



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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EPX 10/11
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KODAK Enterprise Photo Exchange

Imaging Technology to Help Grow Your Business



Kodak
Event Imaging Solutions



You Create Memories

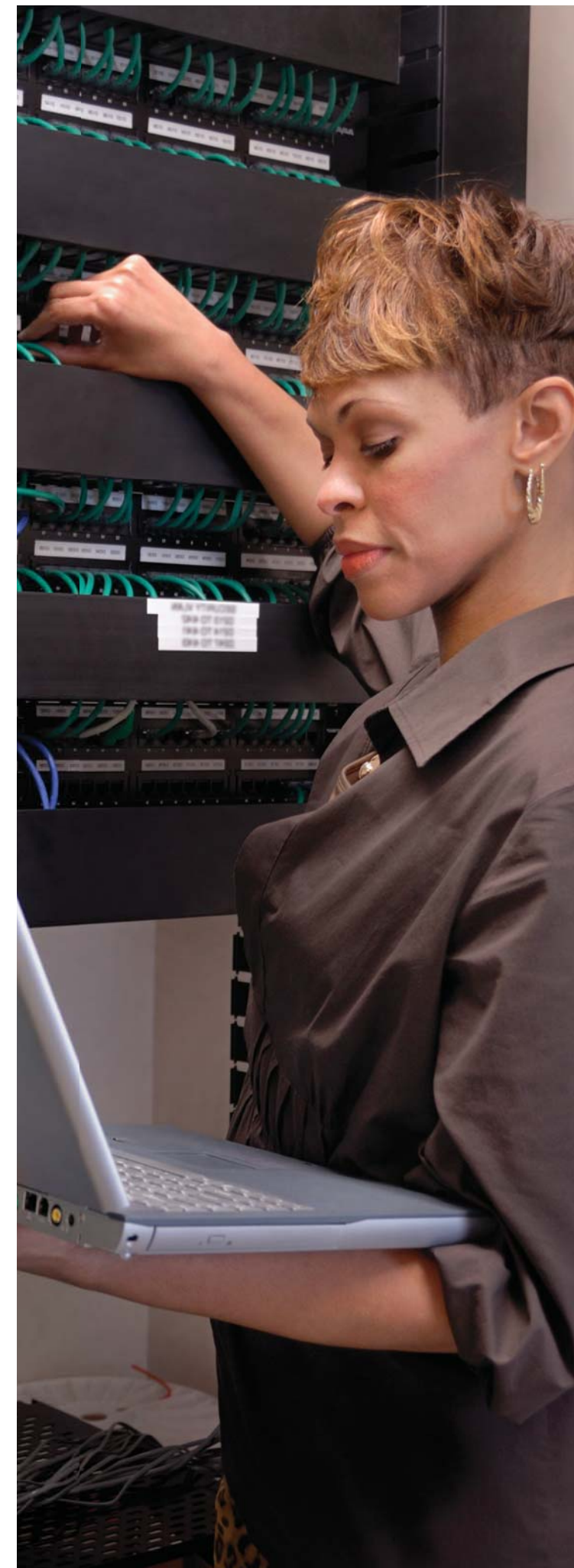
Our KODAK EPX imaging platform helps turn them into revenue

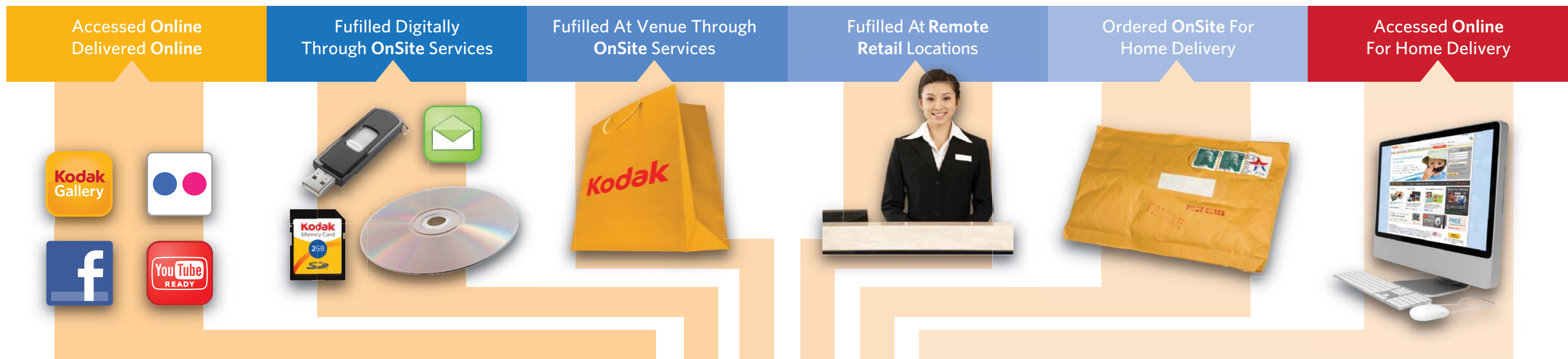
Kodak provides state-of-the-art imaging solutions designed to help you deliver a more engaging experience for your guests, and more growth for your business.

The KODAK Enterprise Photo Exchange (EPX) is the technological core of every Kodak installation – a comprehensive imaging platform with the proven ability to power your venue's entire imaging program.

KODAK EPX seamlessly integrates imaging into your enterprise operations, providing you with the management capabilities you need, and your guests with a memorable experience they'll cherish for a lifetime.

More than that, KODAK EPX is your gateway to a constant stream of business-building innovations, from compelling new products to an ever-expanding array of consumer touchpoints – all designed to extend the reach and relevance of your brand.





Multiple Workflow Configurations

KODAK EPX has the ability to enable capture of virtually any guest experience – and the power to support guest flow demands of some of the world’s largest attractions.

- **Roving Photography Solutions:** Capture guests “in the moment” – whether on the land, in the air, or under the water – with several image upload and guest-tracking options (including upload options that enable immediate view and purchase).
- **Thrill Ride Solutions:** From coasters and slides to gondolas and half-pipes, capture the thrills, fun and excitement of your venue. You can choose from single to multiple capture points, and both photo and video options are available.
- **Studio Systems:** Take guests on an adventure or pose them with favorite characters. From interactive 3D sets to high volume guest flow attractions, these systems are designed for speed and throughput with minimal labor.
- **Virtual Capture Solutions:** Let them take a starring role in a favorite scene, have them pose, and become part of the action. KODAK Green Screen Imaging Technology produces realistic true-to-life images with outstanding depth and quality.

You can combine all of these image capture systems into a single venue-wide enterprise, or maintain them as separate stand-alone components – whatever works best for your business.



More Consumer Touchpoints

KODAK EPX can improve the strength of your retail presence and help drive purchase intent. With flexible ordering and delivery options, you can give your guests just what they want – when and how they want it.

- Image viewing and ordering can be offered from **multiple retail locations**, with delivery onsite or optionally fulfilled remotely and shipped direct to any guest address.
- Ordering can be further eased with **self-service kiosks** at retail locations and other convenient sites.
- In addition to retail location output, guest orders can be routed for pickup at **remote retail locations**, such as hotel gift shops.
- **Digital displays** can be incorporated on guest-facing counter displays, ride preview monitors, and queue lines for **promotional content** and dynamic retail messaging.
- We offer a range of **online** image viewing and **claiming options** from individual to group-level privacy, with **secure online ordering**.
- This can be combined with integrated **social media** capabilities to extend the reach and relevance of your venue to new prospects.

Kodak Enterprise Photo Exchange

The Right Fit Today, and Tomorrow

KODAK EPX features the latest in KODAK Imaging Technology, designed to fit your business now, and expand as your business grows in the future.

KODAK EPX can be configured to a **right-sized solution** that matches up with the needs of your venue, no matter how big or how small.

As your business evolves and traffic increases, EPX can easily **scale up** to handle more volume.

KODAK EPX is **continually enhanced** with new capabilities and state-of-the-art features, so you can offer a constant stream of new guest-pleasing products and applications.

Seamless, Reliable Operations

KODAK EPX is truly an enterprise-level platform, developed to support seamless, reliable “back office” operations while providing key productivity data to enable fact-based decision-making.

- **Access and manage images** with our enterprise level data management, tracking, and storage infrastructure – readily integrated into your existing IT framework and tailored to minimize operator touchpoints and maximize productivity.
- Reliable **guest tracking** from entrance to exit, at a single venue or a resort-wide network applying adaptable technologies, including Magnetic, Barcode, RFID, and facial recognition.
- Extensive sales **reporting**, promotions and CRM features, as well as the ability to track and control use of your licensed content, to help support the management of your operations.
- Our **internet storefront solutions** offer custom branding, promotions, and links to your site or those of key partners. You also get **access** to the storefront’s **online traffic data**, so you can market directly to guests in the future.

Expanding 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, consumer photos can be **integrated** with stock shots and professional images to create truly unique keepsakes that your guests will treasure and share for years to come.

Backed by the Worldwide Leader

With hundreds of installations in more than 30 countries located on six different continents, Kodak represents a **truly global enterprise**.

We do more than design a custom solution for your venue – our **local project management and service teams** install and maintain proven commercial equipment, providing you with seamless, enterprise-level integration, dependable operation, and minimal downtime.

Our creative services team can develop and guide the **custom design of your imaging products and retail sites**. 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.

KODAK EPX is supported by the premier name in digital imaging: Kodak, and our 120+ years of creating and sharing once-in-a-lifetime memories worldwide.

