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Kodak helps newspapers achieve more productivity, cost benefits and sustainability at IFRA World Publishing Expo 2017

Extended newspaper CTP portfolio, intelligent CTP automation solutions, a comprehensive range of printing plates and market-leading digital newspaper printing solutions

Berlin, Germany, October 10, 2017 – At IFRA World Publishing Expo 2017 (October 10 to 12, 2017, Messe Berlin, Germany) Kodak will underline its commitment to newspaper printing and the immense importance it attaches to news and marketing messages in printed form. Prepress and printing solutions to help newspaper printers be more successful in the market will be on show at the Kodak booth E.12 in Hall 22a.

What's new in newspaper CTP

The new and affordable KODAK ACHIEVE NEWS Platesetter rounds off Kodak's portfolio of thermal CTP solutions for the newspaper market, which also includes the KODAK TRENDSETTER NEWS Platesetter and the fully automatic KODAK GENERATION NEWS Platesetter. The ACHIEVE NEWS Platesetter images up to 54 broadsheet plates an hour extremely reliably. The new platesetter for newspaper applications will be available early 2018.

Kodak's new Multi-Cassette Unit (MCU) will make its debut as an automation solution for the KODAK TRENDSETTER NEWS and ACHIEVE NEWS Platesetters. The MCU has a compact footprint and low energy consumption, and can hold up to 960 plates in 4 cassettes. Thanks to the automated slip sheet removal, it provides enhanced convenience for automatic plate loading and unloading. The MCU option for the TRENDSETTER NEWS Platesetter is available now and for the ACHIEVE NEWS Platesetter it will be launched early 2018.

The new KODAK Mobile CTP Control App will let newspaper printers monitor their ACHIEVE NEWS, TRENDSETTER NEWS and GENERATION NEWS Platesetters remotely using their ANDROID or iOS device. The app provides real-time information on the production and

operating status of one or more platesetters and reports whenever a CTP system requires operator attention. The highest levels of platemaking efficiency will hence be maintained courtesy of the app, which will be released in the New Year. Expo attendees can already get demos of the new Mobile CTP Control App at the Kodak booth.

Plates for efficient, high quality and economical printing of newspapers and more

The Kodak booth will simultaneously give Expo visitors an overview of the company's highly specific portfolio of plates for newspaper and coldset printing. The KODAK SONORA NEWS Process Free Plate, which allows printers to reduce their environmental impact and costs with no quality compromises, is becoming an increasingly attractive option here. The SONORA NEWS Process Free Plate eliminates the need for processing equipment and chemistry, and thus helps newspapers save energy, water, waste and floorspace.

Newspapers that prefer a processed plate will be able to learn more about the KODAK THERMALNEWS PT Digital Plate, which lets newspapers save water and energy by eliminating the prewash and preheat steps in processing.

Kodak offers the KODAK LIBRA VP Digital Plate as an alternative for violet CTP system owners. Since its official launch at IFRA World Publishing Expo 2015, the LIBRA VP Plate has been adopted by an ever-increasing number of newspaper printers all over the world. On a YTD basis through August 2017, the volume of LIBRA VP Plate sales has increased 233% versus 2016. The LIBRA VP Plate maximizes productivity by simplified plate processing and delivers the quality and on-press performance required for both newspapers and semi-commercial print applications. Newspaper printers can simplify processing and reduce environmental impact by replacing the traditional developer and replenisher with a single clean-out finisher. With this clean-out finisher, they can further increase efficiency and save water by using an easy chem setup that eliminates the plate wash steps.

"Visitors to the IFRA World Publishing Expo will have a chance to see for themselves how Kodak is upholding its commitment to newspapers by continuing to invest in the development of high performance, high quality and sustainable CTP systems, automation solutions and plates," said Brad Kruchten, President, Print Systems Division and Senior Vice President, Eastman Kodak Company. "We're proud to be helping newspapers meet current and future requirements for high quality, efficient and sustainable production."

Industry leading inkjet technology for full digital and hybrid newsprint

Kodak is taking advantage of IFRA World Publishing Expo to underline its leading role when it comes to inkjet solutions for digital and hybrid newsprint. Expo visitors are invited

to see for themselves with the help of samples what Kodak's inkjet technology can do for them. Kodak is the market share leader in sites dedicated to newspaper production with approximately 50% of all inkjet press installations worldwide. In addition, Kodak also has about a hundred KODAK PROSPER S and KODAK VERSAMARK Print Heads installed at newspaper printers around the world, where they are used to imprint variable or personalized content for lotteries, sweepstakes and advertisements, late breaking news and other innovative applications.

"Kodak's portfolio of digital printing technology meets the needs of newspaper companies no matter where they are on the path to digital. The KODAK PROSPER 6000P Press is designed to enable highly productive, high quality digital newsprint and other publishing applications. And the KODAK PROSPER S-Series Imprinting Systems provide printers who have made huge investments in their newspaper offset web presses with attractive digital printing applications to extend their conventional capabilities," said Randy Vandagriff, President, Enterprise Inkjet Systems Division and Vice President, Eastman Kodak Company. "In other words, Kodak gives newspaper printers an array of options for getting started in digital business depending on their needs."

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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).

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