

Kodak Investor Review - Kiosks

WW Kiosk SPG

Consumer Digital Group

November 2006



Consumer Digital Group

Kodak Picture Kiosk Business Statement

**Kodak is the clear category leader in
instant kiosk photo services.**

**We intend to remain the clear
category leader.**



Kiosk Systems & Services Business

Kiosk “Prints-In-Seconds” Solution

#1 Fastest Growth Digital Photo Printing Category

Kodak Picture Maker Kiosk

#1 Market Share

#1 Location Availability

#1 Consumer Preference, Satisfaction & Loyalty

#1 Innovation

#1 Fastest Growth Photo Kiosk Printing Brand



CVS/pharmacy





Kodak

Kodak Kiosk Key Retailer Win

WAL★MART®

Why?

1. Proven ability to deliver profit
2. Proven superior consumer solution
3. Proven ability to drive **GROWTH**



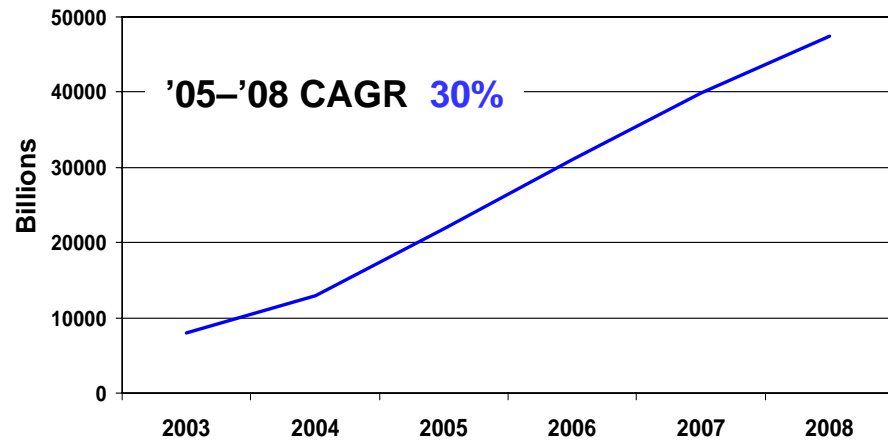
The Kodak logo is displayed in red text, accompanied by a stylized sunburst graphic in the bottom left corner.

Digital Printing Market Worldwide Growth Is Healthy

Digital Printing Growth
Will Be Healthy

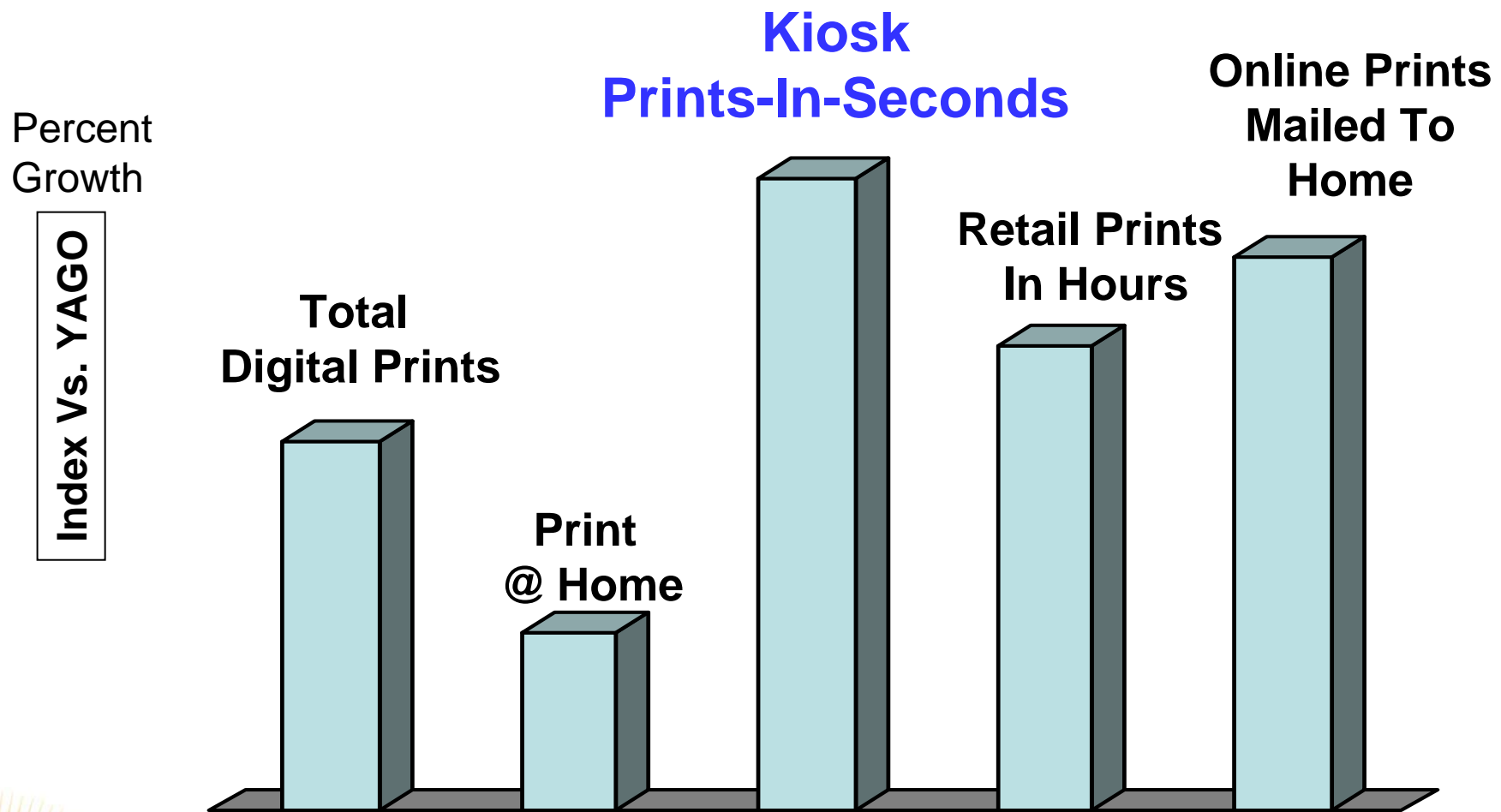
Kodak Is
Well Positioned
In All Segments

WORLDWIDE DIGITAL PRINT INDUSTRY





Kiosk Printing Is The Fastest Growth Segment Worldwide

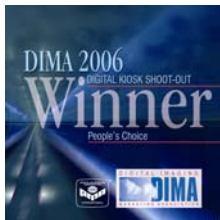


Note: full year 2005 estimate
Source: EK PSC model (NFO Panel, POS, NPD, etc.)

Industry Recognition: PMA 2006 Consumer Choice Awards

Kodak's EASE OF USE helped Kodak win ALL 3 Consumer Choice Awards:

- Floor- Standing (17" DS)
- Print to Print (36" PS)
- Countertop (G4 OS)



Kodak's new Multi-Station also won the **Innovation Award** (Distinct- First of a Kind)



...Still The People's Choice!

Kodak

Industry Recognition – Key New Award

Kodak's combination of extensive understanding of consumers combined with our powerful R&D and engineering capabilities helped Kodak win the prestigious **CeBIT Communication Design Award** for our new software:

- Consumer Ease of Use
- Best match for consumer needs
- Delivers new innovative consumer solutions



... Kodak Picture Kiosks Are Still The World's Best!

Kodak

Kodak Kiosk Business Results On Track



Market Share:

Kiosk Placements & Thermal Media

RETAIL PRINTING



KIOSKS

Revenue Growth:

On Plan

Picture Printing Growth:

Exceeds Plan

Broadest Distribution

~85K

Kodak

Kodak Consumer Satisfaction Is High

- ❑ **91%** Likely To Use The Picture Maker Again
- ❑ **93%** Likely To Recommend To Others

Why?

1. **Better Quality**
2. **Easy To Use**
3. **Convenient**



The Kodak logo is displayed in red text, positioned to the right of a stylized sunburst graphic consisting of many thin, radiating lines.

Kiosk Portfolio – Breadth, Scale



Kodak

Total Cost of Ownership
(Equipment, Media & Service)

Kodak's New Software Platform: Version 1.x

New operating platform delivers superior consumer ease-of-use and retail profitability with increased speed and flexibility.

1. Faster, Easier, Better

- **New software architecture delivers SPEED – up to 40% faster!**
 - Reduced Queuing, Increased Consumer Satisfaction and Transactions
- **New Workflows Improve EASE OF USE**
 - New entry page is easier to understand
 - New shopping cart feature makes it easy to add more products
- **New smart up-sells that drive sales of higher margin products**

2. Beyond 4x6 - Drive More Profitability

- **New GIFTING Products: Greetings, Collages, & Calendars**
- **New Auto Organizing on Kodak Picture CD**
- **Flexible depending upon retailer configuration**





Kodak

New Photo Products: Greeting Cards, Collages, Calendars



Note: Screen Design not final



These And More Available In Seconds!!



Greeting Cards

Collages

Calendars

Kodak

KODAK Innovation: Modular Systems = More Locations!

Changeable. Expandable. **Modular.** Evolutionary. Revolutionary.

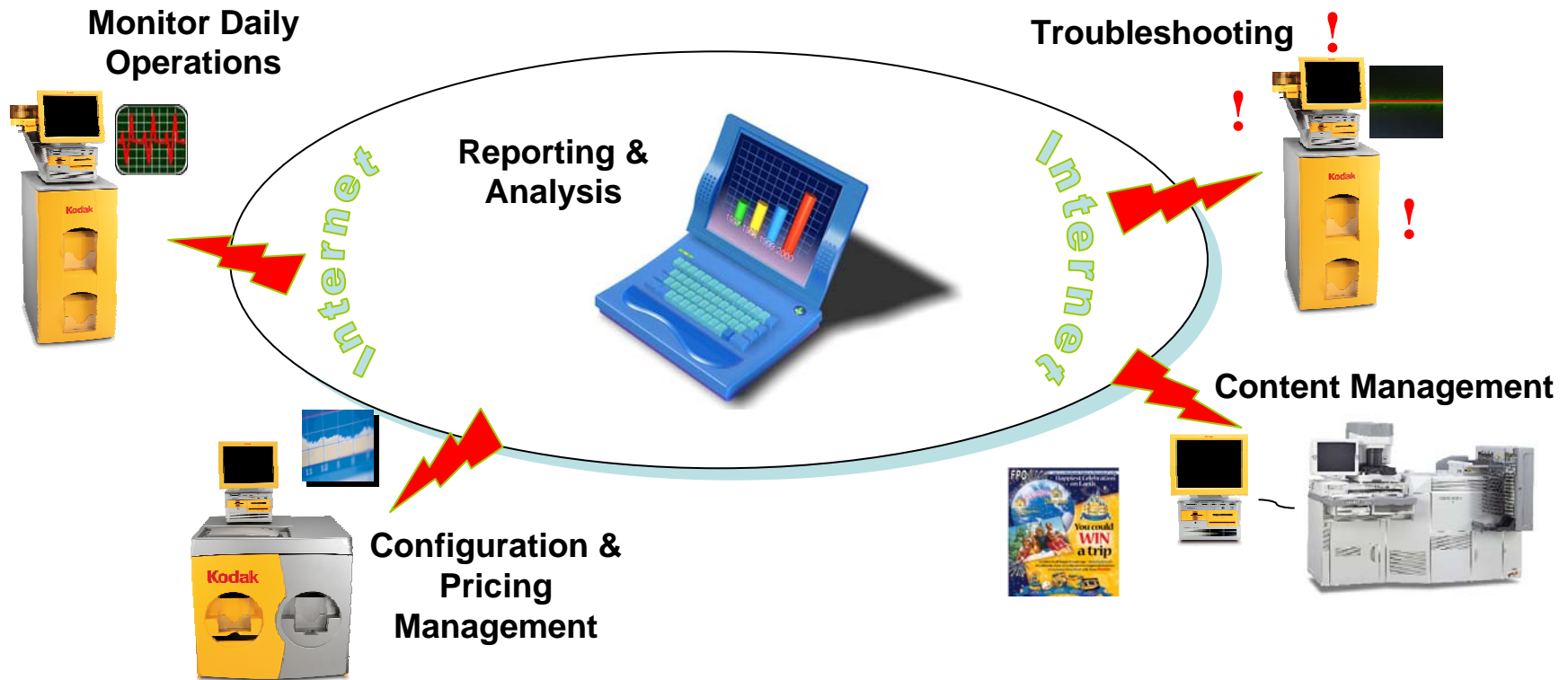
11'



Kodak

Remote Business Manager: **Available Now!**

Fleet Management From ONE Location, In REAL time



Benefits

Improved Operations, Decreased Costs & Increased Digital Printing

Kodak

Kodak Kiosk Prints Beat The Competition

- **Kodak Preferred By Consumers Nearly 4 to 1**
 - **Color**
 - **Brightness**
 - **Sharpness**
 - **Durability**
 - **Paper Stiffness**
 - **Perceived Longevity**
- **Kodak Kiosk Prints Last Longer**
 - **Better Water/Spill Resistance**
 - **Better Fade Resistance**



Sony

Kodak

- Results Before And After Light Exposure
- Test Condition: 14 day, 50K Lux, High Intensity Daylight

Test: Kodak 6400 prints vs. Print Pix 1000 prints, 155 consumers, 7 US cities, 15 digital images, no mention of brands, August 2002

The word 'Kodak' in its signature red font, positioned to the right of a yellow sunburst graphic that radiates from the bottom left corner.

XtraLife™ Laminate Coating Protects Prints

- Many Consumers Store Their Prints In Albums Containing Plastic Sleeves
- Kodak XtraLife™ Laminate Coating Prevents Print Dyes Transfer To Plastic



Kodak Kiosks Prints Are Protected By The Kodak XtraLife™ Laminate Coating

The Dye From This Print Has Been Stripped Away By A Plastic Sleeve



Kodak

Stain Resistance Compared to New Entrants...



Coffee



Grape Juice



Bleach



Kodak Prints

HP Prints





Kodak



Kodak Picture Kiosks

**TAKE OUR SALES
TO A BEAUTIFUL NEW LEVEL**

WE MAKE IT'S FASTER

WE MAKE IT EASIER