

News Release

Kodak Polychrome
G R A P H I C S



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**KODAK APPROVAL NX PROOFING SYSTEM CERTIFIED
FOR OPALTONE DIGITAL COLOR TECHNOLOGY**

Norwalk, Connecticut, USA — Package printers can now proof printed jobs using the Opaltone® printing system with one of the industry's most versatile and accurate digital halftone proofing solutions.

Kodak Polychrome Graphics (KPG) and Opaltone Inc. today announce certification of the Kodak Approval NX Proofing System with Rapid Recipe Color for use with the Opaltone Seven Color printing system, which is optimized to deliver the brilliant and saturated hues demanded by packaging buyers to improve their products' shelf appeal. KPG and Opaltone also announce the re-certification of the Kodak Approval XP Digital Halftone Proofing System with Recipe Color Software.

"Predictable and consistent color is critical to the packaging industry because brand owners rely on color to represent the brand and attract the consumer's eye," said Jerry Willer, Worldwide Proofing Product Manager, KPG. "Packaging buyers can be confident when working with a Kodak Approval system user that they will see an accurate representation of their printed package using the Opaltone system."

Introduced last year, the Kodak Approval NX Proofing System uses the latest in thermal imaging technology to produce one of the industry's most versatile and accurate digital halftone proofs. Featuring Rapid Recipe Color technology, the Kodak Approval NX System can accurately

reproduce millions of digital hues in a fraction of the time it takes other systems. Moreover, the Kodak Approval NX System can reproduce all Opaltone digital hues, especially the vibrant colors used in the packaging industry.

About Opaltone Inc.

Headquartered in Charlotte, NC, Opaltone Inc. are the developers of Opaltone® Seven Color Process™. The driving factor to Opaltone's success is the ability to reduce press downtime by only ever changing the plates, not the ink. This is called Digital Color™ reproduction. Opaltone's mission statement is to deliver cost effective digital color solutions to the print media industries. Opaltone Inc. offers digital color technology and consulting services for all print processes including: Digital, Flexography, Gravure, Lithography, Rotary Letterpress & Screen. Opaltone digital color is a cost-effective alternative to analogue spot color systems. Additional information regarding Opaltone may be found on the company's website: www.opaltone.com

About Kodak Polychrome Graphics

Kodak Polychrome Graphics provides one of the broadest portfolios of digital, conventional and business solutions available in the graphic arts industry today. Products and services include a wide range of computer-to-plate and conventional lithographic and flexographic plate products, digital halftone, virtual, inkjet, and analog proofing products, digital printing applications, color workflow tools, storage solutions, business solutions and Kodak branded graphic arts films. With headquarters in Norwalk, Connecticut, USA, KPG serves customers around the globe with regional offices in the United States, Europe, Japan, Asia Pacific and Latin America. Additional information regarding Kodak Polychrome Graphics may be found on the company's website: www.kpgraphics.com.

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