



integrated

automated, customer-friendly

Kodak

Web to Print
Solutions



Broaden your business scope and success with Kodak e-commerce solutions that help print service providers diversify services, customize client products, provide interactive, value-added resources and capitalize on new revenue opportunities.

Kodak Web to Print Solutions are a comprehensive suite of easy to use software tools designed to transform the traditional print shop into a digital, online powerhouse with depth and breadth of services. The toolkit includes:

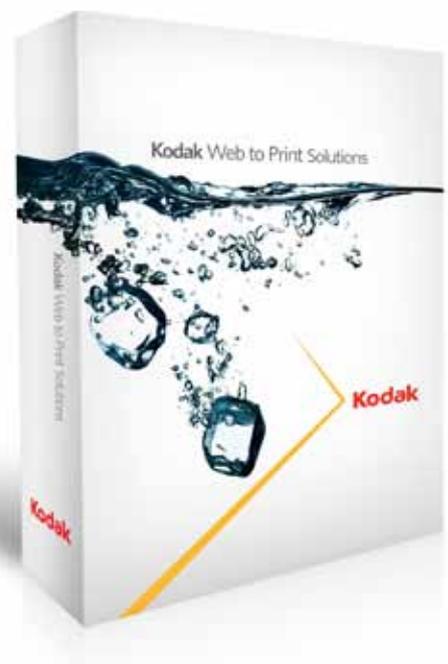
Kodak InSite Storefront System—custom create branded storefronts for anytime, anywhere web sales and services extending your reach to new and existing clients.

Deliver quality variable data print capabilities, templates and formats for your customer's creative requirements.

Kodak Prinergy Workflow—streamline and synchronize all your processes, from customer contact to order placing and catalog production, saving measurable time, money and labour costs.

Kodak Web to Print Solutions also speed and transition your abilities with the built-in technology of **Kodak Darwin** Software and **Kodak** Web Composition, plus full compatibility with **Kodak NexPress** Digital Production Color Press and Color Servers for third-party connectivity to digital equipment.

Add new revenue streams without adding to your sales team.

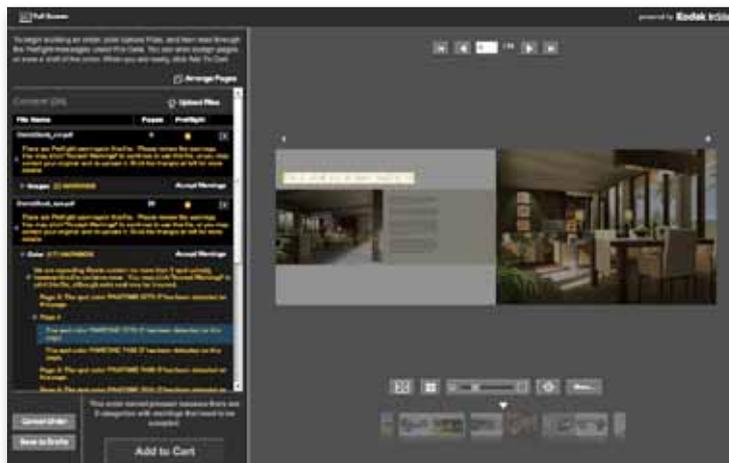




One source = infinite potential

Kodak Web to Print Solutions empower users to:

- Advance from traditional to digital capabilities simply & quickly
- Build your e-commerce presence & revenue potential
- Create a corporate Web storefront & generate online sales
- Offer your customers branded, online catalogs for instant ordering
- Develop new business through variable data print abilities
- Design variable data print marketing templates
- Introduce custom client products like direct mailers, flyers & catalogs
- Automate control of your production line, from order taking to delivery
- Streamline your workflow with synchronized digital & offset production
- Route jobs seamlessly to the most efficient, timely or economical option
- Integrate online & in-house ordering, production, tracking & billing
- Realize cost & time saving efficiencies organization wide



Quickly and easily view preflight information on a job order



Online storefront = worldwide prospects

Kodak InSite Storefront System

InSite Storefront System tools enable you to custom create your own branded shopfront for 24/7 web sales and service to a world of new and existing clients. Utilize fast, simple tools and dashboards to provide new levels of customer convenience and generate global revenue potential.

Attract & transact new business

Easily incorporate your logos, colors, graphics and messages in minutes, in 15 languages. Set up customer-friendly, secure methods of shopping, purchasing and re-ordering.

Expand your product lines & offerings

Kodak makes it easy to market new customer offerings like print on demand documents, variable data, downloadable electronic documents and non-print collateral. **InSite** Storefront enables you to produce and deliver value-added services that strenghten client relations.

Tailor your customer services

Create catalogs for each client featuring the books, manuals, stationery, business forms, packaging, labels, business cards and collateral they purchase most. Set notification alerts when their stock is running low.

Offer self-serve convenience

Enable your customers to upload client information databases in **Microsoft Excel**. The data can then be used to create campaigns, direct mailers, catalogs, flyers, point-of-sale materials and other variable data elements. Your **InSite** Storefront is so customer friendly that print job can be submitted in **Microsoft Office, Word, Excel, PowerPoint** and PDF formats.

Make ordering simple & secure

Clients buy and book services through purchase orders or cost centers and pay by credit card or **CyberSource** methods. Set the parameters and filters, while the system auto-converts currency and calculates tax. **InSite** Storefront System enables at-a-glance order history, reporting and job tracking features, as well as delivery estimates and options like **UPS** and split-shipping to multiple destinations.

Automate & streamline workflow

Run all your offset, digital and blended production with **Prinergy** Workflow for seamless job routing, tracking, billing, reporting and optimal cost efficiency. Streamline input and output from order to delivery, direct projects to the most timely, efficient or economical option and connect directly to CTP or digital press



production. Projects flowed through **Prinergy** Workflow can be auto-saved into customer catalogs for fast future reference and re-ordering.

Set your price

Itemize cost sheets simply by using a Web browser or **Microsoft Excel** spreadsheets to table prices per unit, page, order or project. Calculate volume discounts, shipping factors and global considerations, including the taxes and currencies of 228 countries.

Report on success

Track and measure your performance and sales by customer, product category, job type or order volume. Determine client needs, buying habits and peak seasons. Monitor inventory levels and catalog usage. You can even create custom reports for your clientele highlighting order history and expenditures as a value-added service.





Custom services = customer satisfaction

Variable data print capabilities

One-to-one marketing is the wave of the future so offering your clients custom options and capabilities is a must in business today.

Variable data print (VDP) tools empower you to easily provide your customers with an array of value-added products and services in multiple formats and messaging channels.

Customized templates

Variable data print templates enable you to import customer databases in standard **Microsoft Excel** files. Using **Adobe InDesign**, you can incorporate client imagery, icons, logos, color schemes and graphic elements to tailor make layout templates. With your **InSite** Storefront System's SmartDoc tools, you can then publish these marketing components to the customer's online catalog for future reference, use and uploads.



Quickly create customized collateral using pre-defined templates

Get to market faster & improve quality

Based on specific client needs and preferences, you can build templates for direct mail, flyers, business cards and major marketing components. You can give your customers the power to accelerate time to market, improve the effectiveness of sales materials via localization or personalization, and reduce marketing expenses.

User interactivity & control

Ready-made templates deliver the added value of enabling your client's corporate headquarters to ensure branding content and consistency, while regional offices can easily add specifics like local addresses, contact names and numbers, special pricing and promotions.

Brand-building power

Not only can you create client templates reflecting proprietary branding and design elements, **InSite** Storefront System's site VDP tools feature HTML code that your customers can cut and paste into **Adobe Dreamweaver** or similar applications to edit and build upon their branding components and messaging.

Market ease & speed

By providing simple-step, custom templates, you can accelerate the time to market of a client's campaign and impress them with your pre-production foresight.



Streamlined processes = time & cost savings

Kodak Prinergy Workflow Solutions

Kodak Prinergy Workflow Solutions are specifically designed to manage, schedule, synchronize and drive offset and digital presses with unprecedented agility and control.

As a key component of **Kodak** Web to Print Solutions, **Prinergy** Workflow Solutions offers an array of productivity enhancements that reduce costly time and steps between fulfilling customer requirements and boosting your bottom line profitability.

Zero Touch automation

Prinergy Workflow Solutions establish an integrated environment of total control and synergy called Zero Touch automation, from the point of online customer ordering and job submission right through to finished, printed output from your offset or digital presses.

Rules-based automation

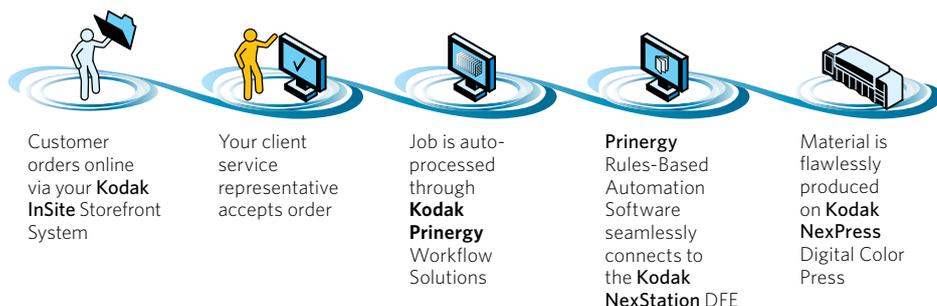
For unique projects and variable parameters, apply your own printer-specific **Prinergy** Workflow Solutions directions and instruct the system to

interpret job intent, alter job routing and manage your organization's specialized series of automated manufacturing processes.

Multiple workflow

If you have more than one offset, digital or hybrid workflow system, **Kodak Prinergy** Workflow Solutions offer an ultra-efficient strategy for controlling and synchronizing all printers and presses with a single, unified JDF-based system manager.

Processing a print job with the Kodak Workflow and Rules-Based Automation:



Solutions backed by Kodak support

Only **Kodak** Unified Workflow Solutions are proven technologies developed and tested by an award-winning service and support organization with over 3.000 industry-leading professionals in 120 countries.

Innovate and lead as a Kodak MarketMover

If you'd like top technical assistance implementing or customizing any Kodak solution, sign on for **Kodak MarketMover Services**. This customer support program offers affordable "pay as you progress" assistance at your premises, as well as access to best-of-breed tools, industry expertise and market insight.

Call toll-free today or visit us online at www.kodak.com for more information and solutions.

To learn more about solutions from Kodak,
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The Kodak logo is displayed in its signature red color. A large, stylized yellow arrow graphic points from the bottom right towards the logo, partially overlapping it.

It's time for you **AND** Kodak