

Fact Sheet:

The Science Behind KODAK Ultima Picture Paper with COLORLAST Technology & Image Longevity Testing



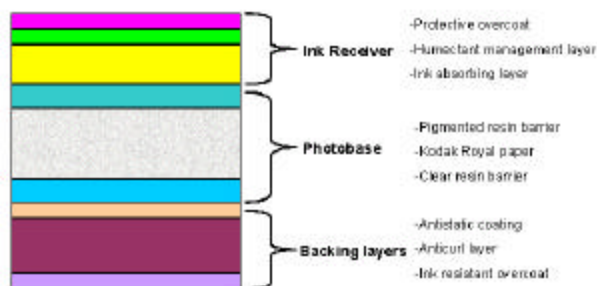
The Science Behind KODAK COLORLAST Technology

KODAK Ultima Picture Paper with COLORLAST technology produces brilliant color photos that last for more than 100 years under typical home display conditions using the world's best-selling brand of printers and inks (see Web site for details).

We start with our industry-acclaimed KODAK ROYAL paper base, and then add a proprietary three-layer coating that controls smudging, speeds dry time, and further improves the resistance to ozone fade.



This COLORLAST technology locks the dye molecules into the ink receiving layers, protecting the image from various environmental factors. Using a unique blend of mordants (additives to "fix" the dyes) in the bottom two layers, along with nanoparticulate ceramic particles in the top layer to further stabilize the image, Kodak scientists have engineered a significant leap in longevity and color reproduction.



Consumers can be confident in 100-year life spans when using new Ultima Picture Paper with popular printer and ink combinations such as:

- HP Photosmart printers with HP57 and optional HP58 ink (e.g., HP PS 7350 and 7550)
- HP Deskjet printers with HP57 or HP78 ink (e.g., HP 920C, 940C, 3820 and 5550)
- Canon printers with BCI-3 series ink (e.g., i550, i850, BJC-3000, S520)

Image Longevity Testing

Kodak employs the most comprehensive test methods known in the industry, and Ultima Picture Paper with COLORLAST technology has undergone additional testing at Torrey Pines Research — a well-known, independent test facility.

Kodak has long been an advocate of standardized testing methods to ensure image stability — we want to ensure that all critical factors are considered when testing for image longevity.

While some image longevity tests focus exclusively on:



light

...Kodak's testing also accounts for 100 years worth of other real-world factors that can affect image longevity, such as:



air pollution



moisture



heat

Such comprehensive testing methods provide consumers with even greater confidence that KODAK Ultima Picture Paper with COLORLAST technology provides outstanding longevity, whether displayed in a frame, in an album or even left unprotected on a table.

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For additional information, including technical white papers, please visit:

www.kodak.com/go/inkjet/