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2005-09-14 - TPS Acquires New KODAK VERSAMARK Digital Printing System to Expand Short-Run Book Publishing Capabilities

Total Printing Systems Acquires New KODAK VERSAMARK Digital Printing System to Expand Short-Run Book Publishing Capabilities

KODAK VERSAMARK digital printers allow faster turnaround times, increased quality and lower per unit costs which help meet book publishers demands for shorter run titles

DAYTON, OH - September 14, 2005 - Kodak announced today that Total Printing Systems, Newton, Ill., has acquired its second KODAK VERSAMARK two-up duplex digital printing system to double their capacity for short-run titles and on-demand book publishing.

Total Printing Systems (TPS) was established in 1973 and has more than 30 years of experience in the book manufacturing industry. Four years ago, TPS was the first book manufacturer to install the KODAK VERSAMARK digital web press to produce books. Installing this press allowed TPS to make changes in its business to better meet the specific needs of a niche market of the book publishing industry that specializes in short run titles.

"Kodak Versamark's digital printing technology provides unparalleled flexibility and capacity at an economical price, which is ideal for book publishers looking to do shorter run print jobs with a quantity range of 100 to 3,000 copies, and with faster turn-around times," said Richard Lindeman, president, Total Printing Systems. "Prior to our purchase of the KODAK VERSAMARK digital press, there was no technology available that allowed for short run printing capabilities in this quantity range for book publishing, as most toner-based systems become too expensive per unit above 200 copies, and offset printing becomes too expensive per unit at less than 3,000 copies. With the KODAK VERSAMARK digital printing system, we are in a unique position to help fill a gap in the book publication marketplace."

The new digital printing press will meet increased customer demand that will allow TPS to raise capacity

from 56 million pages per month to more than 120 million pages per month. The new press also will help TPS achieve its goal of shortening turn-around times to five-to-seven days, while maintaining a high level of quality that its publishing customers demand. In addition, the new press allows TPS to provide adoption, galley and reprint services to book publishers.

"Book production continues to represent an important and growing opportunity for the sale of digital printers," said Ron Gilboa, vice president of marketing, Kodak Versamark. "The use of digital printing in book publishing helps reduce the inventory and capital risks associated with smaller run titles. Digital and on-demand printers can also support publishers with a full range of value-added services, including scanning and file conversion, file management and storage, component cover printing, binding and finishing, as well as kitting and fulfillment."

The new KODAK VERSAMARK two-up duplex digital press will be installed over the course of the next few months, with Kodak providing on-going support and maintenance to TPS throughout the process.

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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 business, and for entertainment. With sales of \$13.5 billion in 2004, the company is committed to a digitally oriented growth strategy focused on four businesses: Digital & Film Imaging Systems - providing consumers, professionals, and cinematographers with digital and traditional products and services; Health - supplying the medical and dental professions with traditional and digital imaging and information systems, IT solutions, and services; Graphic Communications - providing customers with a range of solutions for prepress, traditional and digital printing, document scanning, and multi-vendor IT services; and Display & Components - supplying original equipment manufacturers with imaging sensors as well as intellectual property and materials for the organic light-emitting diode (OLED) and LCD display industries. More information about Kodak (NYSE: EK) is available at www.kodak.com.

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