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**New KODAK PROFESSIONAL Digital SLR Camera Delivers
High Resolution, Broad ISO Performance; Extended Burst Depth
Next-Generation Camera Offers Medium-Format Image Quality, 35 mm Flexibility**

LAS VEGAS, Feb. 12 — Strengthening its commitment to push the boundaries of high-end digital camera technology while delivering outstanding image quality and ease of use, Eastman Kodak Company unveiled the new KODAK PROFESSIONAL DCS Pro SLR/n digital camera.

The latest addition to Kodak's venerable professional camera portfolio, the DCS Pro SLR/n digital camera contains a new high performance imaging system with an entirely new 35 mm size CMOS (Complementary Metal Oxide Semiconductor) sensor, which delivers 14 million pixels with a total available ISO range of 6 to 1600.

Built on an F-mount compatible body, the DCS Pro SLR/n is ideally suited for wedding photographers and uniquely addresses the needs of event, portrait, commercial and advanced amateur photographers as well.

"The DCS Pro SLR/n combines the best of medium format image quality with the convenience and flexibility of 35 mm photography. Its high ISO provides excellent performance in low-light settings and captures images with stunning detail that wedding and event photographers expect. It also creates amazing images at low ISOs using long exposures," said Madhav Mehra, General Manager, Professional Digital Capture.

"We've accelerated the evolution of the digital SLR with this camera. The DCS Pro SLR/n is able to merge high-resolution and the best image detail with a broad ISO range."

Image Quality and Key Features

The camera contains a new 4536 x 3024 pixel (effective), 12-bit CMOS imager that covers the full 24 mm-by-36 mm image area of 35mm film. With a full-size sensor, photographers regain the benefits of true wide-angle lenses and can use their F-mount SLR lenses the same way they used them with 35 mm film. This new sensor incorporates advanced High Performance-Low Noise (HPLN) technology, incorporating a unique new pixel design and an optimized device manufacturing process that enables increased sensitivity and reduced noise levels that result in broader ISO performance.

When combined with the new “Expert-Level” noise reduction tools in the latest release of KODAK PROFESSIONAL DCS Photo Desk software, the camera delivers the highest resolution of any digital SLR with an ISO range that meets the needs of a wide variety of professional photographers. The new sensor also incorporates an enhanced optical transmission system that further increases image quality – particularly with tungsten light sources – and is supported by new digital and analogue electronics. Consistent with the recent generation of DCS Professional cameras from Kodak, photographers can select the appropriate image size – full 14MP, 6MP, and 3MP – that suits the shooting environment.

Photographers will have the benefit of a fully calibrated ISO range of 6 to 800, while those that utilize DCS raw files can also access a non-calibrated ISO range that extends from 1000 to 1600. Aside from a broad ISO range, the camera’s feature set includes long-exposure capabilities, enabling exposures up to 60 seconds at lower ISO settings, a full resolution raw image burst depth of ~19 frames from the camera’s integrated 512 MB RAM buffer and a hardware “sleep mode” that conserves battery life when the camera is not in use.

The camera captures images at about 1.7 frames per second. Images can be saved as DCR raw files, normal JPEG files or ERI JPEG files. The ERI-JPEG files serve as another form of picture protection for photographers, especially in situations where re-shooting is inconvenient. They provide two stops of exposure latitude and extended color space within a JPEG workflow – a benefit no competitor offers.

Images are stored via COMPACTFLASH memory card and/or MMC/SD memory card interfaces. The camera can write to both types of storage media, and the image can be sent to each card simultaneously in any combination of the three available formats. In

addition, FIREWIRE connectivity - at a transfer rate of up to 12MB per second – adds speed to the photographers’ workflow.

Designed with a durable magnesium body, the DCS Pro SLR/n includes a vertical trigger that works in conjunction with the camera’s auto orientation sensor. The sensor detects the camera’s orientation +/- 90 degrees from the horizontal position. This enables automatic rotation of the image as it moves to a computer for manipulation, saving photographers time and improving workflow – hallmarks of Kodak’s efforts to make digital easier for customers.

Simplifying Digital, Free Firmware Upgrades

The DCS Pro SLR/n camera includes features for new and more advanced digital shooters. The camera operates in two user modes: Basic and advanced. It defaults to the basic setting and offers a very intuitive, simple interface. In the advanced mode, the user can access and adjust a host of capture, resolution, storage and other settings.

Many key features of the DCS Pro SLR/n camera are based on KODAK PROFESSIONAL firmware and are not hard-wired within the camera, so they can be enhanced and easily upgraded with free firmware downloads from Kodak. Free firmware upgrades essentially give photographers a “new” camera, whereas most other manufacturers require the purchase of an entirely new camera system to receive the latest enhancements.

Kodak leverages Nikon’s Digital Through The Lens (DTTL™) flash metering in the DCS Pro SLR/n digital camera. Photographers can expect near-perfect flash exposures with the camera, an improvement over many existing professional digital cameras.

The DCS Pro SLR/n has a camera interface localized in nine languages. It works with the latest versions of the following software:

- KODAK PROFESSIONAL DCS Photo Desk – including new Expert level noise processing tools
- KODAK PROFESSIONAL DCS Camera Manager
- KODAK PROFESSIONAL DCS File Format Module
- KODAK PROFESSIONAL Extended Range Imaging Technology File Format Module

Availability of the KODAK PROFESSIONAL DCS Pro SLR/n digital camera begins in early March through authorized dealers of KODAK PROFESSIONAL digital

imaging solutions.

About Eastman Kodak Company and infoimaging

Kodak is the leader in helping people take, share, print and view images – for memories, for information, for entertainment. The company is a major participant in infoimaging, a \$385 billion industry composed of devices (digital cameras and flat-panel displays), infrastructure (online networks and delivery systems for images) and services & media (software, film and paper enabling people to access, analyze and print images). With sales of \$13.3 billion in 2003, the company comprises several businesses: Health, supplying the healthcare industry with traditional and digital image capture and output products and services; Commercial Printing, offering on-demand color printing and networking publishing systems; Commercial Imaging, offering image capture, output and storage products and services to businesses and government; Display & Components, which designs and manufactures state-of-the-art organic light-emitting diode displays as well as other specialty materials, and delivers optics and imaging sensors to original equipment manufacturers; and Digital & Film Imaging Systems, providing consumers, professionals and cinematographers with digital and traditional products and services.

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Editor's Note: For information about Kodak's professional products, customers may call 1-800-235-6325, or visit www.kodak.com/go/professional.

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