



Issue 7 • October, 2008

Announcements at Photokina . . . and more

Available on a stock-turnover basis in 2009

KODAK FLEXICOLOR LU Developer Replenisher LORR

This new developer is designed for use in C-41 film processors experiencing unstable process control due to low daily film processing volumes.

- Extends developer stability up to two times under low-utilization conditions
- Maintains stable quality control on film processors experiencing low-utilization condition due to low volume
- Significantly reduces labor and costs for making corrections or missing new developer solution in order to maintain critical film processing quality



New FLEXICOLOR LU Developer Replenisher LORR will replace specific sizes of FLEXICOLOR Developer Replenisher LORR on a stock-turnover basis.

Available in November 2008

KODAK PROFESSIONAL EKTAR 100 Film

Who said film is dead? KODAK continues to set new standards in professional film with KODAK PROFESSIONAL EKTAR 100 Film. Our new film, with ISO 100 speed, high saturation and ultra-vivid color, offers the finest, smoothest grain of any color negative film available today. Really!



EKTAR 100 Film is geared for commercial photographers and advanced amateurs—for applications such as nature, travel, fashion and product photography where the emphasis is often on color. The new film incorporates Entertainment Imaging's KODAK VISION Film technology to achieve its unparalleled fine grain. It's perfect to photographers who prefer the ease of use of working with 35 mm, and who are looking for extraordinary scan and enlargement capability from a 35 mm negative.

For more information visit: www.kodak.com/go/ektar



Available later in 2009

KODAK PROFESSIONAL ULTRA ENDURA High Definition Paper

Introducing a new output paper designed to help your lab gain some new commercial, fashion, and portrait print work.

ULTRA ENDURA High Definition Paper delivers dramatic color with a unique high gloss, iridescent sheen. There's no backprint so you'll be able to use this paper for a variety of commercial applications. And it shares a similar emulsion set with the award winning family of KODAK PROFESSIONAL ENDURA Papers—pleasing flesh-tone reproduction, great highlight and shadow detail, and excellent print longevity.

Available on a stock-turnover basis in October

CAT Number Changes for 36- and 44-inch rolls of Inkjet Paper

Although we recently changed the catalog numbers for the following roll sizes of KODAK PROFESSIONAL Inkjet Photo Paper, the product and pricing remain the same.

OLD CAT No.	NEW CAT No.	Description	Surface
194 6318	848 4446	36 in. x 100 ft	Glossy
141 6163	138 1573	36 in. x 100 ft	Lustre
170 7975	185 3290	44 in. x 100 ft	Glossy
829 2674	186 1269	44 in. x 100 ft	Lustre

Discontinuance of E Surface Supra Sheet Paper Packs / Still Available in N and F Surfaces

As of October 1, 2008, we are discontinuing the four sheet sizes of E-surface KODAK PROFESSIONAL SUPRA ENDURA Paper due to declining sales in this surface. As a suggested alternative, we recommend N surface KODAK PROFESSIONAL SUPRA ENDURA Paper in the same formats. The full summary and status is below:

Surface	Cat #	Sheet Format	Status
E	3898384	100SH 8 IN x 10 IN SUPRA ENDURA E	Discontinued
E	3930609	50SH 11 IN x 14 IN SUPRA ENDURA E	Discontinued
E	3883212	50SH 16 IN x 20 IN SUPRA ENDURA E	Discontinued
E	3883055	50SH 20 IN x 24 IN SUPRA ENDURA E	Discontinued
F	3898392	100SH 8 IN x 10 IN SUPRA ENDURA F	Active format / Will convert to 50SH Pack
F	3930690	50SH 8.5 IN X 11 IN SUPRA ENDURA F	Discontinued
F	3930583	50SH 10 IN X 12 IN SUPRA ENDURA F	Active
F	3930708	50SH 11 IN x 14 IN SUPRA ENDURA F	Active
F	3883220	50SH 16 IN x 20 IN SUPRA ENDURA F	Active
N	3898400	100SH 8 IN x 10 IN SUPRA ENDURA N	Active format / Will convert to 50SH Pack
N	3930617	50SH 10 IN x 10 IN SUPRA ENDURA N	Active
N	3930377	50SH 11 IN x 14 IN SUPRA ENDURA N	Active
N	3883238	50SH 16 IN x 20 IN SUPRA ENDURA N	Active
N	3883105	50SH 20 IN x 24 IN SUPRA ENDURA N	Active
N	3932415	50SH 30 IN X 40 IN SUPRA ENDURA N	Active

SUPRA ENDURA Paper sheet catalog numbers will convert to new catalog numbers later this year as we change internal sourcing for these items. All continuing sheet formats will then be available in 50-sheet packs. The new catalog numbers will be announced when they are available.

Discontinuance of E Surface ULTRA ENDURA BP Paper Roll Formats

Kodak will discontinue all roll sizes of E-surface KODAK PROFESSIONAL ULTRA ENDURA Paper and stocks will be spent by December 2008. These items will be replaced in 2009 with KODAK PROFESSIONAL SUPRA ENDURA VC Digital Paper.

Available Q1 2009

KODAK PROFESSIONAL SUPRA ENDURA VC Digital Paper

SUPRA ENDURA VC Digital Paper will be available in Glossy (F), Lustre (E), Matte (N) surfaces in roll formats only.

- Designed for pro labs using color managed digital exposure systems
- Increased color gamut
- Excellent flesh reproduction
- Exceptional sharpness: type, graphics, images
- Brilliant image quality – print after print

Premium Members only

6th Podcast Now Available

"Experience," the fourth podcast from Lisa Johnson's is now live.

Below is the list of podcasts that will be posted by week, over the next 3 months.

*** We would like to hear from you if you enjoy this type of content and format, or suggestions for what you would like to see/hear. Please provide feedback directly to your Kodak representative. ***

Topics:

To Be Posted:

- | | |
|---|-----------------------|
| 1. The Land of Pull...the Land of Push | August 26th |
| 2. The New Consumer Playground | September 2nd |
| 3. The Connected Generation with Quiz | September 9th |
| 4. The Connected Worldview: Experience | September 16th |
| 5. The Connected Worldview: Transparency | September 23rd |
| 6. The Connected Worldview: Reinvention | September 30th |
| 7. The Connected Worldview: Connection | October 7th |
| 8. The Connected Worldview: Expression | October 14th |
| 9. Shine the Spotlight: Extreme Personalization | October 21st |
| 10. Bring it to Life | October 28th |
| 11. Filter out the Clutter | November 4th |
| 12. Build it Together | November 11th |
| 13. Swing the Pendulum | November 18th |

Discontinuance of Color Management Kit for Use with SUPRA ENDURA Paper

- KODAK Color Management Check-up Kit Request (Material #1957570) is discontinued and stock will be purged by year-end 2008.

See us at PhotoPlus East Expo

Kodak is participating in the annual PhotoPlus East Expo held at the Jacob Javitz Convention Center in NYC from October 23-25th, 2008. It is the world's largest gathering of advanced amateur photographers, professional photographers, photo enthusiasts, consumers, labs, multimedia producers, art directors, prepress managers, and more! The total attendance in 2007 was 37,000 exploring and learning from 100,000 square feet of expo vendors. Kodak will be showcasing a portfolio of products including films, papers, software, document imaging scanners, picture kiosks, thermal and inkjet printers and papers, digital consumer cameras, accessories, touch border digital frames, a theatre media player, a pocket video camera, and AIO inkjet printers.

One highlight of the expo will be our *NEW* EKTAR 100 Film, with ISO 100 speed, high saturation and ultra-vivid color that offers the finest, smoothest grain of any color negative film available today. It is the ideal choice for commercial photographers and advanced amateurs for applications such as nature, travel, fashion and product photography where the emphasis is often on color. It's perfect for photographers who prefer the ease of working with 35 mm, and who look for extraordinary enlargement capability when scanning and printing. Kodak continues to champion professional photographers and set new standards in professional film.

Be sure to stop by **Booth # 624** to see the latest products from Kodak!

Look for Kodak at these shows

Show	Date	Location
Southwest Professional Photographers of America	October 3 – 5	Arlington, TX
PhotoPlus East Expo 2008	October 24 – 25	New York City, NY
Graph Expo	October 26 – 29	Chicago, IL

Best regards,

Pro Lab Resource Center Team