

Kodak to be First Printer Manufacturer to Ship 3D Photo Creation and Print Experience

LAS VEGAS --(BUSINESS WIRE) -- Eastman Kodak Company today introduced at the 2011 Consumer Electronics Show (CES) digital photography products and services that redefine the way consumers capture, share and display their picture-perfect moments.

Combining consumer insights with intuitive technology, Kodak is reshaping the way consumers share with its newest offerings, including the world's only digital cameras with 3-step sharing¹ and new sharing destinations like TWITTER, as well as a high-quality addition to the entry of Kodak's line of AiO Inkjet Printers featuring Kodak's unique affordable ink system, and a new way to create and experience 3D images at home. Rounding out the new products are innovative and customizable offerings like photo books and photo cards from KODAK Gallery and KODAK Picture Kiosk.

"Innovation at Kodak has always been focused around making the complex simple for our customers," says Betty Noonan, Kodak Director and Vice President, Business to Consumer Marketing. "Today, Kodak continues to bring technological advancements to market that make it easier and more convenient for consumers to share with their friends and family in their own unique way. The real KODAK Moment happens when you share and that drives our ongoing commitment to leading the evolution of imaging by developing intelligent solutions that marry consumer insights with innovative technology."

Throughout CES, Kodak will lead a variety of panel discussions around the evolution of imaging on its interactive, in-booth stage, K-Zone. Bringing together the most influential industry thought leaders, Kodak continues to honor its commitment to innovation and smart technology for consumers and businesses alike.

The compelling and engaging discussion around today's emerging technology trends will be featured live from the show floor and also streamed live online at ThePulseNetwork.com during the first three days of CES, from January 6 through January 8. To view the complete list of topics, the daily K-Zone schedule and to watch sessions live, please visit: <http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.kodak.com%2Fgo%2FCES&esheet=6559625&lan=en-US&anchor=www.kodak.com%2Fgo%2FCES&index=1&md5=cb8f3818d4006b1ff9b63ee342944ae8>

In-booth, Kodak will engage consumers with an experiential Responder Wall, which leads consumers on a journey through Kodak's rich heritage and provides interactive demonstrations of the smart technology products introduced at CES.

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