



Announcing the KODAK IM5 Smartphone: Simplifying the Smartphone Experience

Las Vegas, January 6th: Iconic photography brand Kodak and specialist mobile device manufacturer Bullitt Group today announced the launch of the KODAK IM5 Smartphone (IM5), a 5" HD Android smartphone that is as easy to use as it is smart.

Its simple, intuitive user interface offers quick and easy access to key functions such as calling, messaging, camera and contacts. Advanced remote management software also allows trusted friends and family to provide help if needed via a PC or tablet.

As you'd expect from Kodak, imaging is central to the phone's appeal and the IM5 makes taking, storing, sharing and printing photos quick and simple. The 13MP auto-focus main camera comes with unique image management software that, at the touch of a button, lets users quickly edit photographs and either display them on the device, share on social media or print using a customized app compatible with home printers as well as future printing and sharing services.

Says Oliver Schulte, CEO of Bullitt Mobile: "This is a phone for consumers who appreciate the value and heritage of the Kodak brand. It looks great, is easy to use and offers real value for money."

The desire for simplicity however doesn't mean a sacrifice on speed and performance. Running Android OS (Kit-Kat which will be upgraded to Lollipop) this octa-core 1.7Ghz is expandable to 32GB via a Micro SD card. It also comes with a dedicated app store (called simply "Apps") that offers users quick and easy access to a hand-picked selection of applications suited to their interests; (there is also full access to Google Play).

Aimed at consumers who want a smartphone that is easier to use than what they are currently using (or being offered), the IM5 serves a market segment that – to date – has been poorly served by handset manufacturers.

Adds Eileen Murphy, VP Brand Licensing at Kodak: "Too many memories stay stuck on mobile phones, often because the process for sharing them is too complicated for users. That's why we've partnered on the IM5, the first device in a range of mobile products that takes our heritage and experience in photographic technology and combines it with Bullitt's expertise in designing high-quality devices for a specific target consumer."

Full specification for the KODAK IM5 Smartphone:

- Custom built, intuitive user interface

- Remote Management software
- Dedicated app store with hand-picked selection of apps
- Octa-core 1.7 GHz processor
- 5" full HD screen
- 13 MP rear camera with AF and flash, 5MP front camera
- 8 GB ROM 1GB RAM (expandable to 32 GB via Micro SD)

Available in white or black, the IM5 Smartphone can be seen at CES 2015 on the Kodak stand in South Hall 1, Booth 21818 and at the Pepcom Digital Experience event. It will be available globally, starting with roll-out in Europe from end of Q1 2015.

About Kodak

Kodak is a technology company focused on imaging. We provide – directly and through partnerships with other innovative companies – hardware, software, consumables and services to customers in graphic arts, commercial print, publishing, packaging, electronic displays, entertainment and commercial films, and consumer products markets. With our world-class R&D capabilities, innovative solutions portfolio and highly trusted brand, Kodak is helping customers around the globe to sustainably grow their own businesses and enjoy their lives. For additional information on Kodak, visit us at kodak.com, follow us on Twitter @Kodak, or like us on Facebook at KodakNow.

About Bullitt Group

Founded in 2009 by Colin Batt, David Floyd and Richard Wharton, Bullitt designs, manufactures, markets and sells consumer electronic devices in partnership with global brands. It is the worldwide licensee of Caterpillar Inc. for 'rugged' mobile devices and accessories and Ministry of Sound and Ted Baker for audio products. Based in Reading, Bullitt's products are sold in more than 60 countries and the Company has a presence in key markets across the globe including Taiwan, Taipei, the UK and the USA.

For more information, photography and to arrange an interview with Kodak and Bullitt Group executives at CES please contact:

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