



KODAK CANADA INC.

News Release

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Kodak's New Four Megapixel Digicam Offers 10X Optical Zoom and SLR features

Toronto, ON, October, 2003 – Kodak has launched a new 4.0 Megapixel (MP) digital camera that sports numerous SLR features, including a 10X Optical zoom lens.

The Kodak EasyShare DX6490 zoom digital camera features a Schneider-Kreuznach Variogon 10X optical zoom lens (38-380 mm equivalent), a new KODAK Color Science imaging processing chip for rich, accurate colors and multiple shooting modes for ultimate creative control.

The focal length of the professional Schneider-Kreuznach Variogon 10X optical zoom lens gives advanced amateur photographers superb framing capability and the long lens also provides the “flattened” perspective and narrow depth of field that portrait photographers crave. Using the dual-speed zoom control, the lens can be driven from 1X to 10X in just two seconds, with the lens barrel only extending one inch after powering up the camera – all lens movements occur within the protective housing.

The Kodak EasyShare DX6490 camera also offers fully manual controls allowing independent aperture, shutter speed, exposure compensation, ISO equivalency and other settings. Aperture and shutter priority modes, as well as sport, portrait, night, landscape, macro and automatic program modes are also featured. The camera is also equipped with an external flash synch which is capable of synching at any shutter speed. With 16 MB of internal memory, and a slot for an optional SD/MMC memory card, the DX6490 also offers a high-resolution TTL electronic viewfinder (EVF) and 2.2 inch high-resolution indoor/outdoor LCD screen.

It comes bundled with a Kodak EasyShare camera dock 6000 that provides a full lithium-ion battery charge in less than three hours as well as one-button digital picture transfer, organization, editing, e-mailing and printing. The Kodak EasyShare DX6490 camera and dock are available now in Canada for \$749.95.

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The Kodak EasyShare DX6490 camera is also compatible with the breakthrough Kodak EasyShare printer dock 6000 that creates borderless 4X6 thermal prints in 90 seconds per print that include the Kodak XtraLife laminate coating that enables prints to be waterproof and last a lifetime, just like prints from traditional photographic processes. The Kodak EasyShare printer dock 6000 has a suggested retail price of \$299.95. A 40 paper/cartridge combo retails for \$39.95.

For more information on Kodak Canada and its products, you may call the Kodak Information Centre at (416) 766-8233. Ext. 36100 or outside Toronto call toll free at 1-800-465-6325, Ext. 36100 or visit the Kodak web site at www.kodak.ca.

About Eastman Kodak Company and infoimaging

Kodak is the leader in helping people take, share, print and view images – for memories, for information, for entertainment. The company is a major participant in infoimaging, a \$385 billion industry composed of devices (digital cameras and flat-panel displays), infrastructure (online networks and delivery systems for images) and services & media (software, film and paper enabling people to access, analyze and print images). With sales of \$12.8 billion in 2002, the company comprises several businesses: Health, supplying the healthcare industry with traditional and digital image capture and output products and services; Commercial Printing, offering on-demand color printing and networking publishing systems; Commercial Imaging, offering image capture, output and storage products and services to businesses and government; Display & Components, which designs and manufactures state-of-the-art organic light-emitting diode displays as well as other specialty materials, and delivers optics and imaging sensors to original equipment manufacturers; and Digital & Film Imaging Systems, providing consumers, professionals and cinematographers with digital and traditional products and services.

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