

Powerful business model for

Kodak

NexPress

Digital Production
Color Presses



Powerful business model for growth

Kodak's business model provides owners of **Kodak NexPress** Digital Production Presses with an unprecedented degree of control and flexibility to help drive higher profits. **NexPress** Presses are designed with Operator Replaceable Components (ORCs), enabling operators to service, maintain and fine-tune your **NexPress** Press. The powerful ORC business model can help you expand your markets, grow revenue, control costs and ultimately drive competitive advantage.

Meet exacting quality standards

Our business model gives operators the control they need to deliver excellent image quality consistently, during a print run and over time when jobs are reprinted. Thanks to ORCs and powerful on-board diagnostics, your operator can troubleshoot and tune a press on the spot, keeping output variations within narrow limits. As a result, you'll be able to produce high-margin jobs that meet the most demanding image quality standards.

Maximize uptime and revenue

Press productivity is not just a matter of printing speed. Equally important is uptime. The ORC business model delivers impressive uptime by enabling your operator to perform many tasks that would normally require a service call, often in a matter of minutes. There is no need to wait hours for a service technician to arrive, diagnose and repair the problem.

"We benefit from near-constant uptime, thanks to operator replaceable components, which let our operators handle most issues as they occur, rather than having to wait for service visits."

Michael Moran, President,
Market Connections

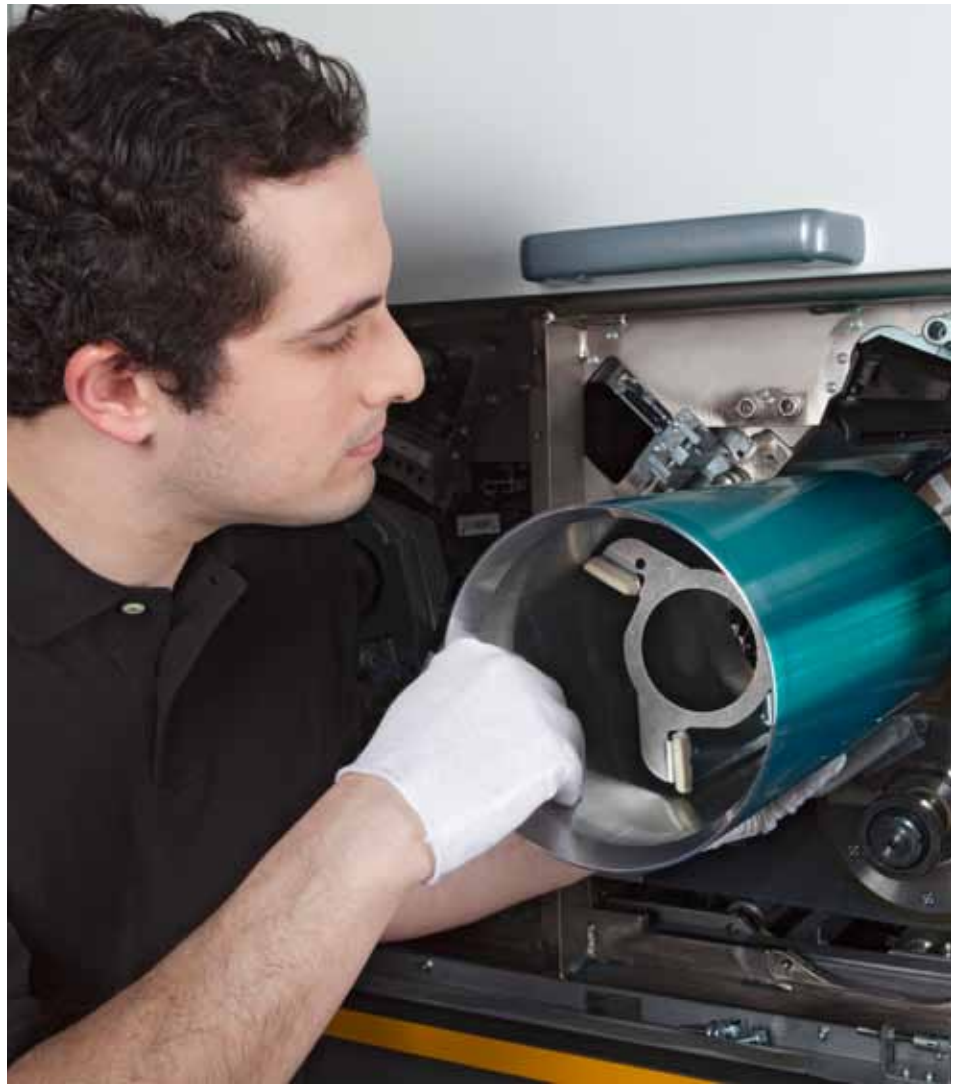
Many **NexPress** Press owners have been able to eliminate an average of one shift per month of downtime due to operator serviceability. This means more sellable prints, which translates directly into incremental revenue for your business.

Maximizing uptime also allows you to consistently meet demands for fast turnaround, which translates directly to high customer satisfaction and loyalty—gold in today's highly competitive marketplace.

Control your costs

The ORC business model gives you exceptional control over your operating costs. You decide how long to run certain parts and for which jobs, and when to replace them—the kind of control and flexibility that are hallmarks of the offset world. You'll also be able to benefit from ongoing ORC improvements. Through continuous R&D investments, Kodak has improved average yields on key ORCs as much as 600%, helping you reduce your cost per page.

Higher profits through market expansion, revenue growth and cost control—this is your goal. The ORC business model helps you attain it by addressing key profitability drivers: quality, consistency, uptime, productivity and operating costs.



Many **NexPress** Press owners have been able to eliminate an average of one shift per month of downtime due to operator serviceability.

To learn more about solutions from Kodak:

Visit graphics.kodak.com

Produced using **Kodak** Technologies.

Eastman Kodak Company
343 State Street
Rochester, NY 14650 USA

© Kodak, 2011. Kodak and NexPress are trademarks of Kodak.

Subject to technical change without notice.

U.DP.230.0511.en.02

The Kodak logo is displayed in its signature red, bold, sans-serif font. It is positioned to the left of a large, stylized yellow arrow that points towards the right, partially overlapping the text 'It's time for you AND Kodak'.

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