

Kodak

KODAK PROSPER PRESS PLATFORM

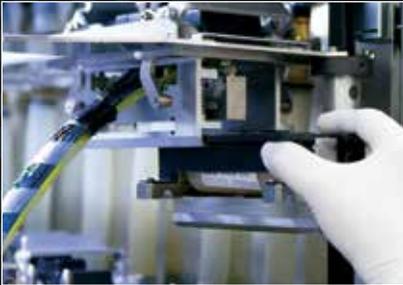


NEXT-GENERATION PRINTING
TODAY

UNRIVALED QUALITY.
PEERLESS PRODUCTIVITY.
COMPELLING ECONOMICS.

EXPAND YOUR CAPABILITIES

AND PROFIT POTENTIAL WITH THE NEXT GENERATION OF INTELLIGENT PRINTING INNOVATIONS



Changing the jetting modules is easy. Just open the door and raise the heads for easy access.



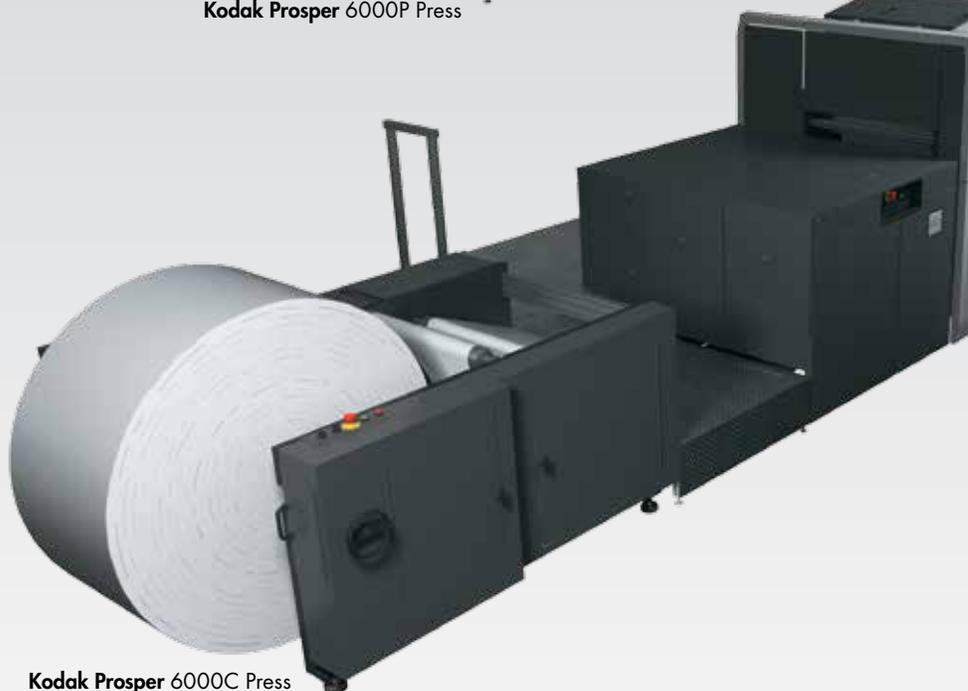
The **Kodak 700 Print Manager** offers a streamlined operation, exceptional quality, and gives you a high return on your investment.

In an era marked by continuing evolution in the way the world communicates, the **Kodak Prosper** Press Platform can help boost your top line with higher-value print applications and faster, more dependable turnaround—all at a significantly lower overall total cost of ownership. **Prosper** Presses position you to respond confidently to the challenges of today's market and capitalize on emerging opportunities. Kodak's proprietary Stream Inkjet Technology unites the productivity of offset with the versatility of digital. Three **Kodak Prosper** 6000 Press models—the 6000C, 6000P and 6000S—feature an array of built-in intelligent components that can optimize output quality while they print, setting new industry standards for quality and productivity across a range of applications, all at a very low cost per page.

With **Prosper** Presses, your organization can improve operational and supply chain efficiencies while producing top quality publications and print communications that boost your client's return on marketing investment. It's a solution that expands your capabilities and profit potential, today and into the future.



Kodak Prosper 6000P Press



Kodak Prosper 6000C Press

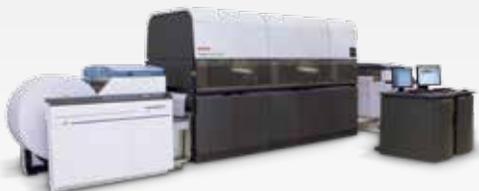
Now you can profit from the next-generation of presses—today.

The **Kodak Prosper** Press Platform delivers the central promise of digital printing—customization to reach a market of one—with quality that approaches offset, unrivaled productivity, and an exceptionally low total cost of ownership.

It's a winning combination that provides new opportunities to create millions of high-impact documents for clients looking to keep relevant, real-time conversations going with their customers. And open up new possibilities for greater profitability and customer satisfaction.



Kodak Prosper 6000S Press



Kodak Prosper 1000 Press



Kodak Prosper 1000 Plus Press



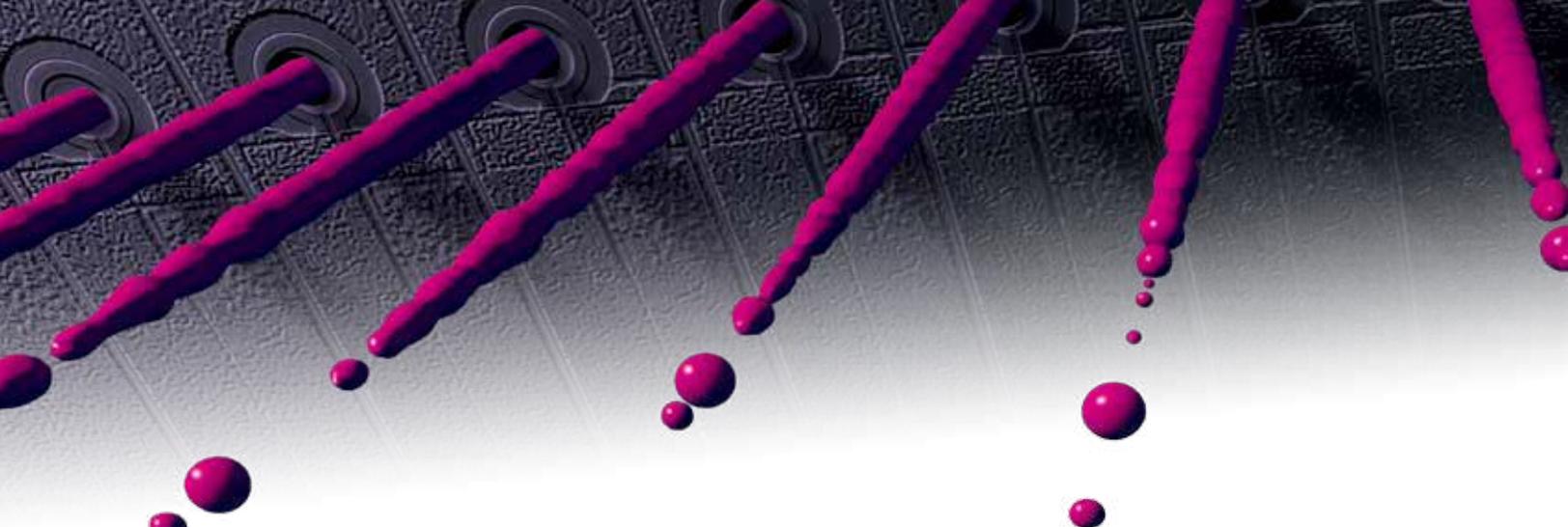
Kodak raises the bar in digital printing, resetting industry standards with unmatched quality, day-to-day productivity and compelling economics.

KODAK PROSPER 6000 PRESSES

To meet your business needs, we offer three different models. The **Prosper 6000C** is ideal for direct mail and other commercial print applications where heavier stock is used. The **Prosper 6000P** is for users primarily focused on publishing or applications that typically use lighter materials, such as newspapers and books. The **Prosper 6000S** brings the **Prosper Press Platform** into new applications by offering a simplex-printing digital press for full-color production.

KODAK PROSPER 1000 AND 1000 PLUS PRESSES

Capitalize on superb print quality and drive new levels of productivity and profitability for existing — and emerging — monochrome applications.



DRIVE HIGH VALUE OPPORTUNITIES WITH

OFFSET-CLASS OUTPUT

Each job printed on a **Prosper** Press benefits from Kodak's revolutionary Stream Inkjet Technology—the proprietary, continuous inkjet solution that produces consistent, vibrant images day after day. Now you can handle image-rich, high coverage jobs with confidence, knowing that **Kodak Prosper** Press output is durable enough to withstand frequent handling—with quality impressive enough to please even the most demanding client. This stunning quality is made possible through a combination of unique system elements available only from Kodak.

Predictable, precise delivery of ink to paper

At the core of each press are precise rows of **Kodak Prosper** Press Jetting Modules that deliver ink to the substrate with simplicity, speed and reliability. Stream Inkjet Technology produces a continuous flow of ink, enabling constant—and consistent—operation, without the stops and starts that can hamper production on other inkjet devices. Ink is output with uniform dot size and accurate dot placement, regardless of coverage or substrate, even at very high speeds.

Best of all, **Kodak Prosper** Jetting Modules deliver reliably for millions of pages without adjustment—even when used in the most demanding production environments.

Proprietary inks that yield accurate, durable color

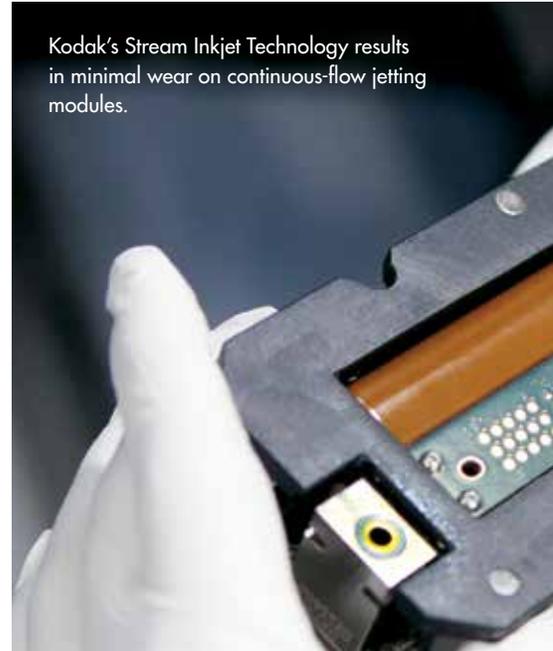
The proprietary nanotechnology inks developed specifically for **Kodak Prosper** Presses deliver exceptional vibrancy and color consistency.

With a color gamut that approaches offset, **Prosper** Presses achieve results that are equivalent to SWOP, SNAP, and GRACoL standards, so you can complement existing offset workflows and balance your workload.

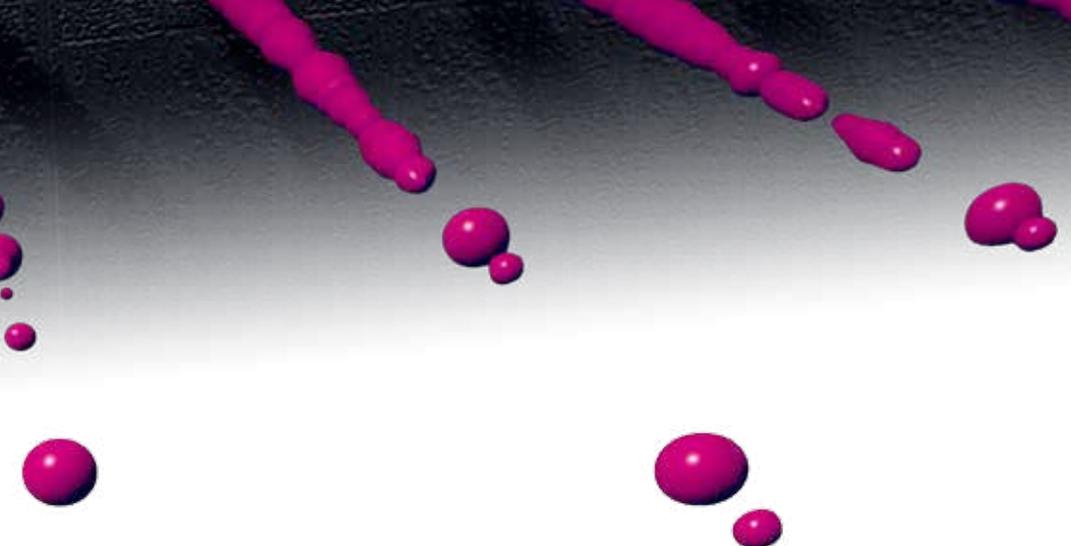
Polymeric dispersants integrated into the inks enhance image permanence, water resistance, and reliability, so printed output maintains its crisp appearance throughout finishing, automated mail handling and everyday use.



Kodak's nanotechnology inks are designed to work as an integral part of your entire printing system.



Kodak's Stream Inkjet Technology results in minimal wear on continuous-flow jetting modules.



Self-monitoring, automated color with Intelligent Print System

The **Kodak Prosper 6000** Presses feature in-line image health monitoring and advanced software controls that enable them to make closed-loop adjustments to refine and improve output quality. The result is precise registration and outstanding image quality.

Throughout the run—at full press speeds—key metrics such as press efficiency, imaging performance, and registration variations, are automatically tracked and reassessed. Any needed adjustments are made without interruption or operator involvement.

More substrate options

A broad range of commercially available inkjet-compatible substrates can be run on **Prosper** Presses at full press speeds. These include industry-standard uncoated, coated, and even glossy papers from 42-270 gsm on roll widths from 8 to 25.5 inches (20.3–64.8 cm).

The **Kodak Prosper** Image Optimizer Station prepares commercially available substrates for inkjet printing, enabling you to pre-treat and run industry-standard uncoated, coated, and even glossy papers.

The **Kodak Prosper** IOS Offline Coating Solution uses a prestaged process to prepare commercially available substrates for inkjet printing, optimizing performance of inkjet-treated papers on the **Prosper 1000 Plus** and **Prosper 6000** Presses.

Fast, intelligent drying

Prosper Presses have an intelligent inter-station drying architecture that uses near-infrared energy to dry inks immediately. This gives your work the high-value look, feel and bulk of offset that customers expect.

The system also adjusts for ink load, web speed and substrate, delivering consistently high-quality prints without sacrificing productivity, even on gloss coated papers—something other inkjet technologies just can't achieve.

KODAK'S STREAM INKJET TECHNOLOGY—DEPENDABLE HIGH QUALITY AT MUCH HIGHER SPEEDS

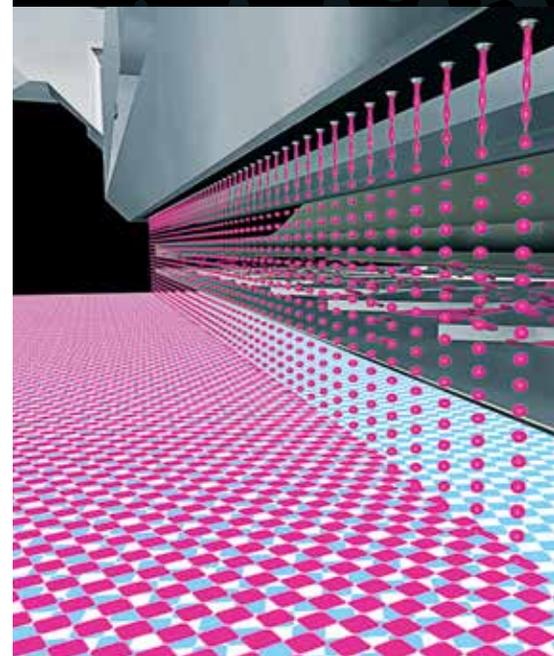
- Pressure forces continuous streams of ink out of precisely spaced, uniform nozzles.
- Each stream is broken into highly uniform droplets.
- Droplets land on the substrate in extremely accurate rows; those not needed are diverted and recirculated.

Stream Inkjet Technology is straightforward and elegant in the way it eliminates the components that are most prone to mechanical failure and errors in other manufacturers' systems.

There is minimal wear on the continuous-flow jetting modules from higher press speeds, longer print runs, or extended use of color.

As a result, **Kodak Prosper** Presses produce dramatically higher quality and productivity at a low overall cost.

Stream Inkjet Technology improves image quality by using extremely efficient drop selection by air deflection.



LEVERAGE NEXT-GENERATION

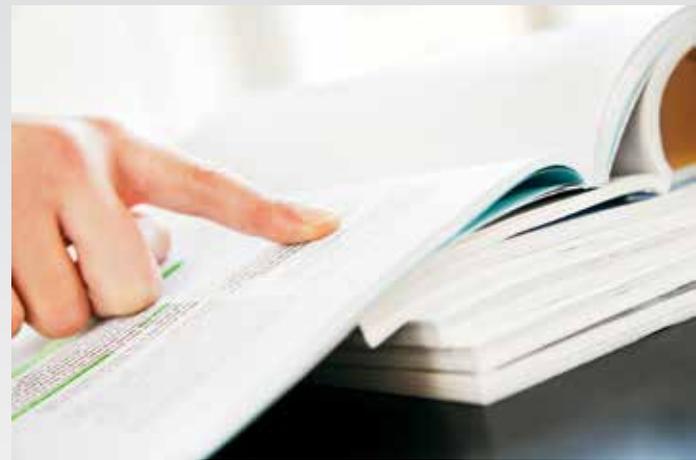
PRINTING SYSTEMS FOR TODAY'S MOST DEMANDING APPLICATIONS

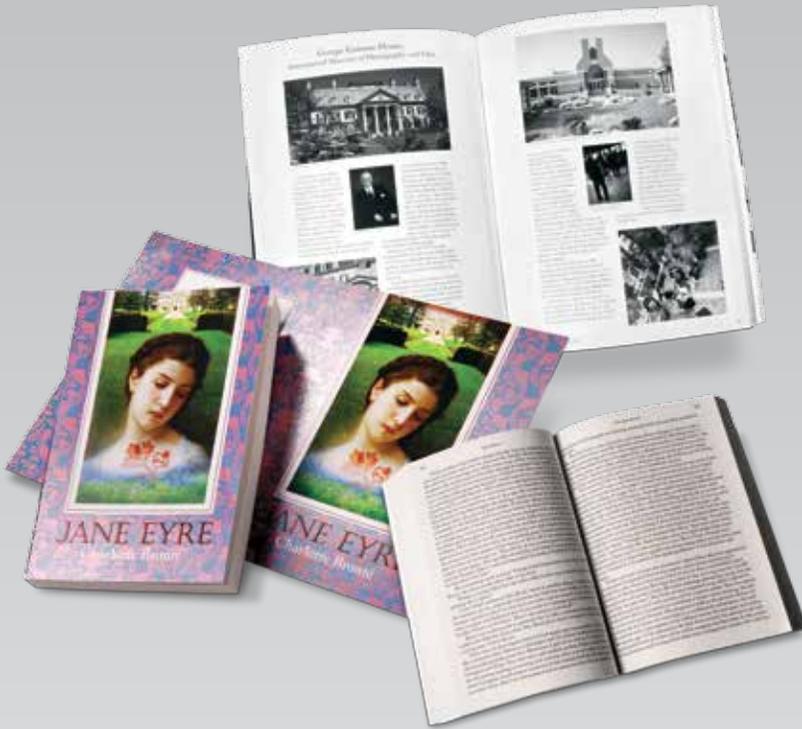
Kodak Prosper Presses have been built to handle the full range of today's print applications while meeting the business goals of newspaper and book publishers, commercial printers, and direct mail services. From the **Prosper** 1000 Press to the top-of-the-line **Prosper** 6000C and 6000P Presses, Kodak's production inkjet printing presses deliver cost efficiency and a greater return on marketing investment.

Book manufacturing and publishers

The book printing and publishing industry is being greatly impacted by emerging digital print technologies. Although offset-printed books may be declining in volume, there is opportunity for growth in digitally printed volumes. More and more book printers are seeking ways to quickly and profitably produce shorter runs. This can be done through print-on-demand, which reduces inventory costs and allows printers to print shorter runs on a just-in-time basis to meet specific orders.

High-speed production inkjet presses offer the benefit of virtually no make-ready, very high throughput, durability, and output in both monochrome and color. The **Kodak Prosper** 6000P Press makes it feasible and economical to print up to 200-lpi quality books at production run lengths of up to 3,000 copies. In addition to producing millions of offset-like pages month after month, the **Prosper** 6000P Press lowers costs associated with obsolescence and warehousing.





Benefits

Streamline order-to-cash processes

For printers, this means reducing paper stocks and inventory of other consumables. It means greater flexibility on production deadlines—and faster order-to-cash with automated inventory replenishment. For publishers, it means shorter book runs, reduced time to market, reduction in warehousing, and more automated supply chain replenishment.

Cost efficiency

The **Prosper 1000 Plus Press** is simply more cost-effective for monochrome applications than offset methods. It eliminates cost items like plates and prepress and reduces make-ready time and waste for short runs. Printers can streamline production, respond more quickly to incoming orders, and reduce overage cost allocations. At the same time, book publishers benefit from significantly reduced costs for obsolescence and returns, warehousing and distribution.

Business growth opportunities

With a **Prosper 6000P Press**, book printers can offer a wider array of color services and products to publishing customers, and diversify to include variable data and versioned books. From a profit perspective, the real opportunity is producing publications of up to 3,000 copies (e.g., of a 320-page book), up to which the total cost of ownership (TCO) is less than that of offset printing. In addition, shifting to an all-digital workflow helps maximize supply chain efficiency.

With a **Prosper 6000P Press**, handling book production, publishers gain the ability to customize and differentiate their offerings. They can bring more titles with shorter lead times to market, and benefit from a far more efficient supply chain.

Commercial printers and direct mailers

Looking for better response rates for your mailings – or those of your clients? Want to produce high-gloss targeted direct mail pieces for 30% less than using electrophotographic (toner-based) systems? If you're a commercial printer or direct mail house, **Kodak Prosper Presses**, such as the **Prosper 6000C**, deliver greater return on your marketing investment, as well as improved efficiency and profitability for production runs of up to one million high-quality mail pieces.

Benefits

Improved return on marketing investment

For advertisers, marketing firms and print specifiers, using a **Prosper Press** can significantly increase response rates and campaign effectiveness. A greater number of mailer versions can be produced and brought to market faster. With powerful variable data capabilities, **Prosper Presses** also enable integrated multi-channel campaigns using innovative marketing methods such as PURLs, QR codes and augmented reality (AR).

Prosper Presses allow printers to leverage value-added selling based on the measurable marketing effectiveness of a campaign. They also make it possible to differentiate through data management, analytics and response-tracking services, and improve margins by creating a solution-based service model as compared to a print-only service model.

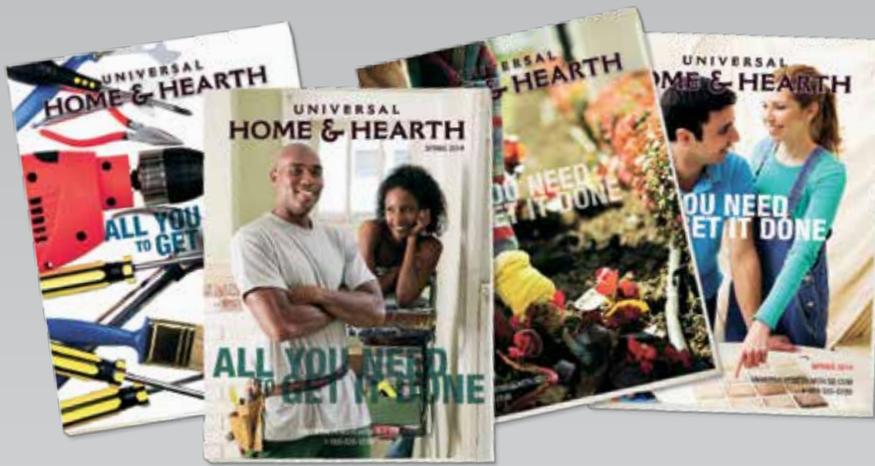
Lower costs for versioned and fully customized mailers

For advertisers, marketing firms and print specifiers, **Prosper Presses** can reduce the cost of print procurement for customized and personalized campaigns, and allow more efficient use of campaign dollars relative to expected returns. Print Service Providers can reduce production costs by almost 30% compared to electrophotographic printing methods, have a more efficient supply chain, and generate higher margins thanks to savings in consumables, paper and labor costs.



Every piece can be personalized for a market of one.





Newspaper Publishers and Printers

In today's ever-changing media landscape, newspaper printers and publishers need to drive innovation and leverage technology to gain a competitive advantage. **Kodak Prosper** Presses, such as the **Prosper 6000P**, make it possible to reach new audiences more efficiently, while streamlining print runs and adapting print editions to target different readers.

Benefits

Gain access to remote markets

For newspaper publishers, faster production enabled by digital technology means earlier publication availability, avoiding expedited delivery. Digitally printed newspapers are the same size as offset versions and have the same look and feel, offering a high quality appearance that is readily accepted by advertisers and readers.

For printers, **Kodak Prosper** Presses allow multiple newspaper titles to be produced in very short runs. The right number of newspaper editions needed for each delivery vehicle can be produced with sufficiently high productivity for medium-sized markets: 15–20,000 newspapers.

Print short-run sections for regional newspapers

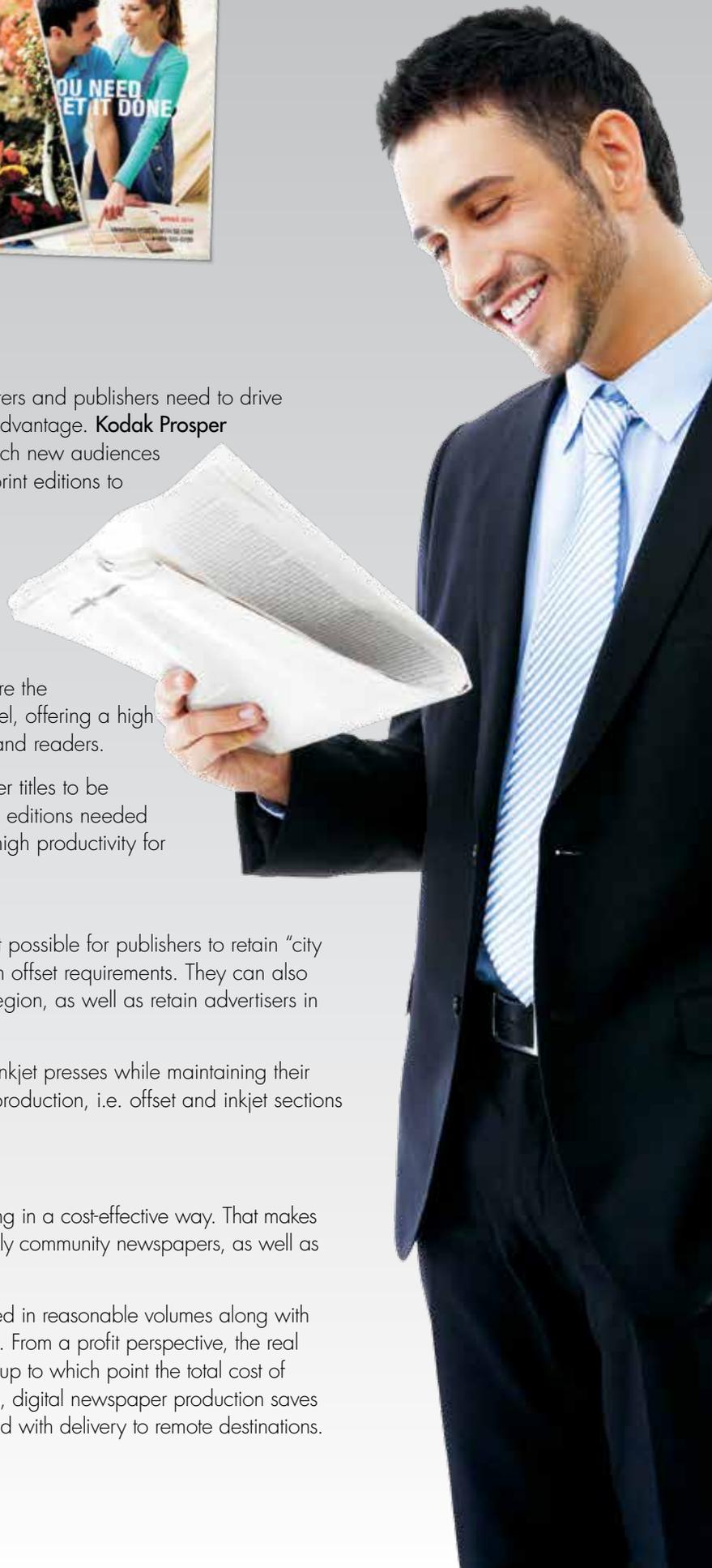
The production efficiency of **Kodak Prosper** Presses makes it possible for publishers to retain "city sections" where circulations have decreased below minimum offset requirements. They can also retain readership in low circulation cities or towns within a region, as well as retain advertisers in those same locations.

Printers can replace aging offset presses with more flexible inkjet presses while maintaining their overall product mix. They can also implement mixed-mode production, i.e. offset and inkjet sections inserted in one another.

Print micro-zone sections for metropolitan newspapers

For publishers, this means more focused geographical targeting in a cost-effective way. That makes it possible to capture a share of advertising budgets from weekly community newspapers, as well as facilitate expanded citizen journalism.

For printing businesses, low-page-count sections can be printed in reasonable volumes along with mixed-mode production – offset and inkjet sections combined. From a profit perspective, the real opportunity is producing publications of up to 2,000 pages, up to which point the total cost of ownership (TCO) is less than that of offset printing. In addition, digital newspaper production saves money by reducing supply chain and logistics costs associated with delivery to remote destinations.



DELIVER THE PROMISE OF DIGITAL WITH NEW LEVELS OF PRODUCTIVITY

Kodak Prosper Presses deliver high productivity for both static and variable jobs. From streamlining process-intensive prepress operations to accelerating press setup and job production, **Kodak Prosper** Presses can produce up to 90 million A4 pages per month and help position you as an indispensable, trusted resource for all types of clients. You can count on **Prosper** Presses to deliver digital—without compromise.

Blazing press speed

With speeds of up to 4,364 A4 pages per minute, **Prosper** Presses easily achieve an average monthly print volume (AMPV) of up to 90 million pages, whether printing on ground wood, matte, silk or glossy paper.

A streamlined data flow

The breakthrough printing speeds achieved by a **Prosper** Press are easily anticipated by the flow of data from its **Kodak 700 Print Manager**—the robust front-end system that provides accurate, high-speed data delivery, even when printing 100% variable jobs.

Built-in processing flexibility means that you can accept a wide variety of input formats, including PDF, PDF-VT, PostScript, PPML/GA, PPML/VDX, VPS, EPS, AFP, IPDS—and integrate seamlessly with **Kodak Unified Workflow Solutions** and **Kodak Prinergy Workflow Systems** for complete end-to-end efficiency.

Dramatically reduced setup and make-ready

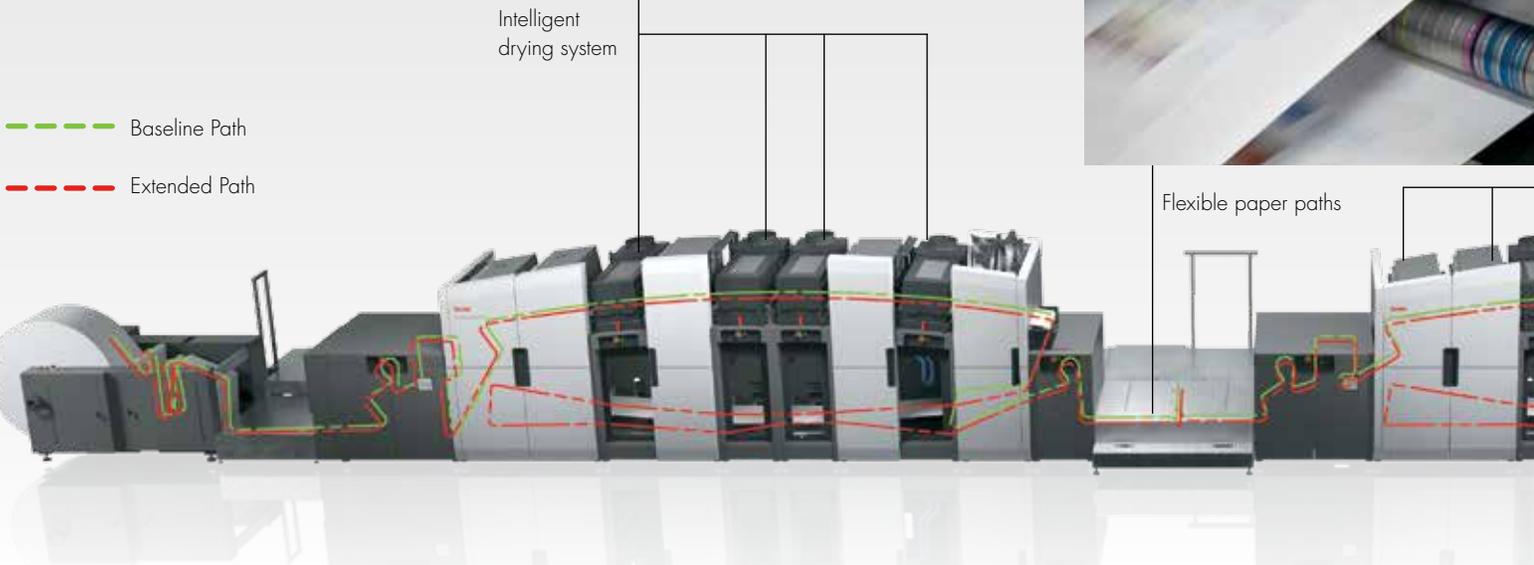
The significant front-end document processing capabilities of digital printing, as well as built-in press design and recallable job setting features, are also yours with **Prosper** Presses. Powerful digital front ends shorten time-intensive prepress operations by reducing workflow steps and traditional on-press activities, such as job setup and make-ready time.



A choice of web paths

The flexibility of multiple paper paths (depending on ink coverage and drying needs) minimizes press downtime by reducing potential substrate issues. This, combined with its variable-speed capability, greatly reduces paper waste both during press setup and press stops.

Additionally, **Kodak Stream Inkjet Technology** allows greater distance between jetting modules and substrate, eliminating much of the potential for damage to the web or to the modules themselves when integrating auto-splacers. The splicing does not require the press to stop printing as in the case of DOD devices.





COMPETE, THRIVE, & GROW

AT A LOWER TOTAL COST OF OPERATION

Kodak Prosper Presses leverage advanced technology to help achieve a fundamental business goal—profitability. But Kodak is more than a technology provider. We're a trusted advisor dedicated to helping your business operate more efficiently and profitably. Not only do **Kodak Prosper** Press solutions deliver exceptional quality and value, they also help position your business to capitalize on exciting opportunities today and into the future.

A choice of attractive business models

Kodak serves as a single source for **Prosper** Press solutions, consumables, maintenance, financing, and more. We offer flexible customer maintenance options (click or self-maintenance) for your particular business model, letting you integrate **Prosper** Press solutions into your operation in the way that works best for you.

Compelling economics

Kodak Prosper Presses can deliver significant savings by optimizing consumption of ink and fluids compared to thermal inkjet devices. Even better, you can improve your bottom line with savings on press operations—including parts and service—that are up to 20% lower than thermal inkjet presses.

An investment you can leverage

The entire **Kodak Prosper** Press Platform has been designed to be upgradeable whenever your growing business and customer demands warrant, without jeopardizing current investment in technology, workflow, training and operator experience. Grow from the monochrome **Prosper** 1000 or 1000 Plus Press to a full-color **Prosper** 5000XLi, 6000C or 6000P Press and expand your capabilities—and your business opportunities.

Award-winning support

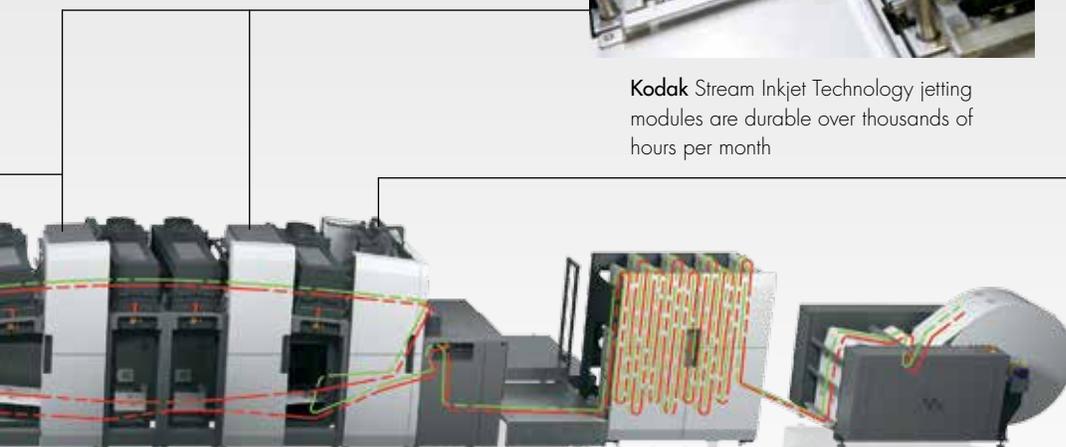
Prosper Presses are backed by the award-winning **Kodak** Service and Support organization. Startup support is also readily available for press and workflow integration, staff training, finishing and more. We'll also help you analyze, automate, and optimize your operation to maximize productivity and reduce total costs—so you're best positioned to compete and succeed.



Kodak Stream Inkjet Technology jetting modules are durable over thousands of hours per month



Intelligent Print System constantly monitors and evaluates system operations



Kodak Prosper 6000C Press

GOOD FOR YOUR BUSINESS

BETTER FOR THE PLANET

Kodak is committed to sustainability worldwide. We recognize that we have a role to play in helping society thrive by driving business growth in a responsible manner that creates value for all stakeholders. **Kodak Prosper** Presses help keep sustainability high by keeping environmental impact low, while consistently producing outstanding printed materials.

Responsible recycling

- **Kodak Prosper** Press Jetting Modules are recyclable.
- Printed sheets can be and are recycled.
- Digital printing enables short, targeted print runs and reduced paper waste.

Reduced natural resource consumption

- Substrate flexibility allows for use of many recycled and Forest Stewardship Council (FSC) approved papers.

Reduced waste

- Kodak's Intelligent Print System monitors and adjusts color accuracy and registration, producing more saleable pages.

Clean operation

- **Kodak Prosper** Press Inks contain minimal VOCs (Volatile Organic Compounds).
- **Kodak Prosper** Press Inks are toy safe—making them a safe solution for children's and juvenile books—and food safe for indirect contact in packaging applications.
- **Kodak Prosper** Press Inks do not require a hazardous waste removal process.

CPSIA General Conformity

- In accordance with section 102 of the Consumer Product Safety Improvement Act (CPSIA) of 2008, lead and its compounds are not used in the manufacture of **Kodak Prosper** Inks or **Kodak Prosper** Press Storage Solution and Replenisher Fluid.
- In addition, these products are not manufactured with the following phthalate materials: DEHP, DBP, BBP, DINP, DIDP, or DnOP.

As an innovator in imaging and materials science, Kodak offers you one of the broadest arrays of integrated graphic communications solutions in the industry. With premier printing solutions and the expert resources of **Kodak Service & Support**, Kodak helps you deliver relevant, unique solutions for your clients through market-leading technologies, products and services. The combination of our deep portfolio and wide experience enables you to be faster, more efficient, more productive and better able to expand your business.



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