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Kodak Establishes Provider Network To Help Companies More Easily And Confidently Archive Documents

Reference Archive Services Network Delivers Special Software, Training, Monitoring To Service Bureaus That Write Digital Images To Microfilm

ROCHESTER, N.Y., April 26, 2005 – When information technology and business compliance collide, companies often find themselves in a quandary: Creating lasting and accessible repositories of unalterable information that don't fall victim to the shortfalls of electronic storage.

According to industry experts, digitally stored data begins to degrade after about seven years, and to overcome this shortfall; they recommend microfilm as the self-sustainable storage medium of choice for the long-term preservation of business documents.

In an effort to help companies more easily and confidently store their business documents on microfilm, Eastman Kodak Company today announced the creation of the Reference Archive Services Network (RASN), made up of outsourcing partners that provide digital-to-film writing services on behalf of companies.

Using Kodak's industry-leading digital-to-film writers and specially designed archival media (microfilm), RASN members receive training, support, and monitoring from Kodak to ensure the quality preservation of critical business information. RASN members also can provide their customers with the KODAK Digital Reference Archive Creator, desktop software that helps companies identify digital documents that are to be written to microfilm and transmit them to their outsourcing partners.

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“RASN is a direct response to the growing – and changing – needs of the records management marketplace,” said Roger Markham, marketing manager, KODAK Document Imaging Products. “The network is designed to be a resource companies can utilize to ensure the proper preservation of their digital documents on microfilm. Just as consumers seek ASE-certified mechanics (National Institute of Automotive Service Excellence) to work on their cars, companies can now turn to RASN members to provide trust and confidence in their records management.”

By using RASN members, companies can more easily manage the archiving of their digital documents – regardless of whether the documents were born digitally or scanned. Records managers can use the KODAK Digital Reference Archive Creator software to choose and transmit directly to their outsourcing partner the digital documents that are to be written to microfilm. This software is available only through RASN members.

Kodak has seen an increase in demand for digital-to-film writing technologies and the archival media used in the writers. In fact, the company has recorded double-digital increases in the sales of the archival media. Companies are turning to digital-to-film writing service providers to better manage global security issues and mandatory compliance with stringent new legislation, such as the Health Insurance Portability and Accountability Act (HIPAA) and Sarbanes-Oxley.

“Companies generally have two options for creating film-based reference archives – manage this process in-house or hire an outsourcing partner to do it for them,” Markham said. “Businesses tend to choose outsourcing partners because they either lack the budget or the volume to justify purchasing their own equipment or other operational challenges make in-house implementation impractical. By using a RASN service provider, companies can be confident they are receiving the same quality regardless of their location.”

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To date, over 20 service bureaus have signed up as members of the RASN program, and members are noting the program's advantages.

“Having the backing of Kodak for our digital-to-film writing services provides an additional level of confidence for our clients,” said Jay R. Barrow, president and CEO, Imaging Solutions and Services, Inc. (ISSI), a RASN member based in Memphis, Tenn. “And the Digital Reference Archive Creator software from Kodak gives ISSI an additional value to offer our clients with these services because the archiving process is made simple and efficient – all they have to do is select their documents for archiving and send them to ISSI electronically.”

Kodak has been a leader in the document imaging business for 77 years, beginning with the 1928 launch of commercial cameras and microfilm to capture images of business documents. Since then, Kodak has applied digital technologies to its original document imaging product – microfilm. For example, Kodak rolled out the KODAK DIGITAL SCIENCE Document Archive Writer, Model 4800, in 1996. This innovation, which has evolved to today's KODAK i9600 Series Writers, writes digital images to microfilm. The KODAK i7300 Scanner can then convert microfilm images back to digital files so they can be shared electronically within an enterprise.

Companies seeking more information about RASN, as well as a list of RASN members, should visit www.kodak.com/go/rasn

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About Eastman Kodak Company

Kodak is the leader in helping people take, share, print, and view images – for memories, for information, for entertainment. With sales of \$13.5 billion in 2004, the company is committed to a digitally oriented growth strategy focused on the following businesses: Health -- supplying the medical and dental industries with traditional and digital imaging-information products and services, as well healthcare IT solutions and services; Graphic Communications -- offering on-demand color and black and white printing, wide-format inkjet printing, high-speed, high-volume continuous inkjet printing, as well as document scanning, archiving, and multi-vendor IT services; Digital & Film Imaging Systems -- providing consumers, professionals and cinematographers with digital and traditional products and services; and Display & Components -- which designs and manufactures state-of-the-art organic light-emitting diode displays, as well as other specialty materials, and delivers imaging sensors to original equipment manufacturers. More information about Kodak (NYSE: EK) is available at www.kodak.com.

For more information, visit www.kodak.com/go/docimaging.

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