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## **Breaking Research Exposes an Unfulfilled Desire for People to Connect**

### **Americans and Europeans Alike Face Significant Struggles in Connecting with Friends and Family; Technology and Photography May Provide a Solution**

If there is a respite from all the bleak economic news over the last year, a survey shows that Europeans and Americans find it from the value of their relationships with close friends and family. Nearly 70 percent of people in the U.S., the U.K., France, Germany and Italy view close relationships as their top priority in life, according to breaking research reported by The Future Laboratory. At the same time, however, the study uncovered a disturbing number of barriers which are keeping people apart.

Eastman Kodak Company [NYSE:EK], the world's foremost imaging innovator, commissioned the "Future of Reconnectivity" report to analyze how the U.S. and European populations assess their relationships, and the role that digital imaging plays in facilitating deeper bonds. Across five countries, the study found a common desire for people to reconnect with loved ones in the face of numerous barriers that prohibit individuals from reaching out to others: lack of time, geographical distances and more work pressures than previous generations.

"In a world where we're starved for time and geographically scattered, the need for connection—and often reconnection—with those closest to us is being facilitated by technology more and more," said Leslie Dance, Vice President, Worldwide Marketing at Eastman Kodak. "While we rely on technology as a way to keep in touch and stay close with those who matter most, Kodak continues to develop devices, services, applications and partnerships that will make the technology more emotional and intimate, further enhancing users' experiences."

Additional highlights from the study include:

- In the last year, the majority of respondents saw their bank manager more than their grandparents
- 36% percent of respondents see their colleagues everyday; while 41% claim to never see their parents

- 86% percent of respondents said they prioritize spending time with family first, health second (66%), and spending quality time with friends third (57%)
- 62% percent of respondents treasure more than anything the birth of their child and 31% percent felt it would be enhanced more by technology

Use of certain technologies and interaction with photography can help bridge the ever-widening gap between one's desire to connect and actually making a real reconnection. The study shows that people are increasingly using technology in new ways as a solution to many of the barriers obstructing their ability to reach out. Webcams, for example, are used by 20% percent of the population to communicate more frequently. In addition, respondents are establishing new social networks with online friends becoming surrogate families—"Digital Families"—where a closeness is bridging the divide of distance and time constraints.

Digital photography and the sharing of personal images are at the center of this technological explosion. Respondents indicated that photos make them feel closer to friends and family by serving as reminders of past enjoyable moments shared with one another. The full survey can be found here:

<http://www.kodak.com/US/en/corp/pressCenter/cpqpsysmiles2009.jhtml?pq-path=2509/15400>.

### **How Kodak Helps Bring People Closer Together**

Kodak has always been about bringing people together through the power of photography. Today's products and services continue to deliver on this mission by harnessing the latest in imaging technology.

### **Kodak Konga Line – A whole new way to share on Facebook**

Get on the Kodak Konga Line, Kodak's groundbreaking new Facebook application that lets you and all your friends post photos to the same Facebook gallery. Join Facebook, join the movement:

<http://apps.facebook.com/kodakkongaline>

### **Kodak Smile Meter – Share a smile today**

This new Facebook application lets you and your friends exchange Kodak Smiles – small acts of kindness served with a grin. <http://apps.facebook.com/impactchallenge/facebook/campaigns/kodak>

### **Kodak Wireless Digital Frames – Stay connected to the ones you love**

Kodak Digital Frames make it easy to share your favorite moments with friends or loved ones. Unplug and share, or customize your frame to suit your taste. Whatever your preference, Kodak's patented Color Science Technology delivers the highest quality image.

### **Kodak Gallery – Sharing your photos is fast, easy and secure**

KODAK Gallery is a complete online photo service where people can easily share and manage their images, order high quality Kodak prints and create personalized photo keepsakes that are all delivered right to your door. [www.KODAKgallery.com](http://www.KODAKgallery.com)

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### **About Kodak**

As the world's foremost imaging innovator, Kodak helps consumers, businesses, and creative professionals unleash the power of pictures and printing to enrich their lives.

To learn more, visit <http://www.kodak.com> and follow our blogs and more at <http://www.kodak.com/go/followus>.

More than 75 million people worldwide manage, share and create photo gifts online at KODAK Gallery -- join today at [www.kodakgallery.com](http://www.kodakgallery.com).

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