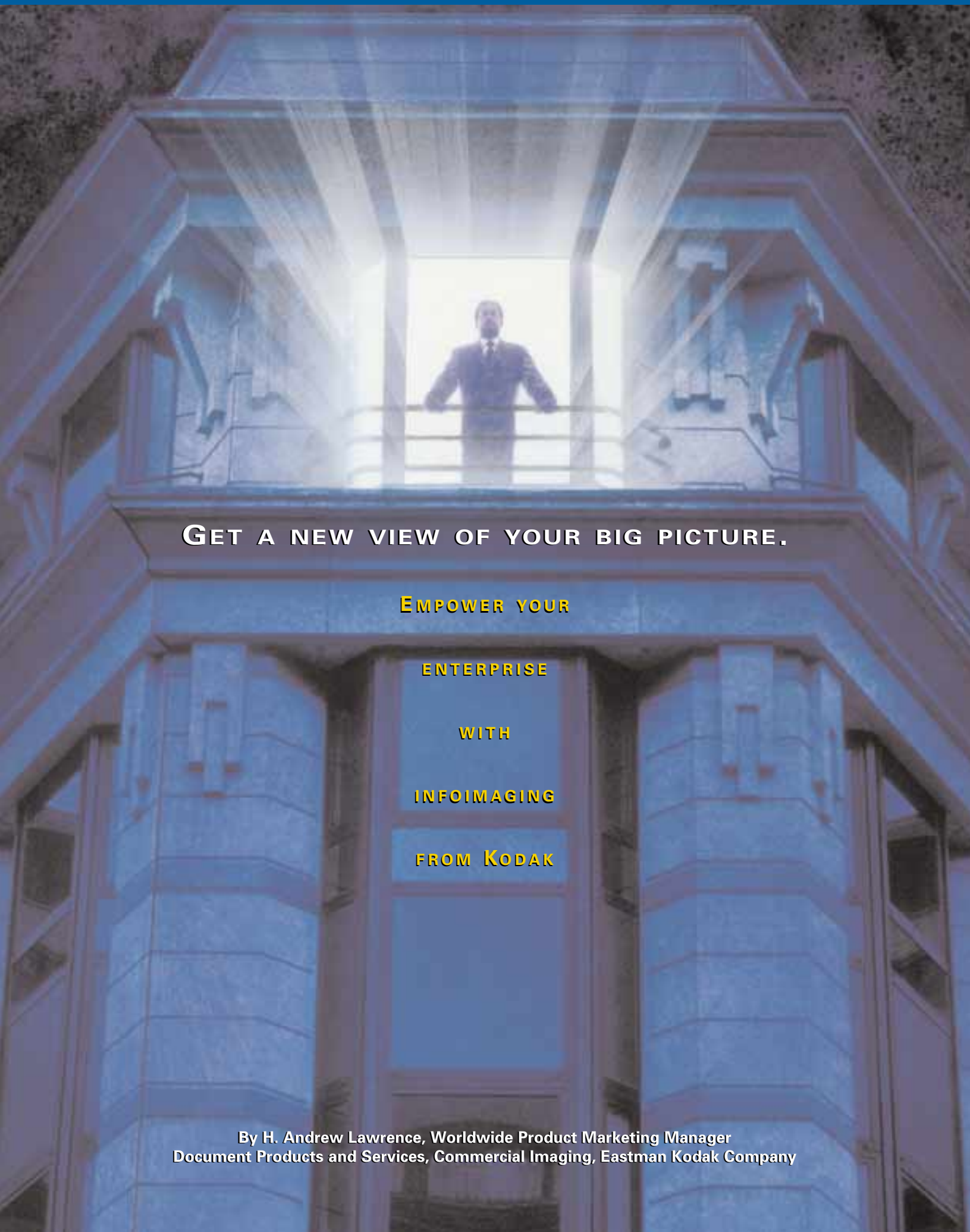
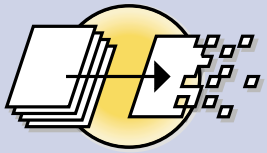


GET A NEW VIEW OF YOUR BIG PICTURE.

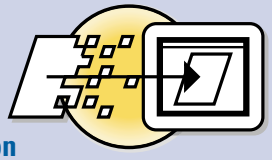
EMPOWER YOUR ENTERPRISE WITH INFOIMAGING FROM KODAK

By H. Andrew Lawrence, Worldwide Product Marketing Manager
Document Products and Services, Commercial Imaging, Eastman Kodak Company



HMO minimizes manual data entry with imaging.

Complementary Healthcare Plans (CHP), an Oregon-based, 1.3 million-member health insurance organization, implemented an imaging system for scanning paperwork. After evaluating several claims scanning system vendors, the company selected Datacap, who combined their software with a KODAK DIGITAL SCIENCE Scanner 2500—resulting in higher productivity and a cost savings of nearly $100,000 per year for CHP.



Tax Commission reduces costs with digital record distribution.

The Utah State Tax Commission processes 700 to 1,000 multi-page requests daily for copies of tax return forms and supporting documents.

The Commission reduced operational expenses and cut employee operating time by adopting scanning technology from Kodak. Document images can be transmitted by e-mail and posted in shared folders.

It's time to improve the way you manage critical information.

Kodak understands the power of information. It is the lifeblood of financial and management processes. Analyzing information gives you the insights necessary to manage risk, minimize operations costs, and optimize interactions with partners, supply chains, and customers.

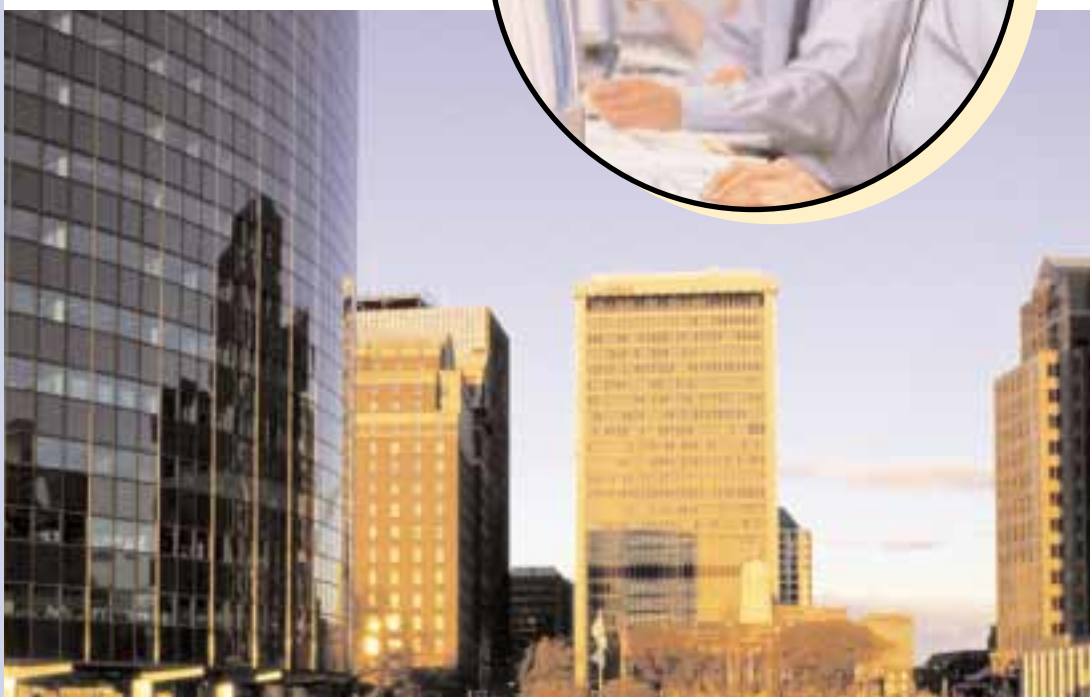
Data can take you only so far. To complete the big picture, you require access to formatted documents and a variety of pictorial information. That's where Kodak's imaging solutions come in. We enable images as part of your workflow and information repositories in order to improve your ability to:

- Access information quickly
- Automate process workflows
- Communicate efficiently
- Detect changes readily
- Ensure compliance
- Safeguard data integrity

Leverage the eye-brain connection to the human interface.

Enabling your enterprise with imaging can provide strategic value because of what people are. Against the blizzard of technological developments, people are still born with the same five senses. The human computer continues to be an analog creature. Before we can experience digital data as information, it must be compiled for audio or visual presentation—generally as words, symbols, and images.

It's difficult to overstate the value of images and imaging in our interactions with the world and each other. An online order page is the electronic analog of a paper form with metadata glue holding the content together. We're prompted to save or print the page



for our records before the screen image dissolves into nothingness. And merchants still require your written signature or e-signature—a symbol of your identity—at the point of sale as proof of credit card transactions.

IMAGES ARE YOUR FUTURE—AND BECOMING THE RECORD OF YOUR PAST.

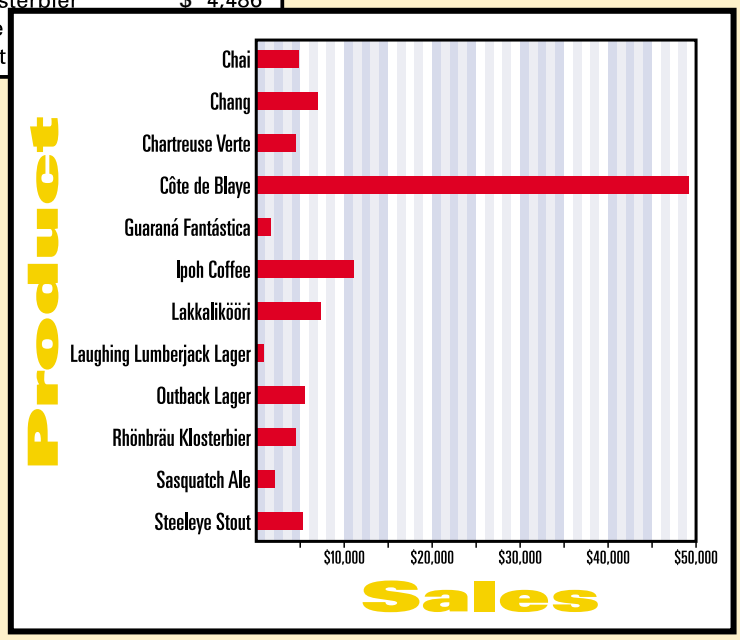
In just one generation, we've gone from paper to electronic documents. And Kodak's been there as an intermediary to help the human computer extract the most value from the images that appear on its desktop.

Think of the information containers circulating through your own enterprise environment. There are many ways image content and image-based processes can make the processes richer and more usable.

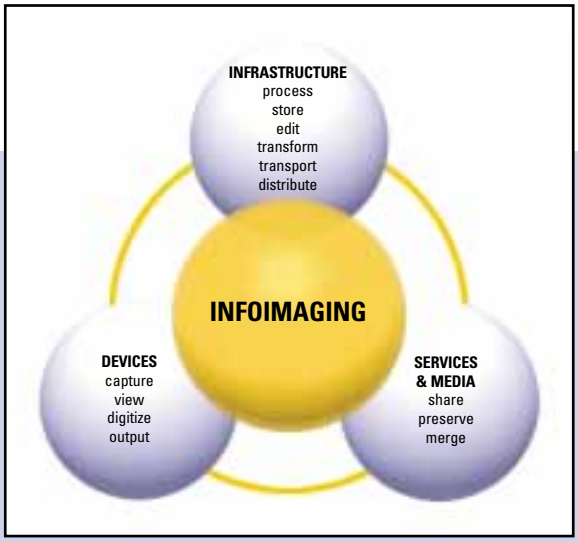
QUICK—WHICH BEVERAGE SELLS MOST?

Product	Sales
Chai	$ 4,887
Chang	$ 7,039
Chartreuse Verte	$ 4,476
Côte de Blaye	$49,198
Guaraná Fantástica	$ 1,630
Ipoh Coffee	$11,070
Lakkalikööri	$ 7,379
Laughing Lumberjack Lager	$ 910
Outback Lager	$ 5,468
Rhönbräu Klosterbier	$ 4,486
Sasquatch Ale	
Steeleye Stout	

The meaning of the data becomes obvious when it is presented as an image.



We put images to work for you.



Infoimaging: the industry created by the convergence of image science and information technology.

Infoimaging solutions are capable of generating:

- New Internet markets
- E-commerce growth
- New applications for traditional industries
- Customer loyalty
- Increased revenue opportunities
- Bottom-line business impact

You may think of Kodak as the "Picture Company." Indeed the cliché used in the press is "Kodak, the Rochester photo giant..." The world has trusted the visual record of its personal, cultural, and historical memories to Kodak for more than a century.

Today that trust continues to expand to include the space where imaging science meets information technology.

In the emerging industry called infoimaging, new technology makes "snapshots" of documents at the moment of creation to capture information content and context.

Kodak's technology is at work in offices. It shows up on PDAs in the field. It's out in space, probing the edges of the universe. Kodak is playing a leading role in helping to write the protocols and standards that allow increasing volumes of image content to flow across the Worldwide Web. And our developments in metadata are working behind the scenes to preserve security and image fidelity.

When a picture must convey 1K words, Kodak has the answer: Infoimaging.

As a world leader in all aspects of imaging science, we're positioned to help information systems address many critical human touch points that involve images. Turn to us when you need:

- To extract information from inaccessible storage media, such as paper
- To provide an awareness of the completeness of the data set pertaining to a given piece of data
- To personalize the presentation of information according to end user preferences
- To authenticate the veracity of information
- To automate processes and provide performance monitoring
- To build more intelligence into smart peripherals
- To preserve network bandwidth
- To manage ever-increasing storage volumes
- To reduce or eliminate the need to maintain legacy storage formats and systems
- To provide survivability of information

Take advantage of Kodak's inside track on imaging for business applications.

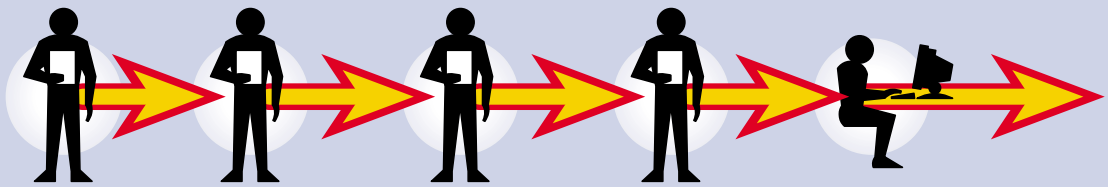
Since the early twentieth century, Kodak has worked with some of the largest companies in the world to apply imaging. We've been central to the ongoing evolution of critical business processes. Kodak has molded the leading technology of the day to facilitate information management and mitigate risk.

Our list of long-term loyal customers reads like the S&P 500. Decade by decade, imaging products and services from Kodak have supported insurance, financial services, pharmaceutical, health care, transportation, retail, and manufacturing—virtually every industry. Federal, state, and local governments have also depended on Kodak to safeguard their vital information processes.

Today, we're helping our customers make the transition to e-business environments and facilitating information exchange while maintaining the integrity of information. Kodak is developing ways to enable electronic document management systems (EDMS) technologies to better manage unstructured information. And we're forging stronger links among mission-critical processes, such as EDI, CRM, and supply chain management.

JPMorgan Chase Bank automates paperwork via imaging and the Internet.

JPMorgan Chase Bank recently integrated software from Kodak with its new i-VAULT! system. This enables businesses to scan company documents at high speeds using KODAK Scanners and software and seamlessly load the document images into the i-VAULT! electronic storage environment.



Infoimaging removes steps from critical business workflows, and helps make the steps that remain work better.

Kodak accelerates critical information flows by replacing manual processing with image-enabled processing.

Office Imaging Milestones from Kodak

1928 *check images are captured on film media*

1934 *automatic microfilmers preserve newspapers*

1941 *Airgraph system provides compact, paperless transport of WWII "V-Mail"*

1950 *computer output to microfilm*

1955 *first automated image retrieval device unveiled*

1963 *coded system is able to search one million pages and print a desired page within 30 seconds*

1977 *laser writing of computer-generated pages to film media*

1978 *microprocessor-driven retrieval improves information accessibility*

1985 *first LAN-based image information management system*

1989 *first microfilm digitization*

1990 *first high-speed document scanners capable of production-level capture*

1998 *desk-top sized production document scanner*

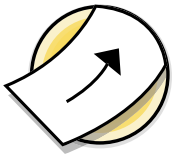
1998 *desk-top sized microimage scanner*

1999 *first commercially viable color document scanners*

2002 *high-speed production-level color document scanners*

TAKE YOUR OPERATION FURTHER, FASTER WITH IMAGING FROM KODAK.

You can experience the benefits of enhanced access to documents and information today. Kodak offers devices, software, media, and services that can make a positive impact on how you do business.



CAPTURE

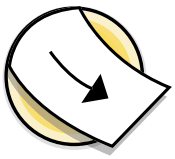
- KODAK Scanners capture unstructured data (from paper, film or digital data streams), putting it in a digital form that enables sharing within content management systems. Information is more immediately available in the form that a given process requires. Improved availability can accelerate throughput rates for transaction and other processing chains.

MANAGE

- KODAK Software and application software provided by our partners enable you to manage the imaging process. Our application of imaging science helps to optimize results and makes imaging devices easier to operate.

ARCHIVE

- KODAK Media enable the creation of a reference archive, a natural part of a total records management system. Documents of all sorts can be managed to meet regulatory compliance and public trust requirements for business and government.



DELIVER

- KODAK Products that enable reference archiving retrieve and deliver images and information to dozens of the most popular workflow and ECM systems in human-readable and processible formats.

- KODAK Service is available to design, install, and maintain your infoimaging solutions for ongoing reliability.

Who better than Kodak for imaging?

There's no need to reinvent the wheel. At Kodak, we have the resources and tools to help you envision the possibilities—and potential—offered through the marriage of image science and information technology. Our imaging experience and portfolios of patents and products are unsurpassed.

If you use images, chances are we can improve your processes with one or more of our technologies.

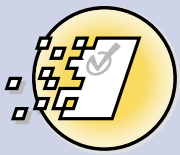
If you market image-enabled products or services, we may be able to shorten your time to market and improve your competitive position with hardware, enabling software, and processing technologies.

We're ready to partner with customers and developers to innovate the next generation of connecting end users with images.

Drive more value from your information with imaging science from Kodak.

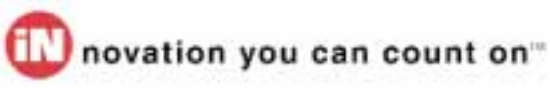
With our help you can integrate imaging into your processes in order to improve end user comprehension. Our solutions can mitigate risk and maintain the survivability of information. Imaging can be used to reduce storage and data migration requirements and resolve inter-platform issues.

We have the people, processes, and technology to significantly amplify how you use your information. Because people understand what they can see. And delivering the images they need, with the best speed, fidelity, and quality possible, is what we're dedicated to doing. To get started putting imaging to work for you, contact your authorized Kodak representative or call us at 1-800-944-6171.



Invisible digital watermarking authenticates legitimacy.

First developed to protect against digital cinema piracy, proprietary Kodak technology embeds data or imagery in images—including documents—to provide proof of authenticity and an audit trail for the detection and prosecution of misuse.



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COMMERCIAL
IMAGING