
Product and Technology Sustainability at Kodak

Sustainably Energizing New York's Creative Core Conference

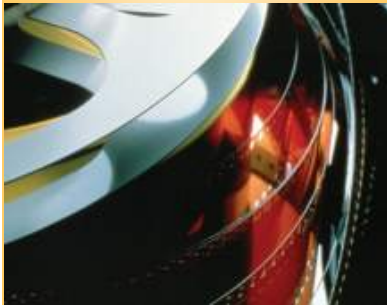
Catherine Blackler
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Eastman Kodak Company
July 17-18, 2008



Key Business Areas

FPEG

Film, Photofinishing
& Entertainment
Group



Entertainment
Imaging

Film Capture

Aerial and Industrial
Markets

Paper & Output

Photo Services

Graphics Film

Manufacturing
External Sales

Revenue Share 19%

CDG

Consumer Digital
Group



Digital Capture
and Devices

Retail Printing
Solutions

Consumer
Imaging Systems

Inkjet Systems

Image Sensor
Solutions

Revenue Share 45%

GCG

Graphic
Communications
Group



Prepress
Solutions

Electrophotographic
Printing Solutions

Inkjet Printing
Solutions

Enterprise
Solutions

Document Imaging
Revenue Share 35%

Other



Display

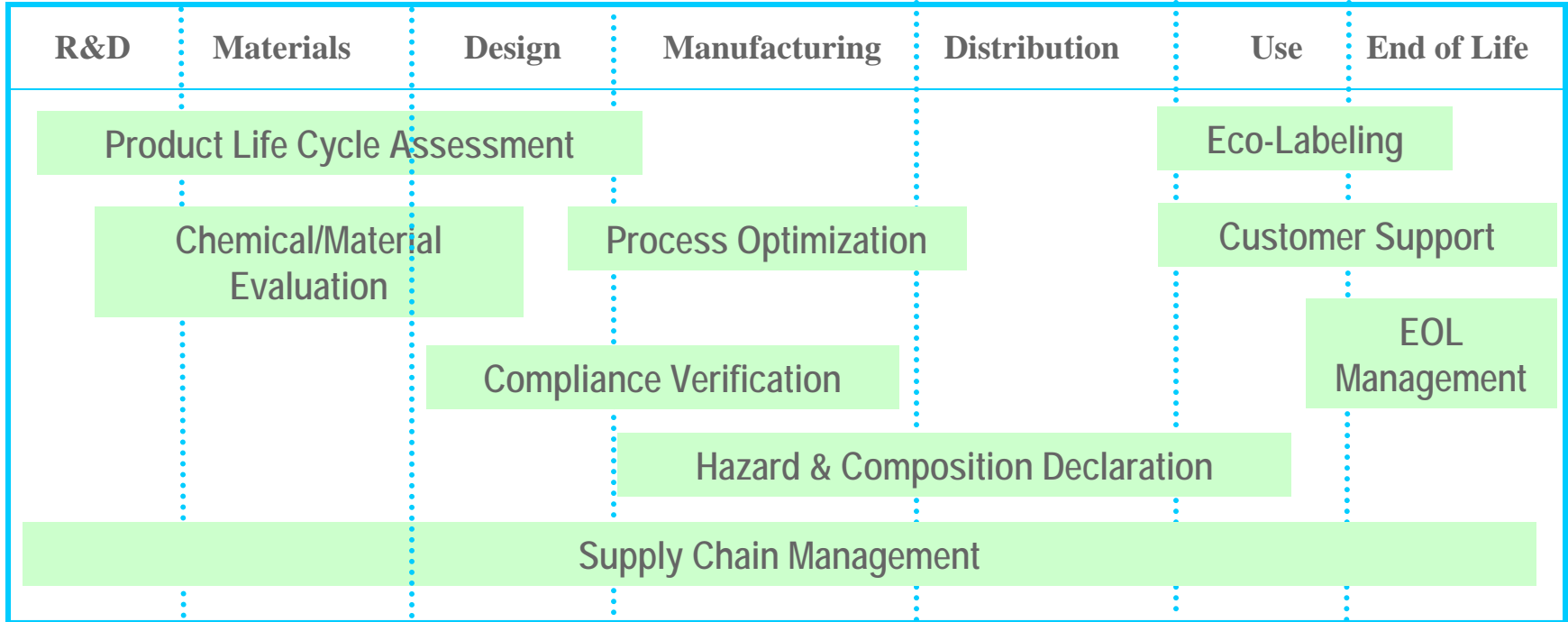
Revenue Share 1%



Kodak

PRODUCT STEWARDSHIP

Regulatory Intelligence
Product Sustainability Strategy



Organic Light Emitting Diode (OLED) Technology

Displays

Consumer Electronics



Telecommunications



Automotive



Solid State Lighting



No other lighting technology offers ... so much potential to save energy and enhance the quality of our building environments. -DOE

OLED Technology Benefits

Materials Selection

- High efficiency materials
- Replace mercury backlights
- Materials with minimal regulatory requirements

Design

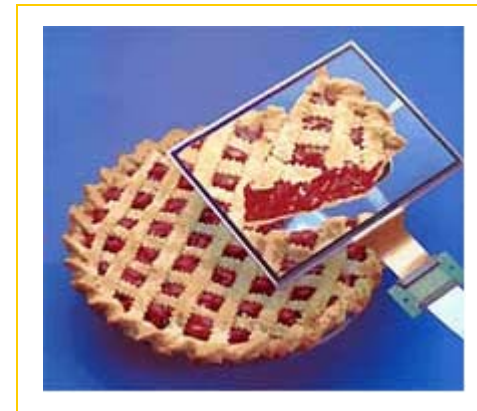
- Smaller, flexible device footprints
- Greater viewing angles

Process Optimization

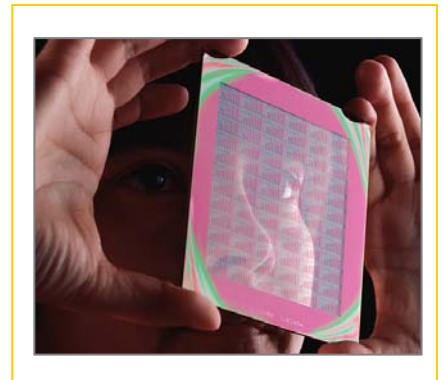
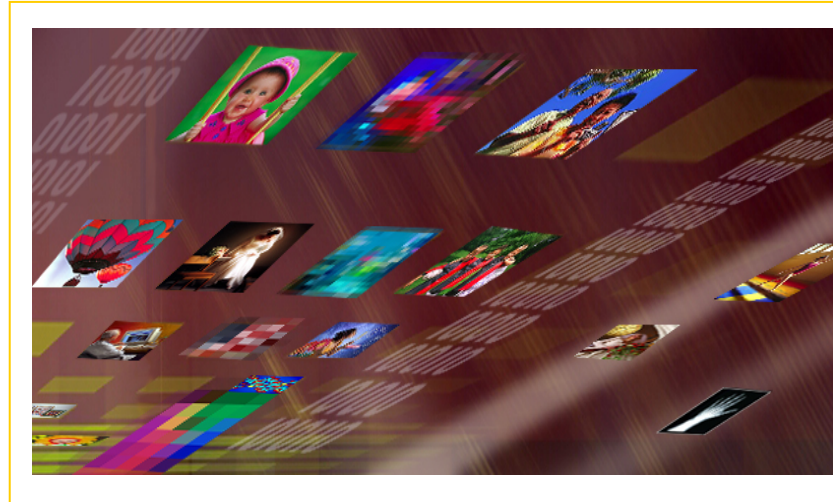
- Kodak Vapor Injection Source Technology
 - 20% materials savings
 - 20% productivity gains

Use

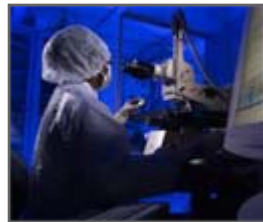
- Long lifetime devices
- Excellent luminous and power efficiency
- Power consumption scalable to image complexity
- Digitally-controllable lighting



Our Future



Kodak



Kodak