

Why Kodak Brand?

- The Kodak brand name is consistently rated in the top ten brands world-wide in terms of name recognition.
- Kodak's image is one of Quality, Value, and Technology leadership
- With the rapid growth of digital photography, Kodak's image in the expanding areas of digital storage and photography are second to none.
- The Kodak brand is being manufactured to stringent specifications that ensure both premium quality, and comprehensive drive/media compatibility.
- Kodak's patented archival media is unique within the industry, providing long-term storage of important data, true-colour images of precious memories, and crisp digital sound quality suitable for audio mastering.

Kodak MEDIA PRODUCTS

Kodak's new range of Optical Media focuses on technology based solutions for archiving digital information, sound, video and images.



Kodak Gold Professional Media Protecting your memories for generations

*Until recently, archiving important data, photographs and memories reliably has been problematic. Now **Kodak**, together with Moser-Baer, has developed 5th generation DVD-R and CD-R discs with the capability to store data for up to 200 years.*



*The **Kodak** Gold Professional Disc is unlike any other recording media. It is designed to withstand the harmful effects of high temperature and humid conditions to preserve important documents, data, and images for generations. **Kodak** Gold Professional discs utilize a patented gold metallurgy reflective layer that delivers measurably better electrical performance for higher quality recordings. These superior electrical properties enable the writing of data at twice the speed of standard archival media.*

Kodak Digital Imaging Solutions



Kodak Ink Jet Printable CD-Rs and DVDs

For disc printing/customization applications—a natural place to showcase Kodak print quality. Incorporating a new ink sourced from Japan, this specialized ink has been designed for fast drying while bringing out bright and vivid colours.

Kodak Double Layer 8.5gb DVDs

Nearly double the storage capacity of standard DVDs for applications that require image or data storage in excess of 4.7 gigabytes. Kodak's DL discs utilize Ricoh's patented double layer technology to provide the best drive compatibility with the industry's fastest DL write speeds.



Kodak Blu-Ray DVDs

Kodak's Blu-ray discs are amongst the select few that have passed all industry verification procedures delivering uncompromised performance and drive compatibility. For High Definition recording with storage capacities up to 25 gigabytes.

Kodak Archival Media

Following two years of development, Kodak has incorporated a new technology that addresses the issue of low reflectivity when using gold reflective layers. Kodak's professional range of archival media uses an advanced metallurgy process incorporating a mixture of high technology materials that Laboratory testing has shown will store data and or images up to 200 years on a CD-R disc, and 100 years for DVD discs. Kodak's new archival media boasts improved electrical performance over other types of archival media, and can be written at maximum drive speeds with no degradation in signal quality.



Kodak Digital Mastering Disc (DMD)

Kodak's newest optical media, the DMD disc is set to revolutionize the professional recording industry. Built to the industry's highest specifications, DMD disc manufacturing specifications are unlike any other DVD media. DMD discs are manufactured with stampers designed for optimal groove geometry, with every material thickness tightly controlled to optimum tolerances. The signal characteristics of the DMD disc are heightened and clear, delivering unmatched digital performance. Applications include medical imaging and digital audio/video mastering where image and sound clarity are of utmost importance. This product is hard coated for added protection against handling damage.

Kodak Camcorder Media

Kodak's Mini DVC tape and Mini DVD discs are designed to meet the recording needs of the industry's latest digital video cameras. Available in various formats and extended recording times. Trust Kodak for superior sound quality, and brilliant true-colour video.



Kodak AutoMagic self-burning CD-Rs

Self-recording discs are the easy answer for copying photos, backing up key documents and creating portable storage for music. Simply place an AutoMagic CD into your computer and a menu appears on your screen asking what you would like to do. The user can then select and record images, music, and other files with just a few clicks. Designed for use with Microsoft Windows 2000, XP and Vista operating systems.

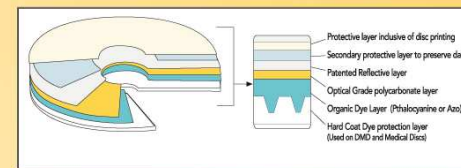
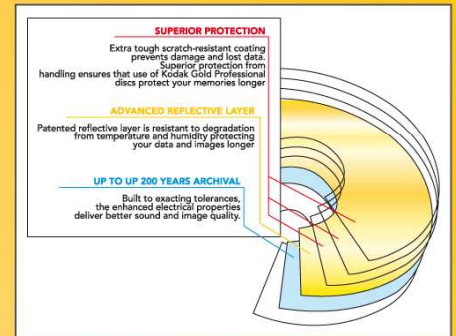
Kodak Medical Disc

The organic dye used on the disc is called a diamond dye, and represents the latest development in dye technology. Kodak Medical Discs are fully Dicom compliant, and usable in all HIPAA records systems. Kodak Medical Discs incorporate a new hard coat technology to protect important data and images against handling damage.

How long will a typical CD or DVD last?

Silver-metalized CD-R or DVD-R discs are commonly used for saving, or copying important data, images and photos. Often these discs are used to store our most precious memories of holidays, or other important events. The main benefit of these discs is their low price. Produced in massive volumes, these low cost discs are manufactured with lenient process specifications to maximize production rates and manufacturing yields. Exposing these silver discs to high temperatures and humidity can result in premature failures. That's why these discs do not stand the test of time well while their longevity in storing data is unpredictable and variable. Kodak's new Gold Professional CD-R and DVD-R discs are manufactured using a new, patented alloy process that is over ten times more durable, and consistently more stable than the material used in common discs.

In practice, this means that Kodak Gold Professional CD-R discs will retain data and images for up to 200 years. For DVD-R discs, data and image retention is up to 100 years. As a result of their superior reflective properties, these discs can be written at maximum drive speeds (52x with CD-R, and 16x with DVD-R).



Built to exceptionally tight quality standards in accordance to Kodak specifications, physical dimensions are more stringent and material components more stable. Kodak's Gold Professional discs exhibit significantly better electrical properties, making the writing process as faultless as possible. To safe-guard the patented metal layer, three additional protective layers are added to make the discs less susceptible to scratching or damage. Preserving memories is what Kodak is famous for. Now your data, pictures, and other valuable information can be safe for ages.

Trust Kodak Gold Professional Discs for protecting memories and important data for generations...

