

ACTiSYS Wireless Newsletter, 2003/12/05

IR Camera Phone & KODAK Picture Maker Kiosk

Kodak Announces New U.S. Mobile Imaging Services

We are happy to share with you, the ACTiSYS experience in this project, which is valuable to anyone in the IrDA business.

ACTiSYS IrDA product (9.6kbps-4Mbps), among other suppliers, was the only one passed tight scrutiny and are now installed in these KODAK Picture Maker Kiosks.

Because these Kiosks can't be easily replaced, selection criteria were:

- 1) Covers low and high IrDA data rates, anticipating 4Mbps in mobile devices.
- 2) Must be compatible with wide range of cell phone brands and models!
- 3) Must offer consistent and efficient image transfer, despite interference sources of various lighting conditions, near door, RF devices, etc.!
- 4) Must be compatible with future IrDA-compliant mobiles not yet appeared!

These are tougher criteria than IrFM requirement, due to the many more cell phone models, and to be installed in many countries.

ACTiSYS met these criteria with one single "IrReady" program. IrReady requires IrPHY "compliance" tests of: Bit Error Rate(BER), Intensity, Sensitivity, Timing; and IrProtocol "compliance" tests of: IrLAP, IrLMP, IAS, IrComm, TinyTP, OBEX; and IrProfile "compliance" tests of a chosen profile (IrMC, or Point-and-Shoot).

ACTiSYS product was tested using the published IrPHY Test Guideline, Protocol-Lower Layer Test Guideline, OBEX Test Spec., and Profile Test Spec. The detail test results were presented and explained to Kodak engineering team and it was a closely working, effective and productive joint effort.

We expect to see good user experience with IR downloading of images from their camera phones, of current and future IrReady-qualified models. IrReady program is put into real test!

ACTiSYS IrReady Test Lab which is the leading and the most active IrDA Test Lab, is currently testing major brands of cell phones, mobile operating system, and embedded microprocessors. These companies all demand the same "4 criteria" above, because they anticipate serious IrDA applications. IrDA's "IrReady Program" implementation is indeed working and successful! You can count on it, as more high volume applications will soon appear and attest to this.

For more detail information, please check ACTiSYS website: www.actisys.com, or contact us at: irda-info@actisys.com, or info@actisys.com.tw

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Kodak Announces New U.S. Mobile Imaging Services

<http://www.kodak.com/US/en/corp/pressReleases/pr20031112-01.shtml>

Agreements with Cingular and Nokia Among First in U.S. As Kodak Moves to Help Consumers Get More Out of Their Camera Phones

ROCHESTER, NY, Nov. 12 - Eastman Kodak Company today announced agreements that will provide mobile imaging services to help people store, share, organize and print their digital images, moves that will make the familiar Kodak brand a leader in this new category. This market is rapidly growing, according to projections by market research firms such as IDC, which forecasts more than a billion camera-enabled mobile phones in use over the next three years. Kodak will provide imaging services for Cingular Wireless and has also entered into agreements with wireless leader Nokia to help customers get more out of their camera phones. KODAK Mobile Service (www.kmobile.com) offers camera phone users anytime, anywhere access to all of their digital photos and phone-captured video.

In addition, Kodak extends its leadership in the kiosk market by enabling KODAK Picture Maker kiosks at participating retail locations with mobile printing capabilities and five-second printing with superior KODAK PERFECT TOUCH premium processing.

Cingular subscribers with camera phones and multimedia messaging service (MMS) are able to store and access their mobile images at KODAK Mobile Service directly through their handsets for a monthly subscription fee of \$2.99, charged through their monthly service bill. Cingular MMS customers can sign up for KODAK Mobile Service by visiting www.cingular.com/mms and can enjoy a 90-day free trial of the service prior to the subscription billing.

Kodak is also expanding its relationship with Nokia, the leading handset maker, to create seamless links from select versions of the NOKIA 3600 Series camera phones to the KODAK Mobile Service. Nokia users can sign up for the service at www.nokia.kmobile.com.

"Kodak has led innovation in the imaging industry for more than a century and currently holds the No.1 market share position for photo kiosks at retail and online photofinishing through Ofoto," said Bernard Masson, president, Digital and Film Imaging Systems, and senior vice president, Eastman Kodak Company. "As an example of Kodak's aggressive pursuit of the digital imaging market, these new services and agreements place Kodak at the forefront of the mobile imaging industry, with products and services that help people take, view, print and share pictures wherever they are, whenever they want. Whether online or through kiosks at retail locations, Kodak's mobile imaging services now give consumers places to print all their mobile images."

****KODAK Mobile Service**

KODAK Mobile Service is an easy-to-use, comprehensive service for the growing number of camera phone users to make, manage and move all of their

digital pictures and mobile-captured video on the go. With KODAK Mobile Service, consumers can:

Intuitively store and organize all their pictures and phone-captured video in one location;

Share all their digital and mobile pictures with friends and family right from their camera phone;

View all their digital pictures and phone-captured video on the go.

Anyone with a camera or image-enabled phone that supports WAP 2.0 can begin using KODAK Mobile Service, which can be accessed by computer or handset browser at www.kmobile.com.

KODAK Mobile Service is currently available free for trial initially to customers in the U.S. After the trial, customers can subscribe to the service on a monthly or annual basis through a participating carrier or directly through KODAK Mobile Service. Customers should check with their carriers for specific pricing and availability or visit www.kmobile.com for further information.

****Kiosks Offer Mobile Image Printing at Retail**

Capitalizing on Kodak's installed base of 24,000 kiosks across the country, Kodak will offer convenient solutions for consumers at retail to print digital images through the enablement of KODAK Picture Maker kiosks using Bluetooth or infrared technologies. Camera phone users will be able to beam their images to a KODAK Picture Maker and quickly edit, enhance and print their images. Users simply take a picture with their mobile imaging-enabled phone, insert their memory card or select the wireless option and send the photo to a KODAK Picture Maker kiosk. Consumers then follow the on-screen kiosk directions to easily print their pictures. CVS/Pharmacy will be the first national retailer to provide this offering beginning in early 2004 as part of its continued effort to provide easy-to-use digital printing solutions to their customers.

Kodak is expanding its global partnership with Nokia to the U.S. and together they will engage in a number of co-marketing activities in 2004, beginning with the 2004 Nokia Sugar Bowl. Nokia and Kodak also will jointly develop kiosk printing services and other retail printing solutions to empower mobile users to turn their favorite pictures into prints.

Continuing to innovate its kiosk offering, Kodak will offer five-second printing of 4x6-inch prints from KODAK Picture Maker kiosks. This offers consumers increased ease of use and convenience with prints five times faster than current print options. In addition, all thermal printer-enabled digital KODAK Picture Maker kiosks will be equipped with KODAK PERFECT TOUCH premium processing so each photo reveals more vibrant colors, richer detail and fewer dark shadows. These new services and wireless enablement will be available to consumers by January 2004 at participating retailers.

****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.

For more information about KODAK Mobile Service, please visit www.kmobile.com.

KODAK and PERFECT TOUCH are trademarks of Eastman Kodak Company.

CVS/pharmacy to Offer Mobile Camera Phone Image Printing

December 4, 2003 12:00am

Source: Business Wire

WOONSOCKET, R.I.--(BUSINESS WIRE)--Dec. 3, 2003-- CVS Will Become the First National Chain to Offer the Ability to Print From Mobile Imaging-Enabled Phones and Wireless Devices at KODAK Picture Maker Kiosks

CVS/pharmacy (NYSE: CVS) announced today plans to introduce mobile image printing capabilities at KODAK Picture Maker kiosks at more than 3,000 stores nationwide. The service, to be available in early 2004, will make CVS the first national retailer to offer customers the ability to print pictures from their image-enabled mobile phones.

Earlier this year, CVS successfully introduced "Pictures from your Digital Camera" from KODAK Picture Maker kiosks, enabling customers to produce photo-quality prints from digital media including camera cards, CDs and disks. The service provides customers with a simple, fast and affordable way to print digital images.

Starting in early 2004, enhancements to the KODAK Picture Maker kiosks will allow mobile camera phone users to beam their images to the kiosk using Bluetooth(™) or Infrared (IrDA) technologies. Customers can then edit, enhance, and print their photos in minutes.

"CVS continues to be a retail leader in the move to digital," said Judy

Strauss Sansone, Vice President of Merchandising/Photo for CVS. "The ability to walk in to your corner CVS/pharmacy and quickly print photos directly from your mobile phone is the next wave of retail digital photo services. The wireless capability of the Kodak Picture Maker kiosk also makes digital imaging easier for our busy customers."

"Our research shows that consumers have a strong desire to print their digital pictures at retail. Next year, there will be tens of millions of camera phones in use capturing billions of images. The Kodak Picture Maker kiosk is an ideal way for people to print pictures at retail from digital cameras or camera phones," said Chris Sliva, Output Business Manager, US&C, Consumer & Professional Imaging, Eastman Kodak Company. "As the overall number of digital images captured - whether through digital cameras or mobile phones -- continues to grow, we want to make it as easy as possible to have access to and print these pictures where and when they want," Sliva said.

In addition to the wireless option, customers will still have the choice of inserting a memory card into the kiosk. The KODAK Picture Maker kiosks currently accept CompactFlash cards, SmartMedia, Memory Stick, Secure Digital (SD), xD, multimedia (MMC) card formats, Picture CDs, picture disks, and beginning this spring, the kiosks will also accept Memory Stick Pro. The KODAK Picture Maker will support JPEG (.jpg), Bitmap (.bmp) and Tagged Image Format (.tif) files.

At the kiosk, customers will use a simple touch screen to preview and select only the photos they want to print, choose sizes and quantities, and make image enhancements such as red-eye reduction. Prints will be ready for pick-up upon checkout. New 3" x 4" and 1.5" and 2" photo prints will be available from the enhanced kiosks.

Celebrating 40 years of dynamic growth in the retail pharmacy industry, CVS is committed to being the easiest pharmacy retailer for customers to use. With approximately 4,100 stores in 32 states and the District of Columbia, CVS has created innovative approaches to serve the healthcare needs of all its customers through its online pharmacy, CVS.com and its pharmacy benefit management and specialty pharmacy subsidiary, PharmaCare Management Services. General information about CVS is available through the Investor Relations portion of the Company's website, at <http://investor.cvs.com>.

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