

New Kodak Easyshare V-Series Digital Cameras Unveiled

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Fresh for the summer season, KODAK EASYSHARE V-series digital cameras were unveiled today in cities around the globe. Two models -- each smaller than a deck of playing cards -- are designed for trendsetters who seek high-style, compact personal electronics that combine phenomenal quality, performance and simplicity.

Crafted to capture every pose, the V550 and V530 cameras are equipped with 5-megapixel (MP) resolution for breathtaking prints up to 20 x 30 inches. The included KODAK EASYSHARE Photo Frame Dock 2 -- which provides one-touch picture transfer to a connected computer

while keeping the cameras' high-capacity battery charged and ready to go -- can play 'slideshows' on the cameras' high-resolution LCD screens, providing an additional degree of elevated design and innovation to EASYSHARE V-Series camera owners.

"With women buying more than half of the electronic items sold in the United States, Kodak is designing new products that particularly appeal not only to women's sense of style, but also a desire to simplify their lives," said Mary-Irene Marek, worldwide marketing manager at Kodak. "The new EASYSHARE V-Series cameras make it incredibly simple to take and share pictures and video, while being chic, fashionable and small enough to slip into the newest designer handbag."

The KODAK EASYSHARE V550 and V530 zoom digital cameras also blend still photography and video. For the first time, videos can be automatically turned into stop-action still pictures perfect for printing and sharing. Record longer, high-quality videos with sound -- up to 80 continuous minutes -- while using less memory storage*. Avoid on-screen shaking with built-in video image stabilization technology, and zoom in on video subjects in real time using the professional-caliber SCHNEIDER-KREUZNACH lens. Then watch the videos with friends on the cameras' big, bright, crisp LCD screens, viewable from nearly any angle. EASYSHARE Software version 5.0 -- available as a free download this summer from kodak.com -- makes combining, rotating, and adding music to video clips a breeze.

KODAK EASYSHARE V550 zoom digital camera

Like the little black dress or classic button-down shirt, the KODAK EASYSHARE V550 digital camera is perfect for nearly every social occasion. The V550 model captures all moments with 5MP resolution and its pro-caliber, SCHNEIDER-KREUZNACH C-VARIOGON 3X optical zoom lens in addition to its video features. Nineteen scene modes

such as beach, snow, sunset and party help you get the best possible shot with the least possible effort.

The black and silver metal camera bodies, paired with luminescent blue indicator lights, beg to be shown off. A brilliant 2.5-inch, very high-resolution LCD screen (230,000 pixels) is viewable from almost any angle (170 degrees) and can be used to preview a shot -- as can the optical viewfinder -- before instantly sharing the snapped picture with friends.

The EASYSHARE V550 camera will be available worldwide beginning this June for US\$399 (MSRP).

KODAK EASYSHARE V530 zoom digital camera

Dressed in the season's hottest colors -- Absolute Pink, Red Shimmer, Midnight Black and Silver Essence -- the V530 camera is small enough to fit in this summer's most trendy clutch. Women can take and share pictures and videos in style, thanks to this model benefiting from the same performance characteristics -- 5 MP resolution and a pro-level 3X optical zoom lens -- as the V550 camera. A 2-inch, high-resolution, brilliant LCD helps show off pictures to friends, and also doubles as the camera's viewfinder.

The EASYSHARE V530 camera will be available worldwide beginning in July 2005 for US\$349 (MSRP).

EASYSHARE Software

V-series cameras include KODAK EASYSHARE software for WINDOWS and MACINTOSH systems, providing effortless digital picture organization, editing, sharing and printing -- and even CD and

DVD burning. The exclusive One Touch to Better Pictures feature takes advantage of proprietary color technologies developed by Kodak to help users get vibrant, true-to-life prints from inkjet printers. Version 5.0 -- available as a free download from www.kodak.com beginning this summer -- will feature new editing tools that allow people to quickly and simply trim, splice, rotate and add music to videos.

KODAK EASYSHARE Software is now among the most widely used picture software titles in the world, with more than 22 million consumers enjoying its features.

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