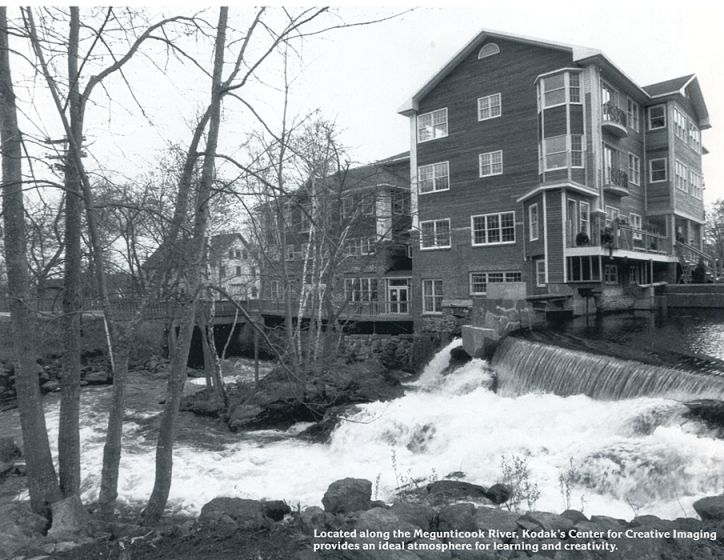


PPD TODAY



WORLD LEADER IN PROFESSIONAL IMAGING



Located along the Megunticook River, Kodak's Center for Creative Imaging provides an ideal atmosphere for learning and creativity.

**PPD Opens Center for
Creative Imaging**

June 1991



Lucien Samaha, PPD Education Coordinator, enhances an image originated on the KODAK Digital Camera System.

CAMDEN, MAINE. PPD has brought together the latest technology for image scanning and enhancement in its new Center for Creative Imaging. The Center will showcase state-of-the-art imaging technology and offer hands-on workshops conducted by industry leaders. It will be used to teach these new technologies to photographers, art directors, graphic designers and other imaging professionals. Led by Kodak's excellence in manufacturing and its quality photographic tradition, the Center will open the way to the future of professional photography.

"We are committed to the emerging hybrid technologies that are revolutionizing imaging—from photography through publishing, from education to entertainment," said **Ray DeMoulin**, General Manager of PPD.

"This center will bring together creative people who work with images to explore these hybrid technologies. We founded the Center to open up the hybrid future to our customers, our employees, and anyone who uses professional photography," said DeMoulin.

Blending high-tech and history, the 27,000 sq. ft. operation includes classrooms, conference spaces, a café/atrium, and a spacious gallery.

Under one roof, the Center has gathered the latest technologies in scanning, film-recording, and high-resolution electronic capture devices. PPD has equipped the facility with the KODAK 35 mm Rapid Film Scanner, KODAK PREMIER Image Enhancement System, KODAK PROPHECY Color Publishing System and KODAK XL 7700 Digital Continuous Tone Printer (see article on "New Technologies" for more

information on these products). With the support of Apple Computer, Adobe Systems, and other leaders in electronic imaging, the Center provides an access to state-of-the-art technology that never existed before.

"The Center is a perfect example of how the convergence of different industries—in this case personal computing and imaging—is almost as important as the technological breakthroughs themselves," said John Sculley, chairman and CEO of Apple Computer. "Apple has always supported innovation and discovery, and we're proud to be part of Kodak's new project."

According to the Sunday, May 12, *New York Times*, the vision of the Center expanded when customers and equipment suppliers told PPD that there was a need for a place to explore the potential connections between new film-based technology and electronics.

Stanley Klein, publisher of a newsletter for the computer graphics trade said, "The Kodak Center is riding the crest of what is going to be a dramatic shift in the graphic arts, photography, publishing, and video industry. The Center is on the leading edge."

The Center will offer a weekly series of intimate and intensive workshops exploring the conversion of film images to digital format and subsequent creative enhancement. Here photographers, photo editors, and others can master a variety of image-capture and scanning devices. They will be able to explore the realm of photo and illustration composites, image storage, retouching, display, and transmission.

A regular program of guest lecturers and distinguished visitors will augment the core teaching staff. This August, Brazilian photographer Sebastiao Salgado, who now resides in France, will exhibit his recent work in the Center's gallery.

The Center will also host conferences focusing on such topics as the future of photographic technologies, stock image management, and electronic publishing. In addition to increasing technical proficiency and provoking creativity, visual thinkers are encouraged to investigate possibilities and social applications of electronic imaging in a broad variety of fields from architecture and medicine to education and the environment.

Courses at the Center for Creative Imaging began this month and will continue year-round. ■



Students Photograph Their Neighbors for PPD Project

CAMDEN, MAINE. Armed with Kodak cameras and film, the seventh graders of Camden and Rockport, Maine, staked out their streets on May 1. The 109 budding photojournalists photographed the police station, the harbor, the hospital, and other areas where they live and play. This photo assignment was done to immortalize a day in the life of their communities for a new PPD-sponsored book entitled, *Our View*.

"This project began as a way to study the history and geography of Camden during its bicentennial year, but Kodak's support (coordinated for the Center by Joan Rosenberg, mother of one of the seventh grade photographers) has enabled us to compose a photographic time capsule," said Nancy Siebert, a teacher and supervisor of the photo essay project at the Mary E. Taylor School. "What better way to celebrate our history than through the perspectives of our youngest generation?" She added that the school had hired a local professional photographer to teach camera techniques and composition.

As part of its sponsorship, PPD and a team of imaging professionals assisted the students in the layout and production of *Our View*.

Photo editors from *Rolling Stone* and *Premiere* magazines, along with the president of *SYGMA Photo News* lent their expertise to the seventh graders in editing approximately 35,000 photos in three days.

Other leading computer and photographic professionals recruited by PPD to participate in the photo essay project included noted photographers J. P. Laffont, Gerd Ludwig, Elma Garcia, Douglas and Francoise Kirkland, Steven Wilkes, David Burnett, Gregory Heisler, and Jay Maisel. Rick Smolan, creator of the popular *A Day in the Life* book series was also on hand to help the students. Tom Walker did the book design.

This sponsorship was our first involvement with a junior high school project. It included 125 KODAK S Series 35 mm Cameras, more than 1,000 rolls of professional film, photofinishing, use of the Center for Creative Imaging, and the underwriting of the publication and distribution of *Our View* to residents of Camden and Rockport. ■



A local 7th grade student displays a picture she made during the *Our View* photo assignment.



L. A. Maisel assists in the editing of student prints.

PPD Exhibit Brings Stars to Center for Creative Imaging

CAMDEN, MAINE. For the last thirty years, Douglas Kirkland has captured the

human face of Hollywood's stars. PPD has now brought these faces to Camden as the first photographic exhibit in the gallery at its Center for Creative Imaging.

The photographs range from the '60s to the '90s and include movie stars such as Elizabeth Taylor, Tom Cruise and Dustin Hoffman. Kirkland's images give us behind-the-scenes glimpses of these and many other show business personalities. Some will be recognized instantly — Jack Nicholson with the lighted match in his teeth, Ann Margret on a motorcycle, and Marilyn Monroe in satin sheets. The exhibit will run through August 1.

In addition to sponsoring this exhibit, PPD has sponsored Kirkland's book *Light Years*, which features the best of his Hollywood-star portraits. Copies of *Light Years* are available for purchase at the Center or can be ordered through **Billie Jean Lebda**, PPD Worldwide Sponsorships and Events, Rochester, mail code 00412. Cost is \$22. ■



Professional photographer/author Douglas Kirkland autographs a poster at the opening of his exhibit at the Center.

Camden: At the Crossroads of Art and High Technology



The harbor at Camden

CAMDEN, MAINE. Joining innovation with history, PPD founded its Center for Creative Imaging in this former ship-building town facing Penobscot Bay. Camden is an alluring seaport with a year-round population of 4,100. The area has traditionally attracted gifted painters and

photographers from Andrew and Jamie Wyeth to Ernst Haas and Eliot Porter.

The Center is located on the site of a brass foundry and blacksmith business begun by Camden's Knowlton family in 1854—coincidentally the same year George Eastman was born. Over the last two years, Sonny Goodwin, a local builder (who happens to be a direct descendant of the town's first settler), has worked on restoring this historic building with PPD's help. Situated at the crossroads of Knowlton Street and Mechanic Street, along what was once the old stagecoach road, the Center represents a crossroads of art and high technology.

The Center's informality and intimacy foster imagination and collaboration among the visual artists who come here. Combining old with new, the building's original brick arches and solid spruce beams provide aesthetic counterpoint to its modern furniture and airy French doors.

The town of Camden is about a 1½ hour drive from both the Portland and Bangor airports and just 20 minutes from the Rockland airport, which receives daily commuter flights from Boston. ■

PPD's Center for Creative Imaging Introduces New Technologies

CAMDEN, MAINE. PPD's Center for Creative Imaging has gathered an array of the latest technology in scanning, film recording, high-resolution electronic image capture, and high-performance imaging workstations, along with innovative electrostatic, thermal, and film printing technologies.

"Kodak has taken a big step in terms of electronic imaging for the manager and the professional," said Bert Keppler, publishing director of *Popular Photography* magazine. "It's the integration of these systems with a place where people can come and learn that's exciting," he added.

Following are some of the products showcased in the Center for Creative Imaging.

KODAK PREMIER Image Enhancement System

Aimed at professional photographic laboratories and retouchers, the PREMIER System consists of a film reader, an imaging workstation, and a film writer. In less than 10 minutes the reader can scan transparency, negative, or lithographic film. Once the image is digitized, the user can electronically cut, paste, crop, resize, merge, clone, as well as alter color balance, contrast, saturation and hue with levels of precision impossible to achieve manually. The PREMIER System can then create new transparencies or negatives on KODAK EKTACHROME 100 and KODAK VERICOLOR III Professional Films. It can also reproduce the image on a thermal color printer.

KODAK PROPHECY Color System

This new color publishing system performs high-resolution image handling, color correction, retouching, and network management. The PROPHECY System accepts digitized images from a variety of color and black-and-white scanners, then sends a low-resolution image to a Macintosh computer design station. The system operator can then use this reference image in page composition, and in picture placement, scaling, and cropping. One user can complete a layout while another concurrently retouches and color-corrects the original high-resolution image on the KODAK PROPHECY Color Workstation. It can be printed out on the KODAK PROPHECY Imagesetter with an output of up to 12 inches in width and resolution up to 3386 dots per inch.



A visual thinker creates with the Center's new technologies.

KODAK 35 mm Rapid Film Scanner

Combined with an Apple Macintosh IIx computer, our new scanner can digitize and display representative color images in 18 seconds from any 35 mm image, color negative, color transparency, or black-and-white negative. In less than 4 minutes, it can scan and send full-resolution color-compressed images from a desktop anywhere in the world.

The scanner allows optical zooming, panning, and creative cropping. The resulting images can then be displayed or output as 8x10-inch prints or transparencies on a wide range of devices including the new KODAK XL 7700 Digital Continuous Tone Printer.

KODAK XL 7700 Digital Continuous Tone Printer

This award-winning new printer produces photograph-quality, color or black-and-white thermal prints from digital sources. Using the latest developments in thermal dye sublimation transfer technology, the XL 7700 Printer transfers cyan, yellow, and magenta from its ribbon to the thermal medium and produces a true continuous-tone image. The printer is widely recognized as being the leading-edge product in this marketplace. ■

Keeping Up To Date

The Center is devoted to showcasing the best and latest hardware and software and will regularly update its equipment to keep pace with technological change. The Center will also be demonstrating new Kodak technologies, such as the KODAK Professional Digital Camera System, and professional applications for KODAK Photo CD technology before they reach the marketplace.

Question & Answers on CCI



The Center's training facility features state-of-the-art equipment for exploring digital image enhancement in a relaxed atmosphere.



Who do I contact for information?

Write, telephone or fax:

Center for Creative Imaging
51 Mechanic Street
Camden, ME 04843-1348
Phone: 207/236-7445
Fax: 207/236-7430

Q: What is the origin of the Center for Creative Imaging?

A: The Center was originally conceived as a place to expose our PPD sales force to the complexity and diversity of electronic imaging and enhancement. When we found the building in Camden, Maine, and began to imagine it filled with the latest technology, it was clear that here was an arena for the entire professional imaging industry. Here they could learn to work with the most advanced equipment in the field and expand the possibilities of the photographic image.

Q: Why Camden?

A: There are three parts to this answer:

- With the Maine Photographic Workshop nearby, there has been established teaching activity in the area, in both still and motion photography, for nearly 20 years. Electronic imagery is an emerging technology to enhance still and motion photography. It makes good sense to put an electronic capability close to a traditional-photography area.
- We did not want to locate the Center in a large city where students might be distracted by their business concerns. When you come to a charming resort community, such as Camden, you're free from daily interruptions and can focus on the learning process that's important.
- Camden, in addition to offering the above qualifications, offers the culture, warmth, and welcomeness of a small town. It's a relaxing place where students can have fun creating work with state-of-the-art equipment.

Q: Will the Center for Creative Imaging be a profit-making venture?

A: The Center will charge fees to amortize its investment for courses. However, PPD intends to add new equipment and software as the technology continues to advance in order to remain state-of-the-art.

Q: How is the Center structured?

A: We have set up more than 50 work stations, each with advanced computer hardware and software for image creation and enhancement. In addition to this basic equipment, students are able to use the KODAK PROPHECY and PREMIER Systems for their work. Once an image has been translated to the digital format, they can change its size, shape, and color. Students can also design layouts and overlay their image with words and graphics. The resulting quality is comparable to that of a photographic original.

Q: Who will use the Center?

A: Professionals in all areas of image making. We intend the Center to be a classroom where imaging experts teach the technology to other image makers and computer educators. It will be a work place where photographers, art directors, designers, videographers, cinematographers, editors, and publishers may interact, using the best technology available anywhere. PPD employees, especially those in sales, marketing and technical support will also attend classes at the Center.

Q: What does PPD hope to achieve with the Center?

A: Photography's future lies in systems that combine conventional film with digital electronics. PPD is leading the diverse photographic industry into mastery of electronic photo enhancement in all market segments. The Center is a place where you can lay your hands on the best the industry has to offer. And when something new and exciting comes along, we will add it to the workstations and curriculum. Our vision is that the Center for Creative Imaging will grow into a place where professional image makers will teach, learn, work, create, play, exchange ideas, and invent new directions. We're simply providing the environment for those in the image-making industry to combine computer technology and human imagination. ■

1991 Center for Creative Imaging Calendar

Dates	Photography Series	Publishing Series
July 8-12	Beginning Color Imaging	Digital Information and Systems Management
July 15-19	Advanced Color Imaging	Digital File Preparation and Layout for Authors and Editors
July 22-26	Professional Photography Digital Management Seminar	
July 28-August 2	Animation with Lynda Weinman and Mark Kirkland	
August 4-9	Special Event Week! TBA	
August 12-16	—	Beginning Digital Imaging
August 19-23	Color Design and Page Layout	Advanced Digital Imaging
August 26-30	Beginning Color Imaging	Digital Color Pre-press
September 9-13	Advanced Color Imaging	Digital Information and Systems Management
September 16-20	Video Imaging	Digital File Preparation and Layout for Authors and Editors
September 23-27	Color Design and Page Layout	Beginning Digital Imaging
September 30-October 4	—	Advanced Digital Imaging
October 7-11	Beginning Color Imaging	Digital Information and Systems Management
October 14-18	Advanced Color Imaging	Digital File Preparation and Layout for Authors and Editors
October 21-25	Video Imaging	Digital Page Layout, Design and Production
October 28-November 1	Color Design and Page Layout	Beginning Digital Imaging
November 4-8	Beginning Color Imaging	Advanced Digital Imaging
November 11-15	Advanced Color Imaging	—

Two-Day Workshops

Starting June 8th, The Basic Macintosh Workshops will be offered Saturdays and Sundays. The Color Imaging Overview is offered Mondays/Tuesdays and Thursdays/Fridays.

Two-Day Seminars

August 29-30	Electronic Imaging and Color Videographic Technologies
September 26-27	Visualization and Composite Production
October 14-15	3-D Modeling Tools for Product Development and Packaging
October 21-22	Book Production—Conversion from Traditional to Electronic Methods

NOTE: Classes subject to change.



John Stone (left), Managing Editor, PPD Publications, discusses the KODAK PREMIER Image Enhancement System with **Pete Sucky** of PPD Instructional Operations.

During the opening workshop, **Lucien Samaha**, PPD Education Coordinator, checks the new KODAK Digital Camera System, while professional photographer Jay Maisel composes his picture.





Anyone wishing
to submit story ideas
or articles should
contact the editor via
phone 716-724-4468,
KMX 224-4468,
or PROFS.

Writer/Editor
Joseph Janowicz

Editorial Advisor
Keith Boas

Art Director
Suzanne Blessing

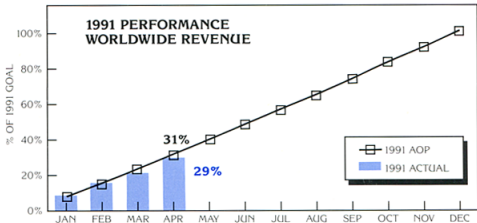
Production Coordinator
Eily Stevens

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FINANCIAL HIGHLIGHTS

- April sales were on plan for both price and volume. The stronger dollar hurt sales in Europe and Japan.
- Year-to-date price is on plan, but volumes are below target due to the continuing recession. ■

Lay DeWolfe



Douglas Kirkland's
photo of actress
Sophia Loren catches
the eye of a visitor at
the new Center for
Creative Imaging.