the southeast. The biennial convention and trade show, SEPPA 2011 "Carpe Diem," will take place at the Classic Center in Athens, Georgia. Showcase your products and services to more than 2,000 photographic professionals. An extensive campaign, including ads in newspapers, industry publications, and direct mail will promote this convention throughout the southeast.