

THE KODAK AUTHORIZED IMAGING RESELLER PROGRAM



It's Simply More Rewarding

The KODAK Authorized Imaging Reseller Program is easier and simply more rewarding than ever. We've expanded the portfolio of products you can sell and we have created a single, focused program to make communications, programs and fulfillment easier for you.

The KODAK Authorized Imaging Reseller Program is dedicated to demonstrating and enhancing our commitment to our Channel Associates. We offer rewards, programs, support, training, marketing assistance, and Document Imaging Products of exceptional quality, helping you reach your revenue goals.

GROW YOUR BUSINESS WITH KODAK

Now, more than ever, it's easier to team with Kodak to provide new levels of world-class imaging solutions, greater sales volume, and increased profit potential. KODAK Document Imaging Products are known for their performance, reliability and value. Combine our dynamic channel programs, strong brand name, industry leadership and renowned service and support with your expertise, and you can deliver complete solutions to delight your customers and convince new prospects to buy.

Please take a look through the following pages to learn more about the benefits that teaming with Kodak offers to you and your business.



Kodak Covers the Spectrum of Document Imaging

From document scanners to Reference Archive products to micrographics, we cover the spectrum with *Innovation You Can Count On™*.

KODAK DOCUMENT SCANNERS

KODAK i30/i40/i50/i60/i80 Scanners

- Advanced imaging features come to the desktop at a very pleasing price – for up to 1,500 pages per day with choice of simplex and duplex models

KODAK i200 Series Scanners

- Three models of desktop production scanners offer 5,000 to 7,500 pages per day

KODAK DIGITAL SCIENCE Scanner 3520

- Bitonal production scanner for 10,000+ pages per day

KODAK i600 Series Scanners

- Three mid-range desktop production scanners for up to 60,000 pages per day

KODAK i800 Series Scanners

- Four high-volume production scanners for unlimited pages per day

KODAK'S REFERENCE ARCHIVING SOLUTIONS

KODAK i9600 Series Writers

- Two models that write digital files to microfilm

KODAK i7300 Scanner

- Retrieves images from microfilm and converts them into digital files

Electronic Microimaging From Kodak

- Add digital advantages to microfilm

KODAK PRODUCTS FOR MICROGRAPHICS

KODAK 2400/3000DSV Digital Scanner-Printers

- Digital solution for on-demand printing and scanning

KODAK SERVICE & SUPPORT

- Care Kits and Professional Care Kits make selling service easier and provide greater peace of mind for customers – not to mention more potential revenue for you
- Single point of contact for service on over 100 manufacturers and 1,000 products
- Wide array of customized service and maintenance agreements available



i40 Scanner



i200 Series Scanners



i620 Scanner



i7300 Scanner



i9600 Series Scanners



i800 Series Scanners

Authorized Imaging Reseller Program Benefits

INCENTIVES

Sales Performance Rebates

- Based on the volume of KODAK Document Imaging Products and Services you sell
- Percentage rebates paid on quarterly basis with annual goal
- Additional "Performance" bonuses, based on sales performance

Product Rebate Program

- Earn instant rebates for promoting and selling a wide variety of KODAK Products
- All you have to do is complete specified sales cycle criteria

Special Promotions and SPIFFS

- Selected programs and incentives offered to Resellers and End Users

Rebates Via Authorized Distributors

- On sales of KODAK i600 and i800 Scanners – offered to Authorized Resellers only

Rewards 4U Program for Sales Reps

- When sales reps sell qualified KODAK Products, they earn points
- Points are redeemable for high-quality prizes from on-line Rewards 4U catalog
- Vast array of products eligible for the program

Bid Support

- Large order quantities
- Competitive pricing

Work with your Kodak District Manager for additional support

Business Development Funds

- Discretionary marketing assistance funds for approved activities including direct mail, telemarketing, trade shows, seminars, Web site creation and advertising

MARKETING AND COMMUNICATIONS

Telemarketing Leads and Support

- Qualified prospects provided to you from our telemarketing and advertising efforts
- Assistance with your own telemarketing initiatives

Kodak Business Development Managers

- Available to work closely with you on focused initiatives

The Knowledge eXchange (TKX)

- Proprietary Web site delivering a wealth of product, marketing, training and pricing information
- Features business-building resources including white papers, product specifications, configuration information, product photos, logos, events calendars, training information, on-line training registration and more

Breakaway Conference

- Annual event featuring informational and educational seminars and networking sponsored by Kodak

Demo Units

- Obtain products at greater-than-normal discounts to use for field demonstration, trade shows or as showroom models
- Access to Kodak District Manager demo units

Leasing

- Flexible financing alternatives are made available for direct and end-user purchasers through EKCC (in U.S. only)

Product Literature

- Extensive product literature and access to sales aids

Personalized Webcasts

- Ideal to promote your business to prospects and customers

Pricing Sales Tools

- Comprehensive resource of constantly updated pricing and product availability information
- Allows you to easily configure accurate estimates for prospects and customers

Product Information Notebooks

- Comprehensive kits to help you answer specific customer questions, position the product competitively, and provide key selling points

Marketing/Identity Tools

- Logos and trade show signage to identify you as an Authorized Imaging Reseller of KODAK Products

Trade Show Participation

- Assistance from Kodak's Document Imaging Division for your exhibit efforts, including product and qualified sales personnel

The News Channel Newsletter

- Receive information on industry trends, new products and valuable tips on KODAK Products and Services, Programs and Special Promotions

Advisory Council Eligibility

- Participate in our council to help provide direction and input into many aspects of our business and future programs

Welcome Kit

- Start-up kit designed to kick off your sales efforts
- Includes Authorized Imaging Reseller plaque, *News Channel* newsletter, and comprehensive reseller kit with valuable sales tools and additional marketing support

E-Mail News Bulletins

- Breaking news from Kodak and other relevant topics keep you at the forefront of what's happening in a timely bulletin-style format

TRAINING

Hands-On Classroom Training

- Product-specific classes offered in key cities throughout the U.S. and Canada
- Topics include target markets, applications, product positioning, competitive information, how to order and use sales tools, features and benefits
- Feature significant hands-on product time

Webcasts

- Product updates, refresher courses and information on integration of KODAK Products
- Delivers vital product information when and where you and your sales people need it

Web-Based Learning

- Product sales training available anytime, anywhere

Interactive CDs

- Specified products feature CD-based tutorials
- Movies and interactive features get personnel up to speed fast
- Ability to view and learn wherever there's a PC
- Certification exams provided for specified products, allowing you to demonstrate exceptional knowledge to customers



SALES SUPPORT

Pre-Sales Support

- Expert team of Technical Managers responsible for ongoing technical development and support
- Includes pre-sales, system integration, and support of existing and new KODAK Products

KODAK Service & Support

- One of the largest field-service organizations in the industry
- Dedicated to providing you and your customers with the technical support that's needed
- Services include on-site and return-to-depot repair services, standard and enhanced warranties, maintenance agreements, time and materials (per call), installations, relocations, service parts, consumable parts, and service publications

KODAK SERVICE & SUPPORT

When it comes to innovatively helping your business, KODAK Service & Support offers unique advantages. At Kodak, our product performance is rivaled only by our award-winning Service & Support team, delivering world-class performance and peace of mind for you and your customers. Discover the ideal way to offer more to your customers while building new profit potential and enhancing customer loyalty.

Warranty Enhancements and Uplifts

Kodak offers enhancements to many manufacturers' basic parts-only warranties. From on-site labor and parts coverage to customized hours and response times, we provide the additional protection that can guard your customers' budgets from unplanned expenses.

Maintenance Agreements

On Kodak's and OEM products, Maintenance Agreements offer customers preferential response to help maximize their uptime and protect their budgets. Repair parts, labor, and travel (in most locations) are all covered. On-site service (24x7x365), advanced exchange programs, or depot repair are available depending on equipment type and location.

KODAK Care Kits

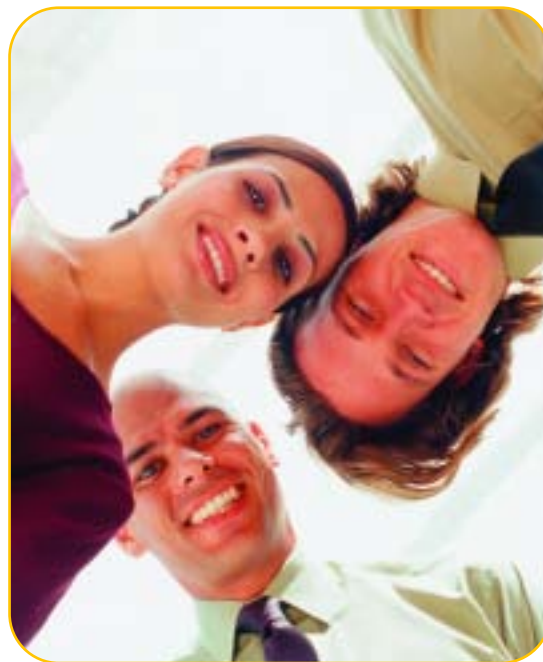
For your convenience, Kodak offers a choice of easy-to-use prepackaged services for KODAK Products and Software. KODAK Care Kits are available in the U.S. and Canada for 1-, 2- and 3-year Extended Warranties and renewal agreements, Warranty Enhancements and Uplifts, Maintenance Agreements, and Enhancement and Support Services.

Enhancement and Support Services

This comprehensive portfolio of services helps maximize start-up productivity and your customers' employee, systems, and network efficiency. We'll customize Enhancement Services just for you and your customers. You'll find our industry-certified field engineers have a passion for customer satisfaction.

- Installation and Training
- Relocation
- Site Inspections
- Power Monitoring and Conditioning
- Optical Media Cleaning

We're here for you.
Kodak Service & Support



Start Getting Greater Rewards Today

Selling KODAK Document Imaging Products and Services has never been more rewarding. If you're already teaming with us, you know how true this is. And now there are even more ways to benefit. If you're not currently working with Kodak to offer innovative, performance-driven scanning, integrated imaging, and service and support solutions, you're missing out on a world of great selling opportunities, customer loyalty and profit potential. Plus, the added-value programs we offer our Channel Associates deliver ideal ways to sell more – and make more.

To become an Authorized Reseller of KODAK Document Imaging Products, or to learn more about any of our programs, call **1.800.944.6171**, or e-mail **susan.cardot@kodak.com**, or visit **www.kodak.com/us/en/dpq/site/TKX/name/PartnerProgramsRoot**.

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Kodak Canada, Inc.

Toronto Ontario M6M 1V3
1.800.465.6325

In other areas, contact the Kodak Company nearest you or visit us at **www.kodak.com/go/docimaging**.

