

# MAKING FAMILY LIFE MORE FUN

## Photography and PCs Lead To More Fun For The Whole Family

(NAPS)—Picture this: a baby's tentative first steps, a happy couple's wedding kiss, a long-awaited family reunion. For more than a century, pictures have helped people capture, share and relive memories such as these. Today, simple and affordable technology makes it possible to share — and even enhance — those memories in new and exciting ways.

Thanks to an innovative new product from Eastman Kodak Company and Intel Corporation called *Kodak Picture CD*, it's possible to turn a traditional roll of film into an easy-to-use CD-ROM and to use a personal computer (PC) to unleash the power of your pictures — without using a digital camera.

It works like this: Shoot your pictures using a standard 35 mm or Advanced Photo System film camera, take the roll of film to your favorite retailer and check the box marked "*Kodak Picture CD*" on the film-processing envelope. Within one hour to two days, depending on the retailer you choose, you will get back your prints and negatives, along with a *Picture CD* and an index print containing small "thumbnail" photos of every picture on the roll.

By combining pictures with easy-to-use built-in software by Adobe systems, *Kodak Picture CD* makes it possible to organize, store, share, edit and enhance pictures on a PC and to send pictures to family and friends over the Internet. Using *Kodak Picture CD*, people can attach photos to an email or send pictures with an *Intel*® Email Postcard, turning an ordinary email message into a shared memory.



***Kodak Picture CD* lets you organize, enhance and share your film pictures in easy, creative ways on a PC.**

*Kodak Picture CD*'s software requires no installation. Just pop the CD-ROM into a computer and let the software take you through each feature step-by-step. There are features to remove "red-eye," add names and captions to enhance a picture and touch up color to make each moment look exactly as you remember it.

By combining the benefits of digital imaging with the simplicity of film, *Kodak Picture CD* makes digital photography simple, fun, affordable and lets you do more with your picture than ever before.

Too many pictures currently end up gathering dust, forgotten and unused, in shoeboxes and albums. *Kodak Picture CD* gives you new ways to fully enjoy your pictures everyday. It is now easier than ever to share and relive your favorite family memories and special times with friends again and again through the power of pictures and personal computers.

For more information on *Kodak Picture CD*, visit the Kodak Web site at <http://www.kodak.com/go/pictureCD>.