

# The Active Consumer

## Inkjet Prints That Last More Than 100 Years

(NAPSA)—It has long been said that a picture is worth a thousand words. Now, thanks to new technology, a picture could be worth 100 years.

The digital revolution in photography has made it easier for people to capture and store their memories in images. Yet pictures—especially those printed on non-photo paper, generated by an inkjet printer—tend to fade or yellow over time.

This can be particularly distressing to people who use photographs to chart their family history or watch their children grow, or who create keepsakes in the form of scrapbooks or photo albums. Even if you keep the original digital images on file, who wants to print out new copies of the pictures year after year?

On the other hand, prints made on a new kind of paper using photo-quality home inkjet printers will enjoy brilliant color and resist degradation longer than prints made on other papers. This new paper is also considered the longest lasting inkjet photo paper, in the vast majority of cases, and when used with the world's leading brands of printers and inks, photos printed on the paper will last more than 100 years under typical home display conditions.

"People are printing their pictures at home in record numbers, and they assume those pictures will survive for generations to come," said Richard Stearns, General Manager of Kodak's home printing systems group. "A picture is only as good as the paper on which it's printed. Choosing the right paper is as important as selecting the right camera, the right scene and the right printer."

Research proves that Ultima



**Don't let your memories fade and turn yellow. Preserve them on quality inkjet paper.**

Picture Paper with Kodak COLORLAST™ Technology delivers significantly longer print life. The paper:

- Locks in color so the brilliant, vivid photo you see today will stay that way; and
- Shields photos from the key factors that lead to fading—light, air pollution, moisture and heat.

In addition, photos last no matter how you display them—in a frame, photo album or on a table at home.

Kodak Ultima Picture Paper is available in both high gloss and satin finishes, with 4x6-inch, 5x7-inch (high gloss only) and 8½x11-inch sheet sizes. The paper can be paired with the company's EASY-SHARE software—available as a free download from [kodak.com](http://kodak.com)—to take advantage of the exclusive One Touch to Better Pictures feature. This incorporates color technologies to get even more vibrant, true-to-life prints from home inkjet printers.

For additional technical details, visit the Web site at [www.kodak.com/go/inkjet](http://www.kodak.com/go/inkjet).