
Fact Sheet

Happy First Birthday - KODAK Adaptive Picture Exchange!

A year after splashing onto the market and capturing both the DIMA “Innovative Digital Product” award at PMA 2008 and the TIPA “Best Digital Minilab” award at Photokina 2008, Kodak’s Adaptive Picture Exchange dry lab, commonly called APEX, has built an impressive resume, with wide ranging placements in US, Canadian, European, Asian, African and Latin American markets making it a global success. APEX popularity has grown steadily in a variety of retail channels including mass-market consumer, food and drug chains, photo specialty, and office product supply stores, and it has allowed retailers to offer customers innovative photo processing services while minimizing the total cost of ownership. At PMA 2009, Kodak is announcing new APEX features that further extend the functionality of this award winning solution.

The KODAK APEX system is a modular, scalable, integrated solution that significantly increases profit potential for the on-site retail photo department, and delivers a low total cost of operation while enabling premium, high margin consumer photo products. The printing system is a clean; eco-friendly alternative to today’s wet AgX minilabs. And, as a scalable dry lab platform, it offers retailers of all sizes a choice of system configurations and functionality to meet their store traffic volume requirements. APEX offers numerous benefits for retailers, the most significant being affordable cost of entry point and inexpensive cost of operation – both imperative in these challenging economic times. Specific system benefits include:

- Low capital investment – complete APEX systems start at less than \$22,000
- Low cost of operation - low maintenance requirements, no costly chemicals and supplies, low space requirements for materials storage
- Less labor and training - retailers can deploy employees to generate more sales vs. operating equipment
- Energy efficiency - consumes 70-90% less energy than today’s wet-labs
- Reduced footprint - saves retail floor space
- Environmental conservation – no chemicals, no water and significantly reduced materials requiring disposal
- Proven technologies - utilizes fifth generation retail thermal printers, providing scalability and incredible reliability
- Consumable SKU efficiency - 3 print sizes and 2 finishes from a single media SKU
- Modularity/Scalability – right size solution for individual store needs

On the birthday of APEX, retailers across the globe are recognizing APEX's quality, efficiency and profit-generating features and benefits:

"We have been delighted with Kodak's APEX system. When used to its full potential, it opens up so many opportunities with the services we can now offer customers – photo books, gift cards, wide format prints and collages. Initial investment is a lot less than a traditional lab so we can invest in other areas. The APEX system has freed up cash flow."

- Ken Stait, Director, Stait Photography, UK.

"The major benefits also include the ease of use, certainly, for training the associates at store level. There is less down time. Of course we're also seeing a benefit in terms of no chemistry. It offers better air quality and it's better for the environment, which is a key focus for Walmart Canada"

- Kevin Sorby, Director of Technical Services, Walmart Canada

"APEX has allowed me to develop a whole new clientele. I like the APEX for several reasons...the flexibility of the offer for clients and the originality of the products I can supply. And, APEX is the simplest system to use in the market."

–Madame Bitoun, Art et Image, France

"An intelligent and up-to-date investment. It is installed in a store that had some Picture Kiosks already. This enabled cost reduction, better print queue management and product mix and average ticket value increase."

–Marcelo Repetto Filho, Avaphoto, Brazil

This year at PMA 2009, on the first birthday of APEX, Kodak announces an array of innovative new hardware and software features that further enhance the APEX dry lab system:

- *New model 7010 APEX printer with back-printing capability for additional order management and consumer messaging. The 7010 printer will print 4x6, bordered 5x7, and 6x8 prints from the same media SKU as the model 7000 printer (available Summer 2009).*
- *New model 7015 APEX printer, combines back-printing capability with premium borderless 5x7 printing (Summer 2009).*
- *New dual satin finish options for the two new printers as well as existing model 7000 printers. Retailers can choose which level of satin finish to offer their customers in addition to the standard gloss offering – all from one media SKU (Summer 2009).*

- *New APEX cabinet designs that optimize footprint and interior space utilization. New designs include a new three-printer 30" cabinet, which enables up to 900 4x6 prints per hour as well as 8x10 printing capability.*
- *New direct connection to the KODAK Rapid Print Scanner for high margin, behind the counter scanning that makes a shoebox of treasured prints come alive again in collages, photo books, KODAK Picture Movie DVD, KODAK Picture CD or other gifts and keepsakes.*
- *New faster image rendering positions APEX for use with higher resolution digital camera images used in a growing number of multi-image premium products.*
- *New Connectivity for moving images from networked computers into the APEX workflow.*
- *New batch processing of image effects, including white borders, black & white, sepia and auto red eye reduction.*
- *And a host of other new features delivering improved connectivity and functionality.*

“These new features allow more retailer profit potential than ever before,” said Nicki Zongrone, General Manager and Vice President of Eastman Kodak Company’s Retail Systems Solutions business. “With our extensive product and workflow flexibility, we continue to focus on making it both easy and profitable for retailers to help consumers easily create the personalized solutions they’ve always wanted from digital photography. Knowing that retailers want to limit capital spending in these unprecedented economic times, our APEX solution provides them exceptionally low cost of entry into the high margin premium photo product category – and that’s good for their business,” she said.

The new APEX features are on display at Kodak’s booth at PMA, demonstrating Kodak’s strong commitment to the future of retail printing and beyond.

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>.

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