



It's simple - your guests are your business. You can trust KODAK Event Imaging Solutions to help you grow that business with proven know-how, advanced products and technologies, and a commitment to excellence.

Call us today.

Let's talk about growing your business.

**Kodak**

It's time for you **AND** Kodak

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# Imaging That Helps Grow Your Business

A Partner Who Delivers Excellence and Innovation Worldwide



**Kodak**  
Event Imaging Solutions



# Your Guests Are Your Business

We're the clear choice for enhancing and extending their experience

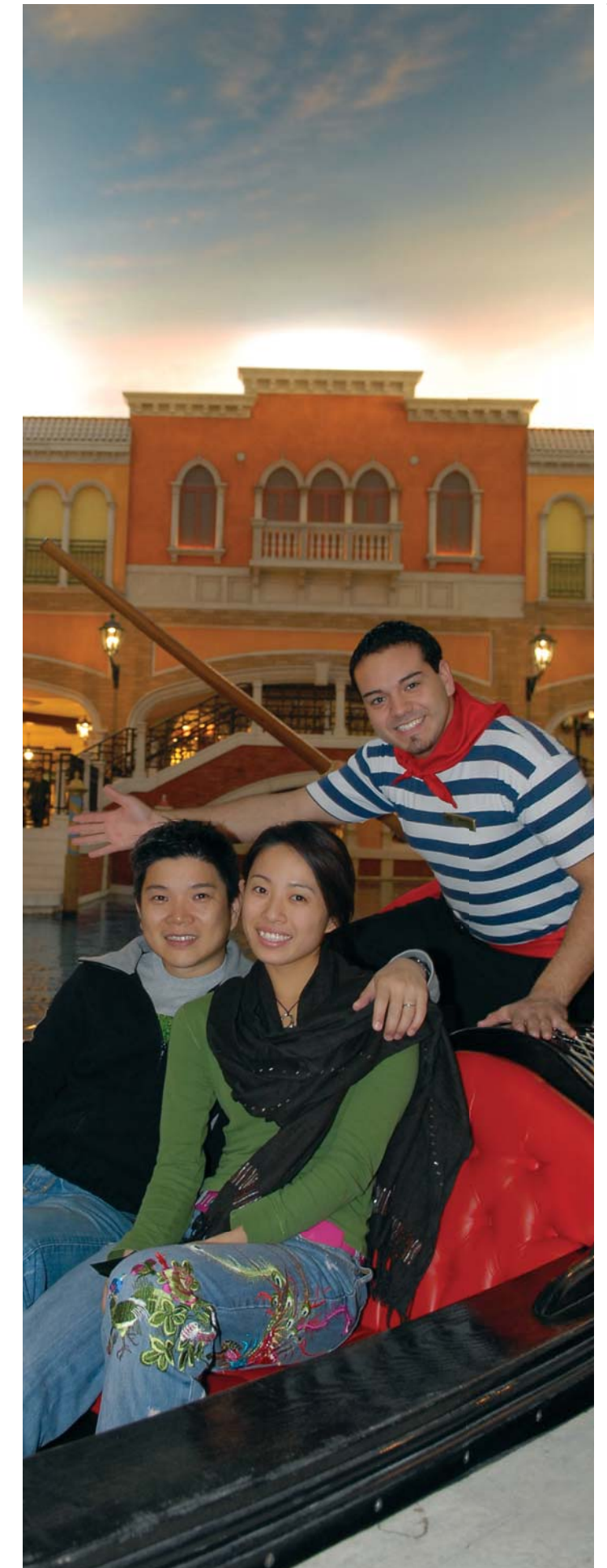
You succeed when you maximize two simple things - revenues from each guest, and each guest's intent to return.

Kodak is the imaging provider uniquely equipped to help you do both. That's because we've proven the world over that we understand this business like no other.

We know how to encourage impulse purchases with a constant stream of exciting, innovative products, helping you realize more revenue from every guest visit.

We know how to help your guests relive their memories in convenient new ways, so you can maintain relevance and reach long after the initial visit.

Most of all, we know what it means to create a unique branded experience for your guests, and we consistently deliver that experience for some of the largest and most prestigious brands in the world.





## Enhancing On-Site Performance

### Site-Optimized Solutions

No two venues are alike. That's why a dedicated Kodak project management team works with you to create and customize an imaging solution designed to maximize profit potential.

- We'll analyze your site's unique layout, traffic patterns and guest experience. Then we'll design irresistible photo opportunities so your guests will buy more keepsakes.
- As you grow and evolve, we'll introduce specific upgrades and enhancements that help drive incremental revenues with a state-of-the-art installation.
- We plan out how your custom imaging solution will work - today and tomorrow - so you can realize a continued annual percentage increase in revenue.

### World-Class Retail Operations

Kodak offers outstanding retail expertise and support to maximize the revenue potential of your operation.

With thousands of skilled operators at hundreds of sites worldwide, we're experts in growing your overall imaging category.

- Professional operations staffers will serve as ambassadors for your brand, ensuring the best possible representation of your venue.
- Our award-winning onsite training gives team members full technical and retail expertise, and these skills are continually refreshed as upgrades come online.
- We'll design and implement custom promotions with on-site specials, signage, photo sets, and site design to help enhance the business.

## Extending the Guest Experience

### Compelling Product Portfolio

We offer an ever-increasing portfolio of innovative products sure to please today's consumer, including:

- **Photo prints** in a variety of sizes, from wallet-size all the way up to wide format poster prints.
- Single and **multi-image collages**, with advanced arrangement and editing capabilities.
- **Frames, folders, albums, 3D products**, and other revenue-generating souvenirs and specialty items.
- **Digital videos** of rides and other thrill attractions.
- Digital output via **USBs, DVDs, email and mobile**.

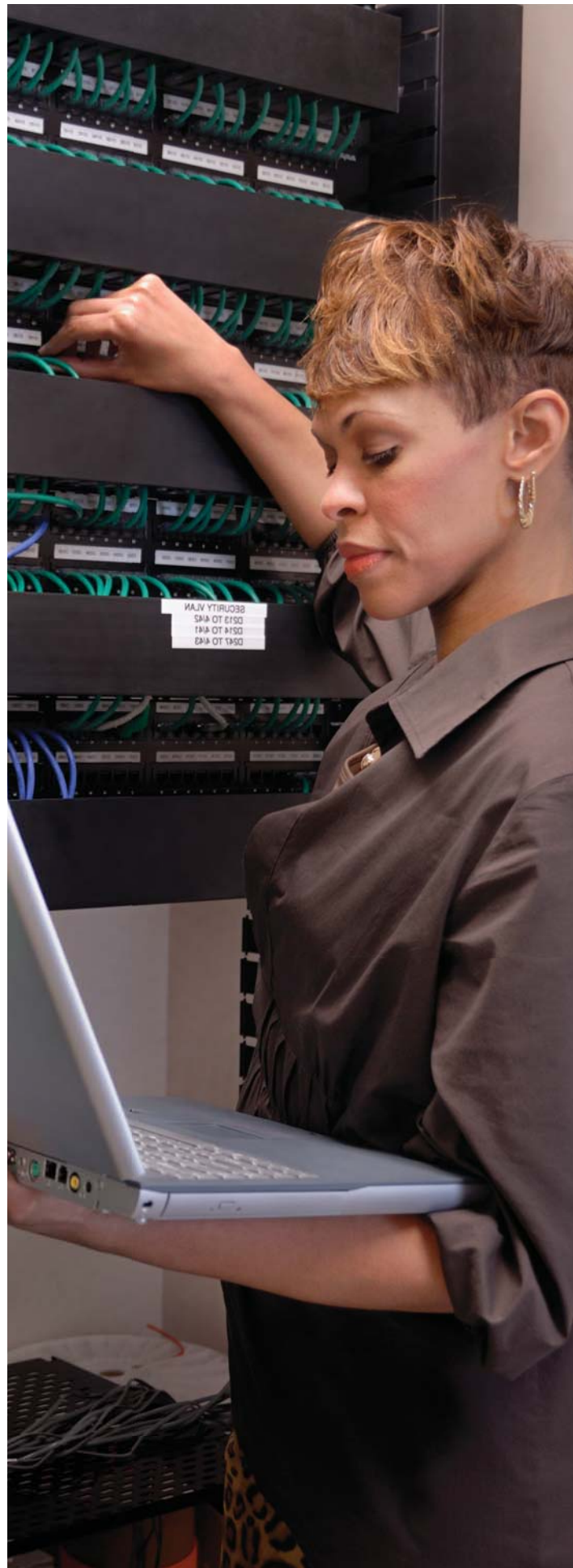
Best of all, our professional images can be integrated with stock shots and guests' personal photos to create truly unique keepsakes that will be treasured and shared for years to come.

### More Touch Points, More Choices

Your guests expect more. They want options that let them choose exactly where and how they will enjoy and share their memories. We're able to meet these expectations with a range of convenient onsite and online ordering and fulfillment options, including:

- Custom ordering and pick-up options located strategically throughout your venue.
- Flexible fulfillment solutions for delivering souvenirs to guests' hotels and homes.
- Internet storefront solutions that replicate your venue's look and feel.

And with the integration of self-serve kiosks, new digital delivery options, and integrated sharing over social networks, we'll help you extend that guest experience to more people than ever before.



## A Partner You Can Rely On

### **Powerful, Proven Technology**

Our solutions are powered by the KODAK Enterprise Photo Exchange (EPX) – an advanced, enterprise-wide digital imaging system that integrates image capture, ordering, and delivery for maximum efficiency, convenience, and opportunity. KODAK EPX is continually enhanced with new capabilities and state-of-the-art features, so you can offer a constant stream of new products and applications.

### **Dedicated, Global Support Team**

When you work with Kodak, you work with a worldwide organization committed to your success. We do more than design a custom solution for your venue – we install and maintain proven commercial equipment, providing you with enterprise-level integration, dependable operation, and minimal downtime.

### **Professional Creative Services**

Our creative services team can develop and guide the custom design of your imaging products. From special graphic treatments and text overlays to custom image enhancements unique to your venue, we'll help deliver output solutions that are consistent with your overall brand experience.

### **Worldwide Experience & Resources**

With hundreds of installations in more than 30 countries located on six different continents, Kodak represents a truly global enterprise. We are the premier name in imaging, and KODAK Products and Media are a part of every Kodak installation. Best of all, your photo program will be powered by the premier name in digital imaging: Kodak, and our 120+ years of creating and sharing once-in-a-lifetime memories worldwide.

