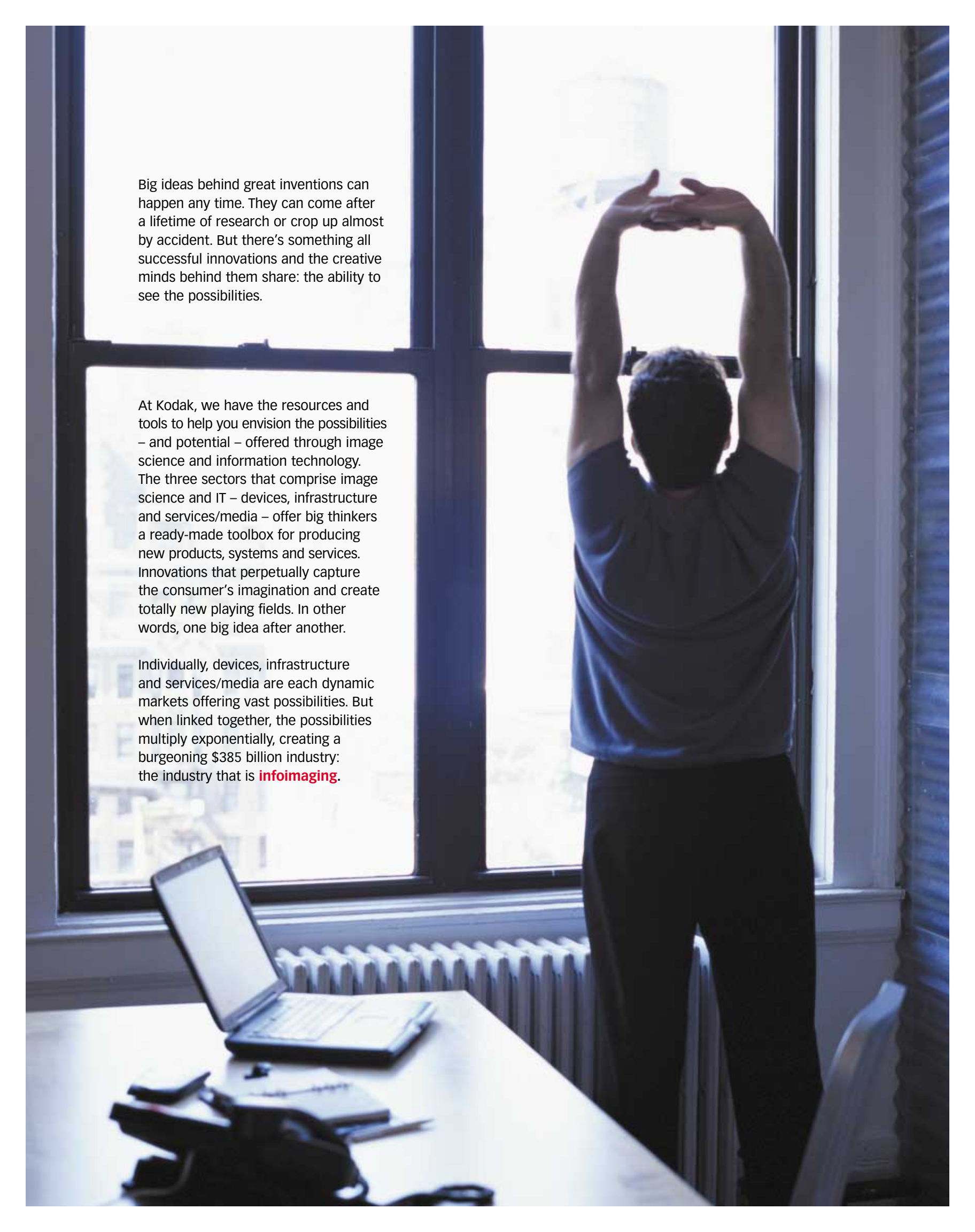


**THE NEXT BIG IDEA IS  
RIGHT IN FRONT OF YOU.**





Big ideas behind great inventions can happen any time. They can come after a lifetime of research or crop up almost by accident. But there's something all successful innovations and the creative minds behind them share: the ability to see the possibilities.

At Kodak, we have the resources and tools to help you envision the possibilities – and potential – offered through image science and information technology. The three sectors that comprise image science and IT – devices, infrastructure and services/media – offer big thinkers a ready-made toolbox for producing new products, systems and services. Innovations that perpetually capture the consumer's imagination and create totally new playing fields. In other words, one big idea after another.

Individually, devices, infrastructure and services/media are each dynamic markets offering vast possibilities. But when linked together, the possibilities multiply exponentially, creating a burgeoning \$385 billion industry: the industry that is **infoimaging**.

*Infoimaging is an industry created  
by the convergence of image  
science and information technology.  
And it's growing 10% annually.*

# INFOIMAGING

## ➤ WHERE TECHNOLOGIES CONNECT AND CREATE A WHOLE NEW OUTLOOK

Infoimaging uses images and technology to improve communication and commerce, creating significant new revenue and market opportunities for businesses around the world.

In today's digital economy, images drive commerce: A customer who can see can buy. In fact, images enable businesses and their customers to do virtually everything better – from selling and information sharing to analysis – which leads to unparalleled productivity gains, product enhancements and revenue opportunities. Consider how images have transformed the Internet, which was once a medium for data exchange. Today, the image-dominant web is a powerful, virtual marketplace with a phenomenal growth trajectory.



## USING INFOIMAGING...

Countries around the globe are using imaging technologies to complete population counts 94% faster than they could in the mid-1990s.



How can infoimaging speed up your business?

Doctors in four cities are able to diagnose a patient after simultaneously viewing a scanned and digitized X-ray.



How can infoimaging bring together the best minds in your business?

A homebuyer can find and tour the perfect house –  
on another continent – by scanning real estate web sites.



How can infoimaging bring the world home  
to you and your customers?



Digital photos of a newborn are e-mailed within an hour to proud grandparents living out-of-state.



How can infoimaging help you share other important moments instantaneously?

## THE VALUE OF CONVERGENCE

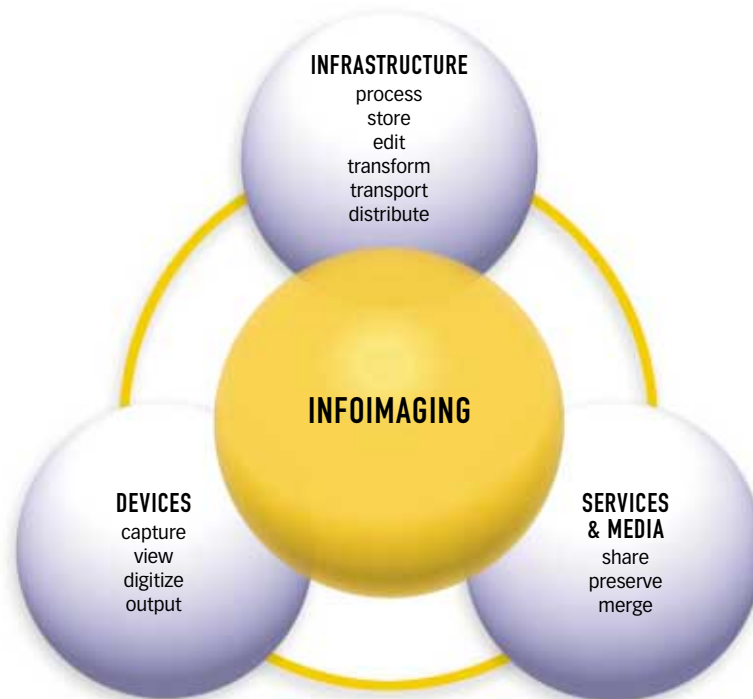
The device market is a large stand-alone market with low margins.

Infrastructure technology is a fast-growing market with significant investment requirements.

Providing services and media offers expansive growth opportunities limited only by its connections to other industries.

But bringing these markets together creates an industry with enormous headroom for opportunity and exponential growth. That's infoimaging.

## THE ANATOMY OF INFOIMAGING



Infoimaging solutions are capable of generating

- New Internet markets
- E-commerce growth
- New applications for traditional industries
- Customer loyalty
- Increased revenue opportunities
- Bottom-line business impact

### DEVICES

These are the products that capture, view, digitize and output images and information: digital cameras, scanners and printers. Devices' market value increases when linked to infrastructure and services to meet customers' needs.

### INFRASTRUCTURE

Infrastructure includes the hardware and software that process, store, edit, transform, transport and distribute images and information. Infrastructure plays a critical role as the industry's backbone – and as a conduit to the most lucrative piece of the infoimaging pie: services/media.

### SERVICES/MEDIA

Sharing and preserving images, as well as merging images with information, are the roles of the services/media sector. Services/media is the industry's engine – driving the potential of the device and infrastructure industries.



Q: Why choose Kodak as your infoimaging partner?

A: As the worldwide leader in imaging technology, research and development, **Kodak is at the heart of infoimaging.**

With our patent portfolio and renowned technical expertise, we are well-positioned to capitalize on this dynamic market – and to help our partners do the same.

Studies show that Kodak touches three out of four images on the Internet. That's muscle. Kodak is connected to virtually every new imaging development on the horizon. That's reach. And, Kodak is one of only a handful of companies operating in all three infoimaging arenas. That's depth.

With a growing presence in each infoimaging sector and an eye toward the future, Kodak has an incomparable advantage when it comes to creating infoimaging value propositions. To help our partners capitalize on the emerging opportunities before us, we have assigned specialized infoimaging consultants to identify and develop new ventures and alliances. Together, we can learn to think outside our circles and fashion powerful solutions.

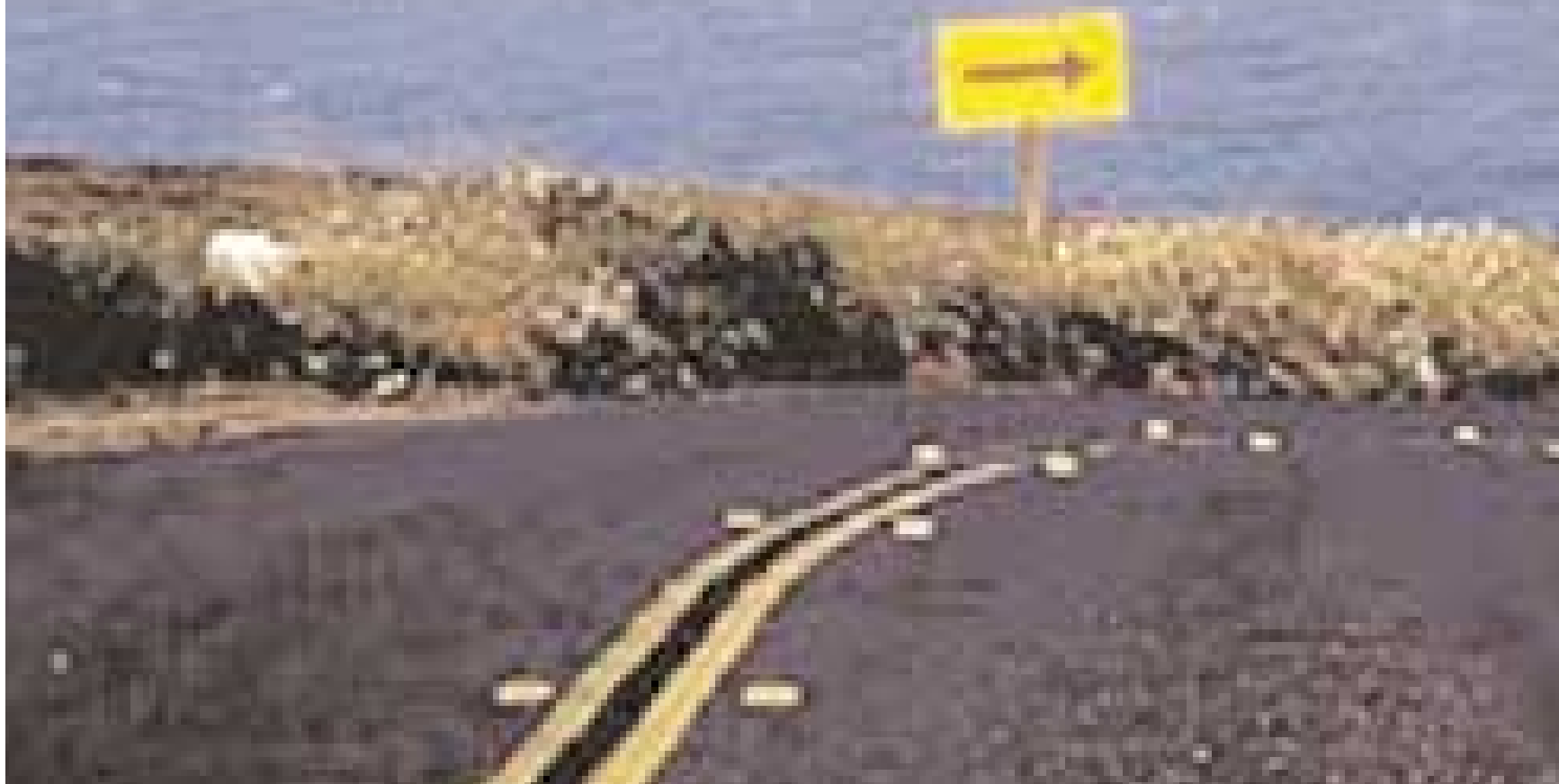
*Kodak initiatives span all the three infoimaging sectors. Our cameras, OLED screens, digital cameras, scanners, image sensors, printers and other devices play a critical role in a wide range of markets including consumer, health, professional, business-to-business and government. The company's infrastructure-based initiatives include visualization software, photo-finishing networks and software and RF wireless image standards for local image sharing. In the services/media sector, we have augmented Kodak's traditional strengths in film and paper with inkjet paper and ink, Kodak Picture CDs and thermal media. Web-based services, such as Ofoto, the AOL/Time Warner You've Got Pictures! initiative and the Kodak Picture Center online service are some of the innovative ways we are expanding our offerings in this category.*

# INFOIMAGING

➤ SEE THE POSSIBILITIES.  
SEIZE THE OPPORTUNITY.

In our R&D-rich environment, businesses face crushing competition when it comes to bringing breakthrough products to market and maintaining a loyal customer base. Never has the idea held more currency than in our new economy; an age when a business's intellectual capital and alliances are as much a predictor of success as its balance sheet.

Building a value chain of winning products and services today still requires the ability to see the possibilities – possibilities that, when viewed through the infoimaging lens, are right in front of you.





For more information about infoimaging, go to:  
[www.kodak.com/go/infoimaging](http://www.kodak.com/go/infoimaging)



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