

FAB Matrix

Feature	Advantage	Benefit
4.0 Mega Pixel Resolution	High resolution (2448 x1632) Enlargement capabilities of prints	Excellent picture quality and user does not have to pay for enlargement
1.8 inch colour LCD Indoor/Outdoor display	Larger viewing area than most cameras	Quick, easy, convenient non-glare picture review indoors or outdoors
Schneider-Kreuznach Variogon lens	Superb quality glass lens	Excellent end product and picture quality
3x optical zoom	More accurate than cameras with only digital zoom	Clear, not fuzzy pictures when zoomed in
16 Megabytes onboard internal storage	No need for user to buy a memory card to store pictures	Convenience and cost savings as well as 'ready to go out of the box'
Real image optical viewfinder	No image distortion	What the user sees, is what they are snapping
Compact, stylish, lightweight metal body	Rugged yet portable	A camera that will last for many years to come
Optional removable memory: SecureDigital or MMC	Accepts more than one type of memory card	More flexibility for user in regards to extra memory
Automatic and creative modes	Adaptable to the level of the user	Lets the camera grow with the user's knowledge
Kodak EasyShare dock	Proven reliability from other EasyShare lines	One touch transfer to PC Doubles as charger
Powered by 3.7v rechargeable battery (200-300 pictures per charge)	Long lasting powerful battery	More time spent shooting, not changing or charging batteries
Shutter speeds from 1/1000 to 4 seconds	Adjustable shutter speed allows more flexibility	User can create effects similar to overexposure on a traditional camera
Low light auto-focus	No adjustment or set-up necessary in low light conditions	Point and shoot, even in low light
Kodak's colour science	Brand name trust	Superior colour quality
ISO equivalent of 100, 200, 400 or automatic	Every situation requires a different film speed	User can point and shoot or adjust speed to situation
Five scene modes	Allows for close-up, landscape, sport, night and movie shots	Quick set-up for any circumstances
Movie mode with sound	Two in one digital technology	Brings a moment to life with movement and sound
On camera Share button	Convenient feature allows user to mark pictures for print or e-mail	User can mark photo immediately and protect it from being erased or forgotten
Burst capture mode	Multiple shooting in fast situations	Sure to never miss the perfect shot
Black and White and Sepia colour modes	Switch to black and white and back to colour at the touch of a button	User does not require software to make the image grayscale
EasyShare Software	Included with the camera and compatible with PC and Mac	Easy to use PC picture organizer and touch-ups
Retractable lens cover	Automatically protects lens on shutdown	No chance of losing lens cover and damaging lens
Auto-orientation	No software needed	User can rotate pictures and change orientation on camera
Kodak brand	100 years experience in photography	Tried, tested and true

FAB Summary

The most important feature of the Kodak LS4443 is the EasyShare system, which encompasses and includes Kodak's patented docking station and software. The EasyShare system allows users to quickly and conveniently transfer, organize, print, and e-mail their pictures to and from their computer. In addition to acting as a transfer station, the EasyShare dock doubles as a recharging unit, providing further convenience for the target audience.

The combination of metal and composite plastic gives the camera the durability that is needed in a family camera, which will see its share of traveling and abuse.

Eastman Kodak's strategic alliance with the German lens manufacturer Schneider-Kreuznach has given birth to an extremely important feature on this camera. Together, they have developed a professional quality lens for an affordable camera, giving the average user access to features formerly not available on a point-and-shoot, consumer camera. What use would a professional lens be if it were not on a high-resolution camera? Kodak has sufficiently addressed this by producing a 4.0 Mega Pixel camera. High resolution translates directly to superb image quality that can be enlarged and printed, maintaining sharp images.

Finally, the Kodak brand name is synonymous with photography and the film industry. Eastman Kodak has been responsible for many innovative products and advances including:

- The first to produce dry-plates for photographers
- Kodacolor film- the world's first true colour film
- Kodak Instamatic camera
- More recently, the Kodak Picture CD

Kodak is a name that the consumer recognizes and trusts. The company has become enshrined as a part of various heritages all over the world. The Kodak brand name is arguably the most well known in the photography industry and any product associated with it automatically influences and impacts consumers.

Since the target audience requires a camera which is easy to use, priced competitively, offers excellent picture quality, and features advanced manual controls, the Kodak LS443 is a perfect camera that the whole family can easily use right out of the box.