SECOND DAY SIGNING FOR KPG AT OPEN HOUSE

Watford, UK 31st March 2005: Southall-based Modern Colour Solutions has purchased Kodak Polychrome Graphics' (KPG) Northmann Automatic Graphic System (AGS) on day two of the KPG Digital Solutions Division launch and Open House event.

Modern Colour Solutions chose the Northmann AGS in a move to strengthen its existing business relationships, as well as providing a useful sales tool to help win new customers.

Adrian Berry, studio manager at Modern Colour Solutions, says: "We initially trialled the Northmann AGS system at our studio with positive results, and the open house then provided us with a chance to see the product working alongside other workflow solutions. The open house environment enabled us to see the full potential of the system and it was at this point that we decided to make the investment during the course of the event.

"Northmann AGS provides us with an extremely cost-effective customer retention tool that also gives us extra clout at the sales pitch. Six of our existing customers are ready to use the system immediately and are already anticipating the time and storage savings it will help them achieve," says Mr Berry.

The Northmann AGS system provides the printer with a link into its customers' digital assets where any recognised file type (image, text, document etc.) can be uploaded onto a secure web-based system. The printer can then manage and store customer files and distribute the documents to subsidiaries, partners or agencies for content proofing and approval purposes.

Northmann AGS is a fully automated application that operates in 'real-time' and requires limited intervention from either the printer or the customer. It enables an end user to order jobs via the web that are then sent directly to the printer's server. The system is unique in its ability to hold the media profiles of virtually any print device, and is capable of being programmed to store information, relating to even bespoke machines, so that the job is automatically formatted or repurposed from a single file before printing.

Neil Yeomans, UK deputy managing director KPG, comments: "We are delighted that Modern Colour Solutions has invested in the AGS system – this supports our belief that the system is not just revolutionary in design, but is also highly competitive. It is vital that our customers see KPG systems working alongside best of breed products. This signing illustrates the value and importance of working closely with partners to demonstrate how the most innovative technology can streamline and enhance individual businesses."

Visitors to KPG's open house were able to witness the Northmann AGS system in action during the course of the event, which was organised in association with KPG's partners Canon, Nexpress, Encad and Duplo.

Mr Yeomans continues: "The open house has been an outstanding event for KPG and our partners. Attendance exceeded our expectations, which proves to us that customers really welcome the opportunity to visualise how digital workflow solutions can work for them."

Modern Colour Solutions provides a variety of printing and web based services to customers – made up of design agencies and government funded charities in the South East of England - including design, repro, large format, digital, finishing and asset management.

About Kodak Polychrome Graphics
Kodak Polychrome Graphics Ltd is headquartered in Watford, Hertfordshire and serves the graphic arts market in the UK and Ireland. It is part of Kodak Polychrome Graphics, a worldwide organisation with its headquarters in Connecticut, USA. The company supports customers around the globe with regional offices in Europe, the United States, Japan, Asia Pacific and Latin America.

The company offers one of the broadest portfolios of digital, conventional and business solutions available in the graphic arts today. Products and services includes a wide range of computer-to-plate and conventional lithographic plate products, digital halftone, inkjet and analogue proofing products, digital printing applications, colour workflow tools and Kodak branded graphic arts films. Additional information regarding Kodak Polychrome Graphics may be found on the company's website: www.kpgraphics.com.

For further information please contact:
Pat Holloway, Kodak Polychrome Graphics
Tel: +44 (0) 1923 655799

PR contacts:
Sarah Wadsworth / Yasmin Holzkamm / Katie Watson
Telephone: +44 (0) 1372 464470

McGurk Studios contact:
Mark Richardson, marketing & sales coordinator
Telephone: 01482 587117
www.mcgurk-studios.com