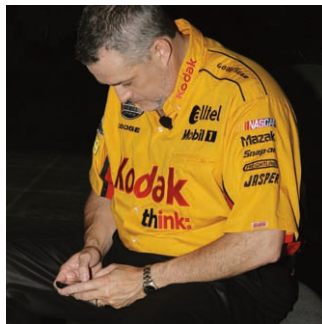
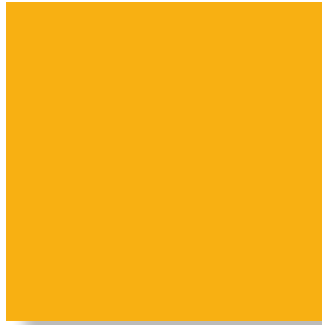


MOBILE MARKETING TIPS



Sharing best practices to help your business grow

Kodak

Why mobile marketing?



It wasn't long ago when we asked the same question about social media. At that time, we published a Social

Media Tips guide to share some of our thoughts and first-hand experiences using social media for our business. Many partners and customers requested a copy of the guide and thanked us for making their move to social media easier to navigate.

This mobile marketing guide is more of a "why get involved" rather than a "how to" because, to be honest, mobile marketing is so new and evolving so fast, we're still learning. But one thing we know for sure is that mobile marketing is rapidly becoming a major communications channel for reaching our customers.

The most direct and personal of all media channels these days is mobile phones. They enable us to remain connected 24/7. No need to log onto the Internet or roam around town looking for a hot spot. Mobile devices are always hot. A marketer's dream is to engage in meaningful two-way conversations with people who are truly interested in their brand, and mobile gives you that direct line of communication — constantly.

Mobile marketing is quickly growing beyond the experimental and is showing tangible results. Two examples are Barack Obama's unprecedented mobilization of supporters during his presidential campaign, and the incredibly successful American Idol reality show, where over 20 million mobile users text their votes each week.

Mobile apps for the iPhone and other smart devices are enabling access to online communities like Facebook and Twitter, but more importantly, to established companies like

Target, Barnes and Noble, the Wall Street Journal, and Kodak. This is a fresh, innovative way to reach your customers and give them access to your brand at any time, wherever they are.

Kodak has already begun mobile marketing activities. For example, KODAK Gallery, our online photo sharing site, has an iPhone app that makes it easy to upload and share photos. And our line of consumer inkjet printers has an app that allows you to print photos directly from your iPhone. We created a crowd-sourcing contest on Twitter to name a new KODAK Product, and the response was overwhelming — thousands of entries just hours after the contest went live. At the Consumer Electronics Show in Las Vegas, we ran an SMS contest to text for a chance to win a KODAK Product. We plan to apply the lessons learned to new marketing initiatives. Also very soon, our customers will be able to use their mobile devices to interact with our billboard in Times Square in New York City. Mobile marketing has enabled us to create real KODAK Moments!

Inside this guide you'll find more on the mobile initiatives Kodak is applying, and some of the recommendations we have for getting involved. Regardless of whether you start slowly or jump right in, mobile marketing promises to strengthen your connection with your customers and provide you with invaluable feedback, incredibly fast.

A handwritten signature in black ink, appearing to read "Jeff Hayzlett". The signature is stylized and cursive.

Jeff Hayzlett
Chief Marketing Officer, Vice President
Eastman Kodak Company
Twitter: @JeffreyHayzlett

The Mobile Landscape

Wikipedia says:

Mobile marketing is meant to describe marketing on or with a mobile device, such as a mobile phone. Mobile marketing differs from most other forms of marketing communication in that it is often consumer initiated (by sending a mobile originated message, or MO), and requires the express consent of the consumer to receive future communications. This infrastructure points to a trend set by mobile marketing of consumer controlled marketing communications.

And a few more thoughts...

Mobile marketing should be treated as one marketing communication channel in an integrated marketing strategy to interact with your target audience. The use of wireless media provides an array of technologies to choose from, but most

of all it leverages the inherent benefits of mobile devices as an always-on, always-connected personal communication channel. Mobile marketing allows for a meaningful, personal, and long lasting dialogue with customers, driving engagement with brands and enhancing affinity for them.

The four most prominent mobile marketing tactics are SMS and MMS, Mobile Web, Applications, and Mobile Advertising, with SMS being most prevalent. But there are many other options and the technological landscape is constantly changing. The playing field is wide open. Applying strategic thinking and creativity when employing mobile marketing tools and tactics can provide endless opportunities for innovation.



FACT:

SMS text messaging is the most widely used data application on the planet, with 2.4 billion active users.

FACT:

SMS adoption has a higher penetration rate in Europe and Asia than in the U.S., though U.S. adoption continues to increase.

FACT:

The first cross-carrier SMS shortcode campaign in North America was run by Labatt Brewing Company in 2002.

FACT:

According to the GSM Association, four mobile phones are sold for every PC that is sold.

FACT:

It's not unusual to see a nomadic Maasai warrior in Kenya with a cell phone on his belt.

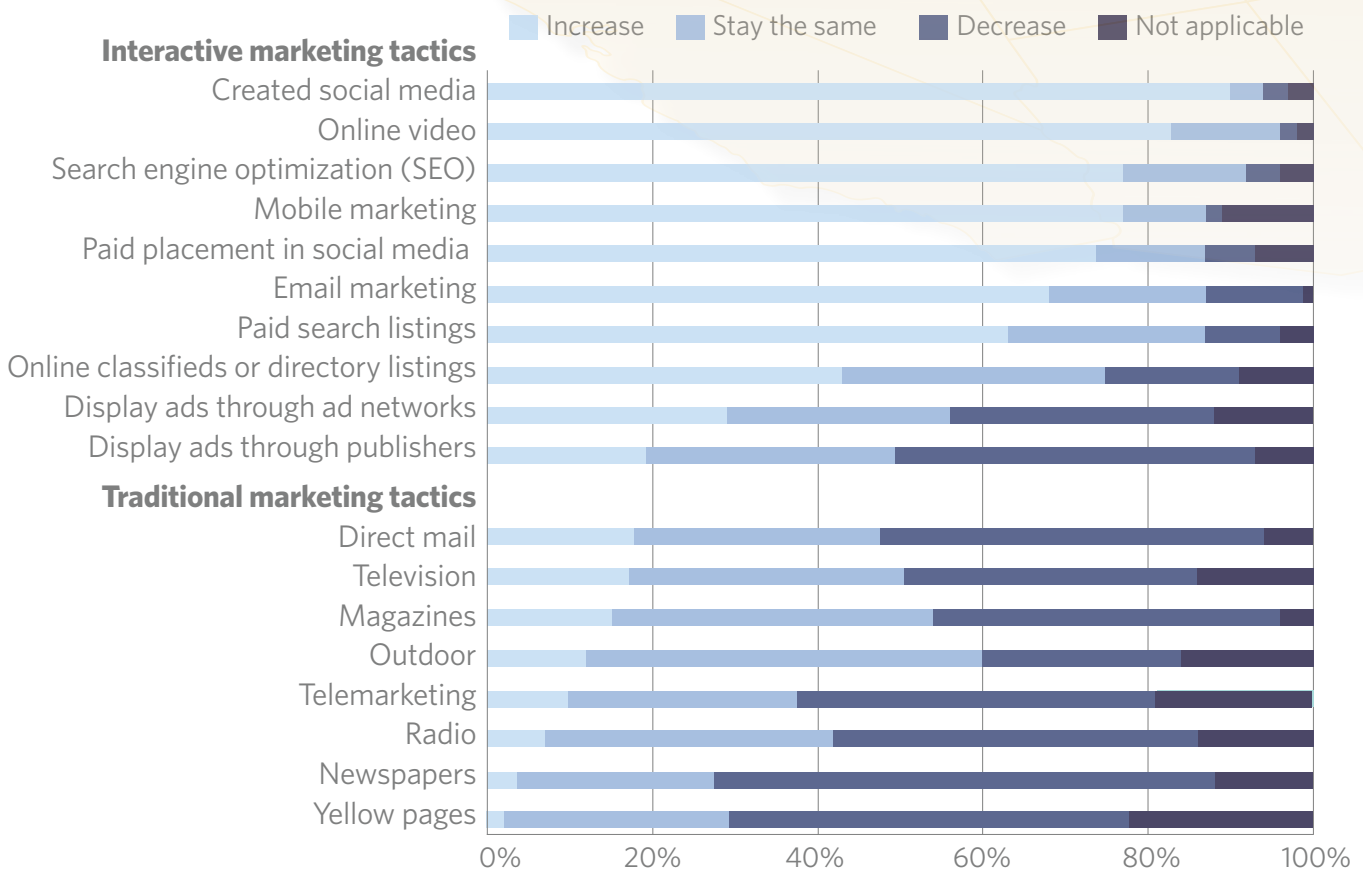
Trends — Mobile Effectiveness

Looking at recent trends gives us insight into how rapidly marketers and users will be taking advantage of what mobile devices have to offer in upcoming years.

Marketing Effectiveness - U.S.

Marketers believe mobile marketing will become increasingly effective in years to come, far outpacing the effectiveness of traditional tactics and interactive display ads. Surveys show user awareness of mobile marketing tactics is as high as 70 percent, and continues to grow.

"In the next three years, do you think marketing's effectiveness will increase, stay the same, or decrease for each of the following?"



Base: 204 marketers

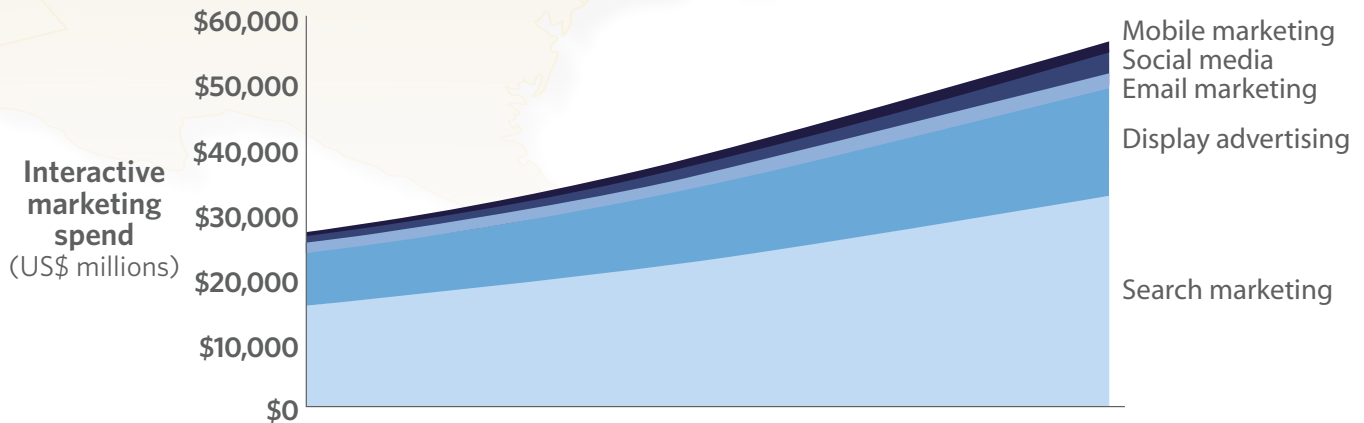
Source: March 2009 US Interactive Marketing Forecast Online Survey

"US Interactive Marketing Forecast, 2009 To 2014," Forrester Research, Inc., July 2009

Trends — Interactive Marketing Spend

Interactive Marketing Spend - U.S.

Mobile marketing is projected to become one of the fastest growing areas of focus in years to come, second only to social media.



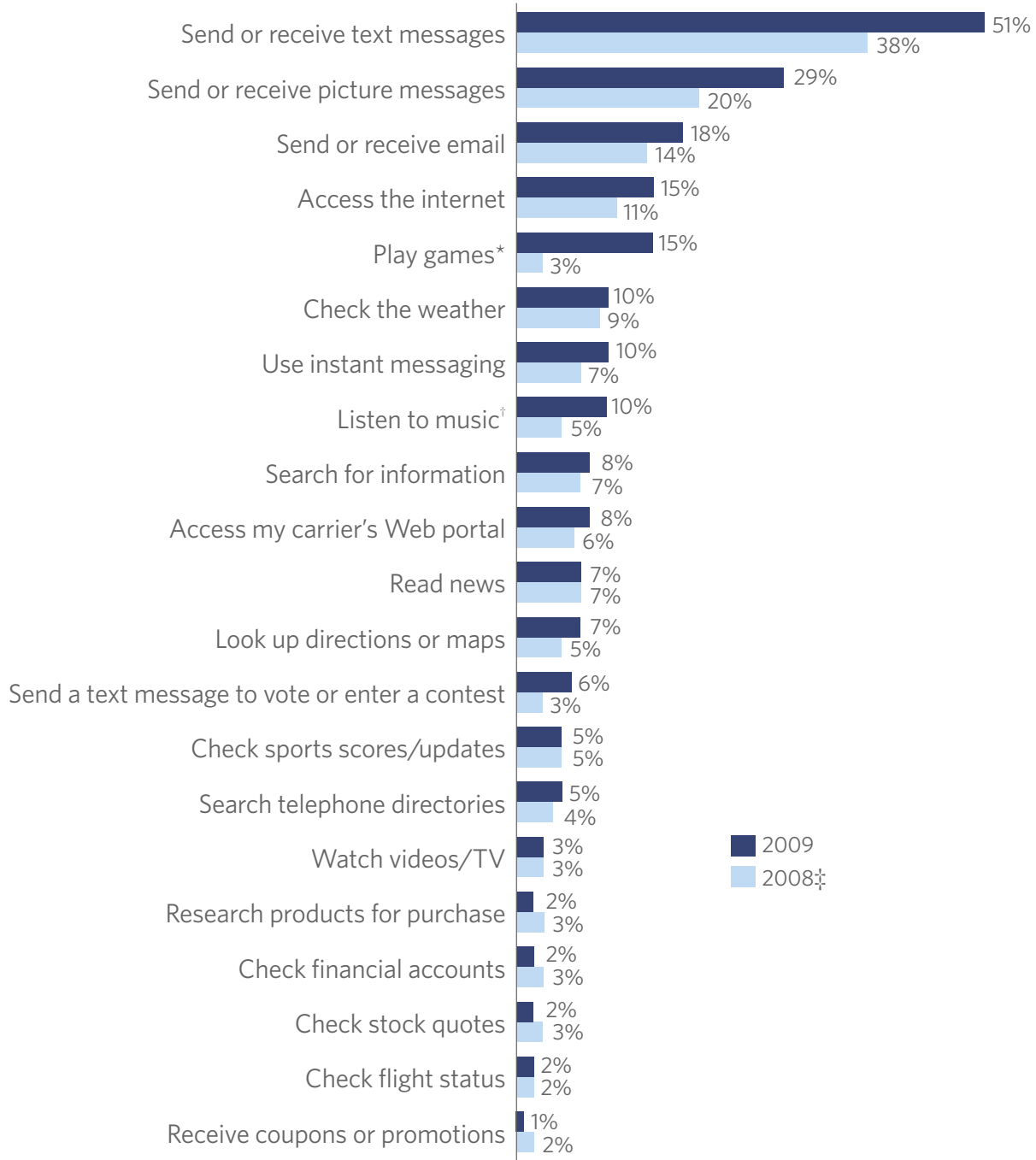
	2009	2010	2011	2012	2013	2014	CAGR
Mobile marketing	\$391	\$561	\$748	\$950	\$1,131	\$1,274	27%
Social media	\$716	\$935	\$1,217	\$1,649	\$2,254	\$3,113	34%
Email marketing	\$1,248	\$1,355	\$1,504	\$1,676	\$1,867	\$2,081	11%
Display advertising	\$7,829	\$8,395	\$9,846	\$11,732	\$14,339	\$16,900	17%
Search marketing	\$15,393	\$17,765	\$20,763	\$24,299	\$27,786	\$31,588	15%
Total	\$25,577	\$29,012	\$34,077	\$40,306	\$47,378	\$54,956	17%
Percent of all ad spend	12%	13%	15%	17%	19%	21%	

Source: Forrester's Interactive Advertising Models, 4/09 and 10/08 (US only)

"US Interactive Marketing Forecast, 2009 To 2014," Forrester Research, Inc., July 2009

Trends — More Than a Phone

**"How frequently do you do the following on a cell phone/smartphone or handheld wireless device?"
[At least weekly]**

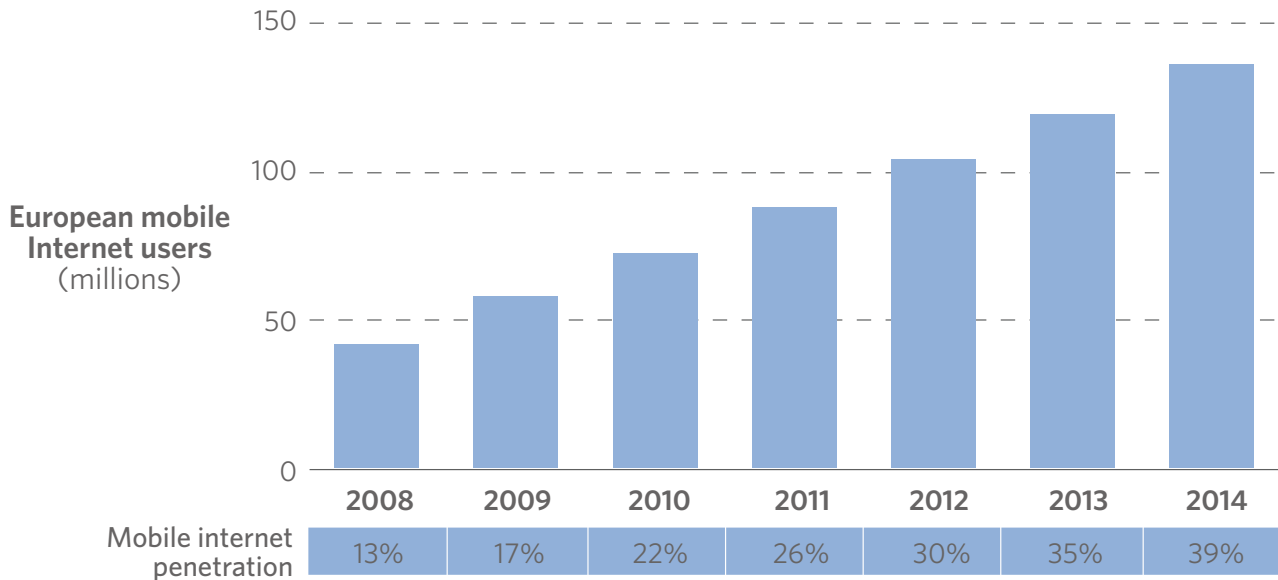


Base: 37,327 US adults with a mobile phone
‡Base: 41,249 US adults with a mobile phone

Source: North American Technographics® Benchmark Survey, 2009
‡Source: North American Technographics® Benchmark Survey, 2008
*Asked as "Download games" in 2008
†Asked as "Download or stream music" in 2008

"Consumer Behavior Online: A 2009 Deep Dive", Forrester Research, Inc., July 2009

Trends — European Usage



Source: Forrester Research European Mobile Forecast, 7/09 (Western Europe)

“Western European Mobile Forecast, 2009 To 2014”, Forrester Research, Inc., August 2009

Mobile Internet Users - Europe

More and more people now use their phones for non-voice related activity. According to Forrester Research, one-third of Europeans surveyed have use their mobile phone to play a game, one-third have sent MMS/picture messages, nearly two-thirds have taken pictures, and 80 percent have sent an SMS/text message. The graph above shows the number of European mobile internet users in 2014 is projected to be triple what it was in 2008. In addition, 3G-enabled mobile phone usage is projected to grow from 46 percent to 81 percent in the US and from 34 percent to 70 percent in Western Europe from 2009 to 2014, making even more advanced features and tactics possible.



Mobile Marketing Best Practices

Many mobile marketing best practice guidelines are available online. The Mobile Marketing Association website (mmaglobal.com) is an excellent resource, as is the Direct Marketing Association website (thedma.org). Strong privacy guidelines are the foundation of mobile marketing best practices. It is important that advertisers, aggregators, application providers, carriers, and content providers follow the industry code of conduct in order to enable Mobile Marketing to reach its fullest potential. Here is a summary of some best practices that marketers should follow.

Define your strategy

Like any component of the marketing mix, it's important for mobile marketing to play a strategic role linked to clear objectives. Do you want to increase brand awareness, engagement with your brand, drive indirect or direct sales, provide customer support, or increase customer loyalty? Advances in mobile technology offer wonderful one-to-one communications and can help address many business problems. Tactics will vary depending on your strategy. Be aware that broader, more robust strategies require more integration with your current technologies, such as databases, web integration, e-commerce integration, and CRM integration.

Don't forget the basics — targeted and valuable

Mobile marketing is most effective when content is targeted and relevant to the user. Don't overcommunicate. Marketers should limit messages to those requested by the user and collect only the data they need. The responses and information you collect should be employed to target users more precisely and create more relevant content.

Learn the boundaries

Understand the limitations of various mobile devices, and the penetration and adoption of technologies that enable communications.

Treat it as a unique medium

Mobile users engage with and consume content differently than with other mediums. Mobile content is micro content — consumed in small pieces. Users won't navigate through seven levels to get to the content they want and need.

Provide notice

Ensure users can easily find and understand the terms and conditions of a marketing program.

Give users a choice

Ask for and obtain consent via opt-in for all messaging programs. This can be done via SMS, MMS, IVR, web registration, or WAP form, among others. An easy way to opt out also must be included on all messages. Special

considerations of notice and consent need to be given when opting in users to multiple messaging programs at once. And don't forget to use a double opt-in if the user will be accessing premium content.

Keep it secure

Mobile marketers must implement reasonable procedures to protect user information. Controls must be in place to prevent unauthorized use, alteration, disclosure, distribution, or access to data. Marketers are also expected to evaluate and enforce practices periodically to ensure compliance with the MMA code of conduct.

Know the do's and don'ts of viral messaging

The rule for viral messages is that they can only be sent by non-commercial entities who manually select a recipient to receive it. Messages forwarded by automatic means, originating from a commercial source, or offering inducements to forward messages are definite "don'ts".

Seek the advice of legal counsel

Your attorneys are there to help guide you through the laws, policies, and rulings associated with mobile marketing. Seeking their advice can help you avoid a lot of headaches down the road.

References and Resources

There are additional guidelines for marketing to children, sweepstakes programs, offer language, subscription programs, affiliate programs, help programs, and more. Use the online resources available through the Mobile Marketing Association and Direct Marketing Association for more information.

- Mobile Marketing Association — www.mmaglobal.com
- Mobile Marketing Association Code of Conduct and U.S. Consumer Best Practices Guidelines — www.mmaglobal.com/policies
- Direct Marketing Association — www.thedma.org
- Telephone Consumer Protection act — www.the-dma.org/guidelines/tcpa.shtml
- FTC Can Spam Act — www.ftc.gov

Getting started

Mobile devices have the potential to drive a fundamental shift in business growth through their unique capabilities and the fact that they're personal, powerful and portable.

But before jumping into Mobile Marketing endeavors, it may be helpful to consider some basic questions:

- Why do we want to use Mobile Marketing?
- How can mobile marketing improve our business?
- How will mobile marketing be incorporated into our overall customer experience?
- When does it make sense to include mobile marketing as an additional channel in the marketing mix?

Accepted guidelines to follow:

- Fit mobile marketing initiatives to the overall brand marketing objectives and set specific objectives for the mobile initiatives themselves.
- Integrate the mobile call-to-action across the marketing mix to complement marketing efforts.
- Give the consumers something valuable in return for their participation.
- Design the campaign to maximize brand interaction, immersion, and utilization.
- Keep it simple! Think about the ease of use and useability of your offers and promotions. The goal is to enhance the customer perception of the brand, not to hurt it.
- When applicable, leverage the wide reach of SMS. It is built into virtually all handsets sold over the past few years.
- Educate and prepare your customer-facing employees. Get their buy-in that the brand is doing something cool and progressive.

First Steps:

- ✓ **Strategize.**
Before you jump in, think about your strategy. What will be considered success? If building a database of opt-ins is your target, reaching five percent of your full CRM database in the first nine to 12 months is a worthy goal.
- ✓ **Allocate budget.**
Brands and agencies that invested at least 2.5 percent of the budget in mobile marketing show better results overall.
- ✓ **Identify relevant tactics.**
Then integrate mobile as a channel in the mix and infuse other media channels with the mobile call to action for increased interactivity.
- ✓ **Get help with your short code.**
Obtaining your own short code is a long and complicated process, but there are experts that can help. Use a short code on a service provider or get a service provider to work with the aggregators on obtaining carrier certification and provisioning according to your planned campaigns and needs. Since every new service requires a new certification, make sure you cover as many services as possible before submitting the campaign for approval, to avoid having to go through the certification process again.
- ✓ **Get help with campaign-building.**
Your service provider can help you determine what data to collect and how it will integrate with your existing CRM data.
- ✓ **Test. Then test some more.**
Try it with as many devices as possible to avoid glitches and frustrated consumers. And train the customer-facing personnel.
- ✓ **Provide customer support.**
You'll need to provide a toll-free phone number, e-mail address, and a URL for terms and conditions when applying for short code provisioning.
- ✓ **Launch!**
With everything in place, you're ready to tap the vast potential of mobile marketing. Good Luck!



Kodak mobile marketing activation examples

Here are just a few ways in which Kodak has used mobile marketing techniques to reach consumers on the go.



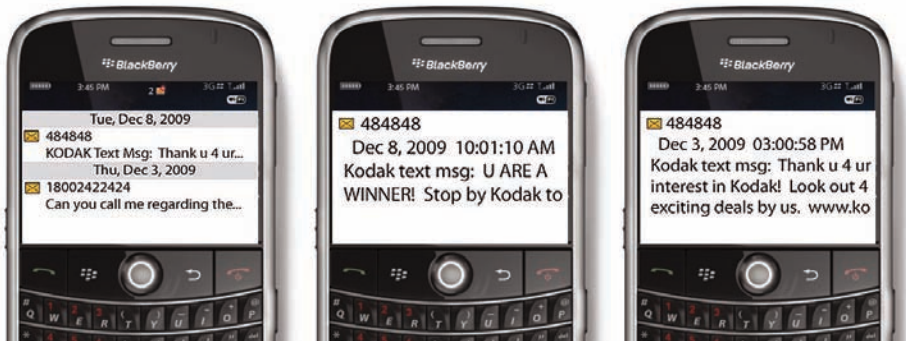
Cinema Pre-show

Saving up to half on all that you print is a powerful message. We promoted this benefit of our home inkjet printers using cinema pre-show media connected to mobile. A 15-second spot outlined the message and included a call to action — text the word “deal” to a short code. An SMS text message was then returned with a promo code for our online store. We also reminded people to turn off their mobile phones prior to the beginning of the movie.



Promotions

We have conducted a number of successful mobile promotions in the United States, Europe and India. One European promotion, Kodak’s Snow Insider, included detailed information about 40 ski resorts, including a locator and photo tips. It helped us accomplish our objectives of inspiration, participation, and enablement. The program exceeded its target for downloads by 1,680 percent.



Tradeshaw Activation

At the 2010 Consumer Electronics Show (CES) we implemented two SMS-based mobile tactics to support our presence.

- Interview Agenda - The Kodak booth included a talk-show style set used for interviewing top media and subject matter experts. We created an interactive agenda for this experience, an SMS-based program that allowed attendees to select the interviews they wanted to see throughout the show. Reminders were sent 20 minutes prior to every interview selected.
- SMS to Win - Attendees sent a text message with Kodak's booth number for a chance to win KODAK Products as prizes. We drove traffic to the Kodak booth with return text messages informing people that they had won, and inviting them to the booth to collect their prizes.



iPhone Apps

Kodak began developing iPhone apps in 2008.

- The first was a connection to our online photo-sharing service, KODAK Gallery. It allows customers to upload pictures and share online album, right from their iPhone.
- The KODAK Smile Maker App is a fun app that lets you add one of over 20 fun cartoon smiles to a photo. To date, Smile Maker has been downloaded more than 200,000 times.
- The KODAK Pic Flick App is an app that allows people with certain Wi-Fi enabled KODAK Products to simply "flick" a photo from their iPhone directly to their digital frame or printer.

These applications are all free and available for download right to your iPhone or iPod Touch devices from the App Store.



Product Awareness - KODAK Picture Kiosk locator

With over 100,000 KODAK Picture Kiosks throughout the world we thought it would be a great service to our customers to provide an easy way to find the nearest one through their mobile devices. So in 2010 we'll be launching the KODAK Picture Kiosk Locator. Customers can simply text us their zip code and we will return an address directing them to the nearest KODAK Picture Kiosk and let them browse for more locations based on different criteria.



Kodak uses m-Wise Inc. as the best in class strategic partner for mobile marketing. Find them at www.m-wise.com

Glossary of Mobile Marketing Terms

Partner and Provider

Aggregator

An organization that acts as a middleman between applications and content providers and mobile carriers. Provides message traffic throughput to multiple wireless operators; provides mobile initiative campaign oversight, administration and billing services.

Common Short Code Administration (CSCA)

An organization that administers the common short code registry for a particular country/region. CSCAs are predominantly in Canada, China, UK and US. Local mobile carriers and short code aggregators are the administrators of SCS registry in other countries.

Mobile Station International ISDN Number (MSISDN)

Uniquely identifies a wireless device within a wireless carrier's network. The MSISDN is dialed from other wireless or wireline networks to direct a signal to a specific wireless device. MSISDNs can be electronically checked to help prevent fraud.

SMS Center (SMSC)

The network entity in the mobile carrier telecommunications network which switches, stores, and routes SMS traffic.

Shortcodes, Keywords, and Permission

Common Short Code (CSC)

Short numeric sequence (4-6 digits) to which text messages can be sent from a mobile phone. Subscribers send text messages to common short codes with relevant keywords to access mobile content or act upon a CTA in an ad.

Confirmed Opt-in

The process used for verifying a mobile subscriber's intention, and for gaining the subscriber's explicit agreement to participate in a mobile initiative.

Dedicated Short Code

A common short code that is running only one service at any given time.

Double Opt-in

The process of confirming a mobile subscriber's wish to participate in a mobile program by requesting the subscriber to opt-in twice, prior to engaging the subscriber. This is a requirement for premium and many other types of mobile services.

Keyword

A word or name or other alphanumeric sequence used to distinguish a targeted message within a Short Code Service.

Mobile Originated Message (MO, MOM)

An SMS/MMS message sent from a mobile device.

Mobile Terminated Message (MT, MTM)

An SMS/MMS message received by a mobile device.

Opt-in

The process through which a subscriber provides explicit consent, after receiving notice from the mobile marketer.

Opt-out

The process through which a subscriber can cancel previous consent, after receiving notice. Replying with the phrase STOP will usually suffice but subscriber should have an option to call or e-mail too.

Permission Level

The level of permission a mobile subscriber has granted to a specific carrier or service or wireless content site to receive advertising messages from them.

Random Short Code

A random number sequence assigned by the administration body to the company leasing the short code.

Response Capability

The ability of the user to respond based on the feature set of the user's device (WAP, data-enabled, 800 number, two-way SMS).

Shared Short Code

A short code that is utilized to run multiple mobile services and/or marketing campaigns simultaneously.

Short Code Program

A marketing campaign that utilizes a short code as a primary means of opt-in.

Single Opt-in

When a mobile subscriber opts in to a program via a subscriber-initiated message to a service provider, as prompted by the terms of the program.

Vanity Short Code

Specifically requested short code number. It spells out a content provider's name, brand, or associated word, or is an easy-to-recall number sequence (e.g. KODAK=56325, or 55555).

Messaging Format

Mobile Web, Wireless Internet

A channel for delivery of web content that offers and formats content according to the mobile context. Mobile context is characterized by the nature of user information needs (updating blog, searching for restaurant), basic mobile phone characteristics (screen size, keypad input), and special capabilities (connection type, location).

Multimedia Messaging Service (MMS)

Standard for messaging systems that enable sending messages that include multimedia objects (images, audio, video, rich text). May or may not include normal text.

Short Message Service (SMS)

A standard for telephony messaging systems that allows sending messages between mobile devices that consist of text-only content in a short (up to 160 characters) message (SMS, TXT).

WAP (Wireless Application Protocol)

Wireless Application Protocol. An open international standard for the presentation and delivery of wireless information and telephony services on mobile devices.

WAP 2.0

Format of choice for mobile web. Allows mobile carriers, content providers and media companies to present content and functionality in more robust formats via faster wireless technologies (as compared to WAP 1.0) and is more in line with Internet standards.

WAP Pull

User directly requests a mobile WAP site by entering a URL or by entering the phone number on a content provider web page.

WAP Push

A specifically encoded message that includes a link to a WAP address allowing WAP content to be pushed to the handset with minimum user intervention.

Content

Alerts

Notifications, typically in the form of a text or multimedia message, containing time-sensitive information (event details, weather, news, services updates) that are pushed to a mobile subscriber who has opted-in to receive this information.

Click

The act of highlighting and activating an advertisement or other link that has been served to a customer's screen.

Click-through

The process that takes a mobile subscriber to a landing page once the subscriber has clicked on a link.

Click to Call

A service that enables a mobile subscriber to initiate a voice call to a specified phone number by clicking on a link on a mobile web site. Typically used to provide direct response mechanism in an advertisement.

Deck (Portal)

A browseable portal of links to content, pre-configured by the network operator and set as the default home page on all the operator phones' browsers.

Information on Demand (IOD)

Content delivered in the form of alert. Subscribers receive SMS containing weather updates, a daily joke, or an inspirational message at a predetermined time and frequency.

Interactive TV (iTV)

TV programming and technology that allows the viewer to engage in two-way interaction with the program.

Interactive Voice Response (IVR)

A computerized system that allows a caller to select options from a voice menu and interact with a computer phone system via their mobile device.

Jump Page (Landing Page)

The page or view to which the user is directed when they click on an active link embedded in a banner, a web page, e-mail or text message. A click-through the link lands the user on a jump page.

Location Based Services (LBS)

Services that are provided to mobile subscribers based on the geographical location of their handsets. Handsets must have position-location technology like GPS to enable the geographical trigger. LBS include driving directions, information on resources or destinations within current vicinity.

Mobile Content

Entertainment, sports and news information, as well as games, delivered via wireless media in a non-advertisement format. Can be on and off deck.

Premium Content

Content for which the provider charges a rate that is separate and in addition to any fixed charges made by the network operator to access content.

Premium Short Message Service (PSMS), Reverse SMS Billing/MT billing

Billing mechanism by which the mobile subscriber is charged above standard text messaging rates for mobile content and/or subscription.



How Kodak enables mobile technology

Kodak works with some of the world's most respected mobile device manufacturers and carriers in a variety of capacities to enhance the capabilities and services they bring to market. Here are just a few of the ways technology developed by Kodak moves mobile imaging forward.

KODAK Imaging Technology brings brighter, more vivid pictures & video

Core imaging platform uses KODAK Imaging Technology from Kodak's digital imaging products.

The platform is modular, configurable and scalable to mobile handset performance requirements.

Still Imaging Technologies

Proprietary algorithms for color processing, white balance, exposure controls, noise reduction, lens shading, and sensor defect removal.

Advanced algorithms for Kodak's Smart Capture feature to automatically analyze complex scenes and adjust camera settings.

KODAK PERFECT TOUCH Technology is a post-capture image enhancement that results in better, brighter, more vivid pictures with fewer dark shadows.

Video Imaging Technologies

Includes video capture technologies (including HD), video processing and enhancement, video analysis, video synthesis and still picture output

Image Capture Hardware Support

Kodak's range of services includes:

- Module calibration
- Sensor / module integration
- Vendor management / certification
- Flash integration (xenon and LED) and focus assist lamp integration

Connectivity to Kodak's Imaging Ecosystem

Connecting with Kodak means a link to:

- Over 100,000 KODAK Picture Kiosks
- The market share leader in digital picture frames *
- A worldwide leader in desktop imaging software
- KODAK Gallery — connect to 70 million members and 2.5 billion images in the U.S. and Europe
- All KODAK EXPRESS Digital Solutions retail locations

The Power of the Kodak Brand

The Kodak brand assures consumers that the handset they carry offers a high quality image and video capture experience. Consumers who value having a camera as part of their phone will see this brand as a symbol of trust and innovation

Kodak offers a testing and certification service to OEMs and Carriers prior to releasing access to the brand.

User Experience Consulting

Manufacturers can tap Kodak's understanding of consumer behavior with photography and video to design best-in-class experiences in mobile imaging.

For more information, please contact:

Keith Plaughter, Marketing Manager, Mobile Imaging

E-mail: keith.plaughter@kodak.com



* US&C, according to NPD's Consumer Tracking Service, for the period Jan.-May 2008 (based on unit and dollars sales)

Mobile Social Media and Kodak

Now that mobile devices have freed social media from the confines of the home, the possibilities for interaction seem infinite. Friends, common interests, and retailers can be found on the run. And marketers can target only the people who happen to be nearby at any given moment.

Many new apps work in tandem with the giants of social networking, while those players continue to develop location-based apps of their own. As this movement develops, Kodak will be right there, with insights and observations in our large and growing social media presence. We hope you'll follow along at any of the addresses below.

Our full list of social media efforts can be found at kodak.com/go/followus.



Gear for video on the go

Kodak makes products that facilitate content creation.

Our pocket HD video cameras are hugely popular and are used by countless vloggers, media pundits, and just about everyone else. These über simple devices make it easy for your company to generate content. Customer testimonials, event coverage, employee activities, how-to videos, and more. What are you waiting for?



For more information, check out:
www.kodak.com/go/Zx1
www.kodak.com/go/Zi8



Kodak Corporate:
[@KodakCB](https://twitter.com/KodakCB)
[@JefferyHayzlett](https://twitter.com/JefferyHayzlett)

Consumer information and deals:
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Germany — facebook.com/KodakDeutschland
Italy — facebook.com/KodakIT
Russia — facebook.com/KodakRU



flickr.com/photos/kodakpix



youtube.com/user/KodakTube

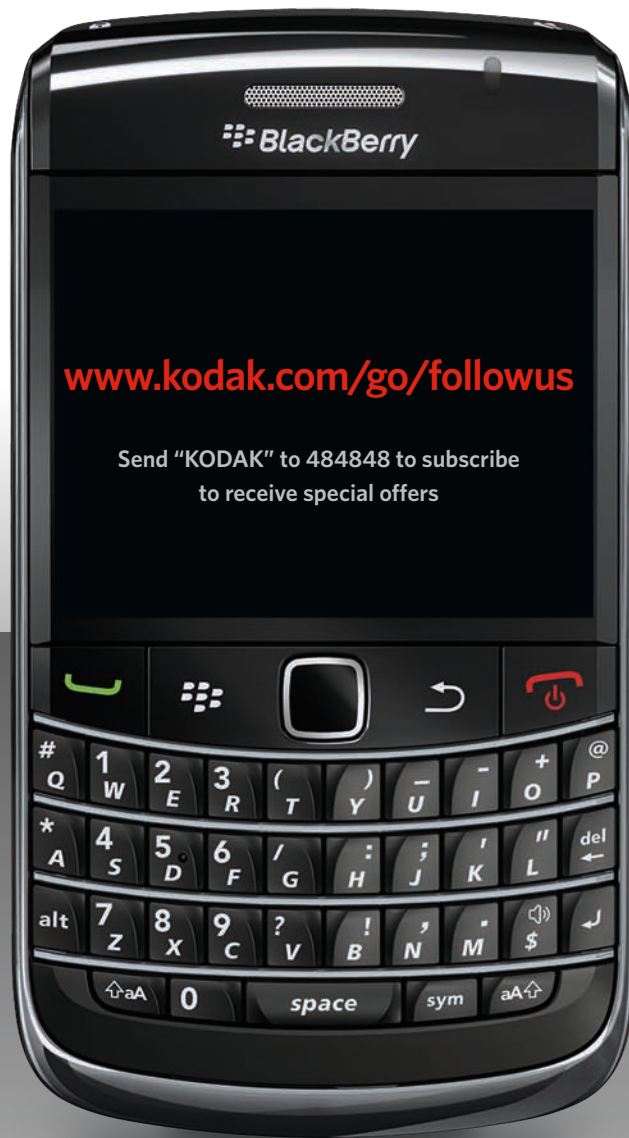
Blogs

From the people of Kodak:
1000words.kodak.com

Kodak products and customers:
pluggedin.kodak.com

Graphic Communications:
growyourbiz.kodak.com

These Mobile Marketing Tips are based upon our experience and research we have conducted. They in no way are intended to be considered advice on your business practices or legal advice. We strongly recommend that you discuss this with your management and legal counsel before entering the mobile marketing space.



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