

## **Introduction**

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On October 31, 2001, Kodak announced the KODAK Image Access Standard for KODAK Retail Digital Systems. This standard will provide solution developers with an easy means to create products that are fully compatible across Kodak's retail digital equipment and software portfolio.

The KODAK Image Access Standard is targeted at imaging application developers, Internet photo service providers, application service providers, wireless device application developers, game console application developers, and companies who wish to do custom integration of KODAK Retail Digital Systems.

This announcement established Kodak as the first and only company to facilitate and encourage the development of applications by other companies that will deliver expanded choices for consumers to improve, share, and enjoy their photos through retail photofinishers.

This open approach to imaging technology at retail will lead to accelerated availability of services to provide more choices and easier, convenient access for photo services from both film and digital images.

## **What is the KODAK Image Access Standard?**

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The KODAK Image Access Standard is a single network interface specification for all KODAK Retail Digital Systems. This includes all current and future Kodak kiosks, digital workstations and digital minilab systems using KODAK DLS Software.

Two KODAK Image Access Software Development Kits (SDKs) will be available – a Client SDK and a Server SDK. The SDKs will provide developers the ability to utilize KODAK Retail Digital Systems as on-ramps and off-ramps to remote image archives, Internet photo systems, and specialized in-store applications. Availability is scheduled for November 12, 2001 for the Client SDK and February, 2002 for the Server SDK.



The company anticipates that through applications developed utilizing the KODAK Image Access Standard, consumers will soon :

- Print images stored on a home computer at a retailer's digital minilab thereby building digital fulfillment at retail.
- Review images from their film and digital photography at home via the Internet prior to printing, then customize their print order to get exactly the pictures they want, in sizes and quantities they specify, from their favorite retailer.
- Use KODAK Picture Makers to access pictures from an online repository, download selected images, and print them on the spot at retail.
- Download and print at retail – either through a KODAK Picture Maker or digital lab with KODAK DLS software – images from an online library, such as the collection of space images maintained by NASA.
- Access pictures stored on a database maintained by their retail photofinisher from home, then select images and arrange them into a different form, such as a year in pictures CD-ROM, which would then be produced by the retailer.

## **Developer Benefits**

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The KODAK Image Access Standard helps developers extend the reach and potential use of their applications to the more than 35,000 of Kodak's kiosks, workstations, and DLS Software minilabs currently operating worldwide – along with the millions of consumers that they serve.

The deployment of a single interface across multiple systems from Kodak reduces development effort, lowers investment, and facilitates faster time to market.

Additionally, the trust and confidence associated with the Kodak brand will enhance the developers' business-to-business communications, positioning, and market potential regarding their KODAK Image Access Standard-based products.



## **Consumer Benefits**

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New, exciting, high-quality photo products and services, and the convenience of ordering from home or retail, lets consumers have the choices they desire. Additionally, consumers can retain the confidence and continued convenience of getting high-quality print fulfillment from familiar, local retailers. Whether images originate from film or digital sources, consumers will experience significant new benefits.

## **Retailer Benefits**

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Innovations from solution providers will provide more choices for retailers, allowing them to build additional profit potential by differentiating their business in new and unique ways. Increased demand from consumers for the new products and services will drive business growth for retailers, open up new market segments and support customer retention.

## **Industry Benefits**

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Accelerated industry growth is a result of faster development of expanded choices, delivered to consumers through established, familiar channels. New business opportunities for developers, retailers, and manufacturers will grow from the increased demand of consumers, corporations, and small businesses as they experience the benefits of easy, broad access to digital imaging services and products.

## **How to Acquire the KODAK Image Access Software Developers' Kit**

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Developers can find an order form for the KODAK Image Access SDK at [www.Kodak.com/go/KIAS\\_developers](http://www.Kodak.com/go/KIAS_developers). Also available at this Web site are documents describing the size and scope of the imaging industry, the KODAK Retail Digital Systems portfolio, technical specifications for the SDK, an overview of the KODAK Network Photo Systems Patent Licensing Program, and support options for the SDK.

For more information and to register for the KODAK Image Access SDK for KODAK Retail Digital Systems, go to [www.Kodak.com/go/KIAS\\_developers](http://www.Kodak.com/go/KIAS_developers) today!

