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2019 European GUA Conference Celebrates 20 Years of KODAK PRINERGY WORKFLOW and sets the stage for the future

Berlin, Germany, hosts Graphic Users Association's European members

Rochester, NY, August 12, 2019 – This year's European GUA Conference will commemorate 20 years of KODAK PRINERGY Workflow software, a premier prepress automation solution for both the commercial and packaging printing industries.

The thirteenth edition of the annual European Conference will focus on revolutionary advancements in technology, automation and security to meet the demands of these rapidly changing industries with unprecedented ease. The conference will feature presentations, demonstrations, university classes, and workshops to support evolution and sustainability for printing businesses in the ever-changing print marketplace. Berlin, capital city of Germany, will be the venue for the 2019 GUA Conference from October 29 to 31.

Attendees will have a chance to get close-up insights into Kodak's latest workflow technologies, including the newly launched PRINERGY VME and Managed Services solution, launching in the Autumn, gather inspiration for their business transformation and share experiences and opinions with peers from all over Europe as well as senior Kodak representatives. Conference highlights include:

- Keynotes by leading industry experts
- 2019 and beyond – The future of Kodak software and your business

- One-on-one interaction with senior Kodak representatives
- Interactive round table discussions with the PRINERGY Product Team
- GUA's highly popular INNOVATION TECHNOLOGY LAB will provide opportunities for attendees to address technical questions and get one-on-one technology demonstrations with experts from Kodak and industry partners

October 29 will be dedicated to the GUA University. A whole series of classes leading to GUA University Certification will allow attendees to profit from intensive hands-on training as they deepen their knowledge and enhance their practical skills in the use of key Kodak software solutions.

To commemorate 20 years of Kodak PRINERGY Workflow, Kodak will also host a 20th Anniversary Celebratory Dinner Reception on October 29 in recognition of the workflow solution's history and its leading position in today's market.

Todd Bigger, President, Kodak Solutions Division, & Vice President of Eastman Kodak Company commented: "The focus of GUA is to ensure the members are up to date with the latest technology, promote knowledge sharing and provide first class networking opportunities. The European GUA Conference remains true to these principles, while also featuring a number of new innovations which keep the event fresh and relevant. With the additional celebrations for the 20th anniversary of KODAK PRINERGY we would urge all those who can make room in their busy schedules to join us."

"This year's GUA Conference offers a densely packed, stimulating and informative agenda which casts a spotlight on several of the most relevant current and future issues for the industry and its technologies. I'm confident that the Berlin conference will be driven by a spirit of knowledge sharing and mutual support," said Stephen Lavey, President of the EAMER GUA Board. "I can only encourage all users of Kodak solutions not to miss out on this high caliber event with its unique format. Both the conference and the GUA University will once again bring multiple benefits for every attendee."

Registration for the 2019 European GUA Conference is now open at <https://guaconference.com/>.

The GUA (Graphic Users Association) is a worldwide, non-profit organization dedicated to empowering users of Kodak Solutions with the tools and information to be successful. Founded over 20 years ago, GUA is comprised of customers sharing knowledge and experience to help one another. GUA Members and regional Advisory Boards work closely with Kodak to provide feedback on new and existing solutions to optimize investments to address real-world business and technical challenges.

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About Kodak

Kodak is a technology company focused on imaging. We provide – directly and through partnerships with other innovative companies – hardware, software, consumables and services to customers in graphic arts, commercial print, publishing, packaging, entertainment and commercial films, and consumer products markets. With our world-class R&D capabilities, innovative solutions portfolio and highly trusted brand, Kodak is helping customers around the globe to sustainably grow their own businesses and enjoy their lives. For additional information on Kodak, visit us at kodak.com, follow us on Twitter [@KodakPrint](https://twitter.com/KodakPrint), or like us on Facebook at [Kodak](https://www.facebook.com/Kodak)