

Physical Description

The Kodak EasyShare LS443 digital camera is a durable good that is both stylish and quite compact. Its sleek curves measure 4.3 x 2.4 x 1.8 inches (109 x 61 x 37 millimeters) and weighs 7.9 ounces (225 grams) without the batteries installed. The main chassis of the camera is made of metal and high grade plastic with a classic silver finish. The accompanying docking station is fashioned to match the camera with the same classic finish.

Front Panel

The dominant feature on the front panel of the LS443 is the telescopic lens. It is surrounded by a plastic bezel that unscrews to reveal threads for future accessory lenses.

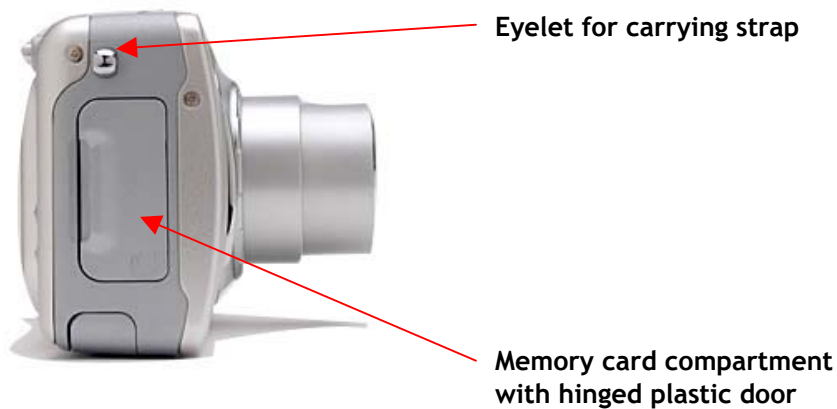
There is no lens cover, as a shutter-like retractable lens automatically slides

open and closed as the user powers the camera up and down. The front panel also includes the optical viewfinder window, flash, auto-focus assist lamp, light sensor and microphone. Located just beneath the flash is a sculpted ridge, which provides the user with a convenient finger grip.



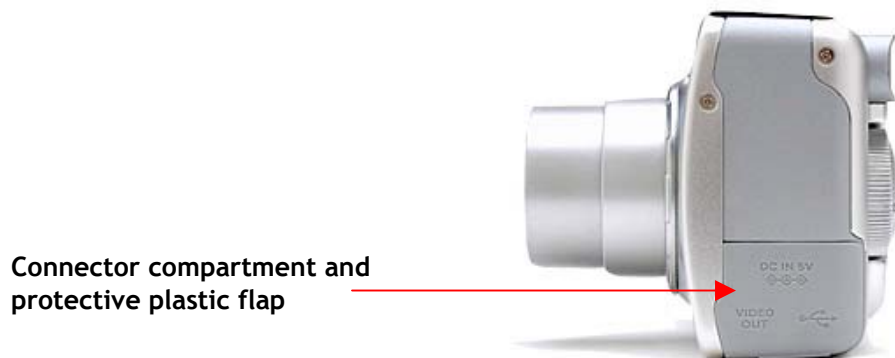
Right Side Panel

The right side of the camera as viewed from the rear, houses the memory card compartment, which has a hinged plastic door for protection. An eyelet for the carrying strap is also provided.



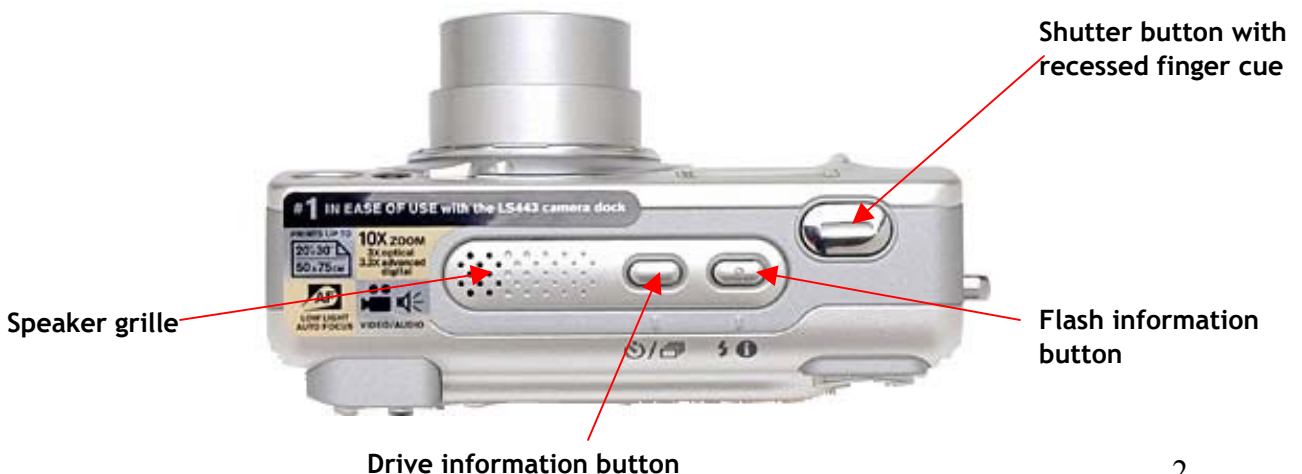
Left Side Panel

On the left side is another plastic hinged door that protects the connector compartment. This compartment contains the DC in, Video out and USB connector terminals.



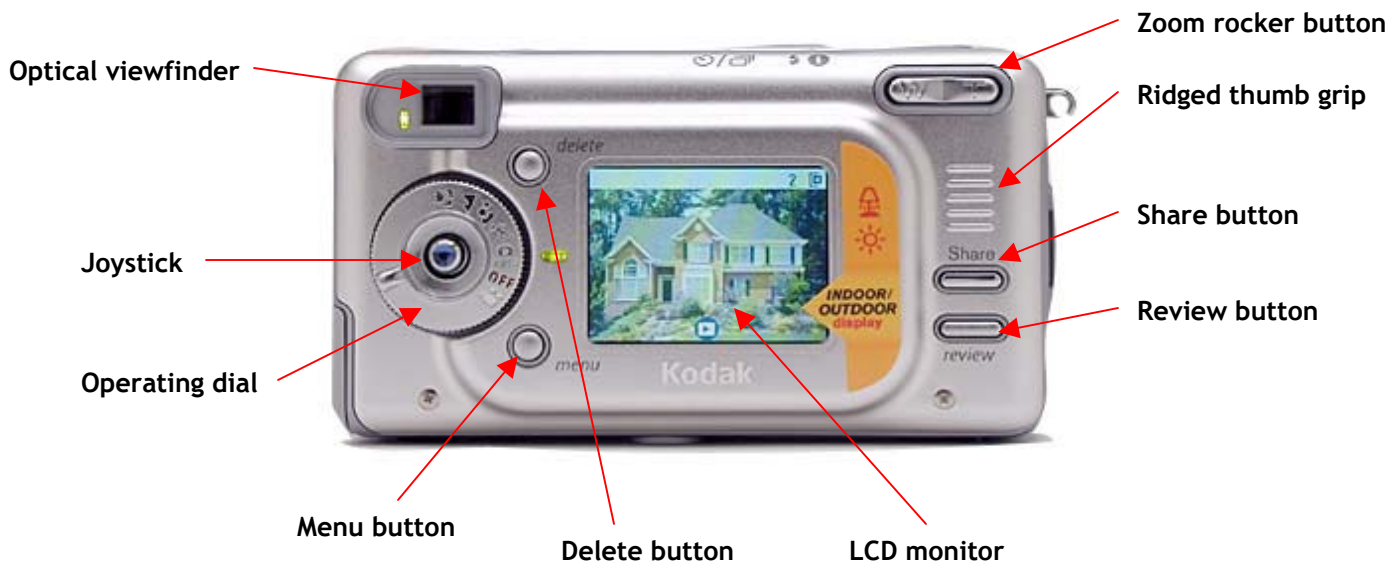
Top Panel

The top panel has numerous controls and features including the shutter, drive and flash information buttons, as well as a speaker. The shutter button has a recessed notch that supplies a tactile cue for the user's finger.



Back Panel

The back panel is where all the action is and contains all the remaining camera controls. At the top right-hand corner is a two-way zoom rocker button. Just below the zoom button is another non-slip, ridged thumb-grip and just below that is the share and review buttons. A 1.8 inch LCD monitor is the focal point of the back panel, located in the center. On the opposite side of the LCD monitor are the delete and menu buttons. To the left of the delete and menu buttons is a large dial that controls the camera's power and operational modes. An omni-directional joystick has been strategically added at the center of the dial to be used to navigate through the various menu options. The eyepiece side of the optical viewfinder is tucked away in the upper left-hand corner.



Bottom Panel

The LS443's bottom panel is home to the battery compartment, metal-threaded tripod mount, and dock connector terminal. Once again, a hinged door, which slides outward and then folds back, protects the battery compartment.



Additional Product Elements (What's In the Box?)

- Kodak EasyShare LS443 digital camera
- Kodak EasyShare LS443 Camera Dock
- EasyShare lithium-ion battery pack
- AC adapter
- USB and Video cables
- Wrist strap
- CD-ROM software
- Instruction manual and registration card

Price

The Kodak LS443 is competitively priced ranging from \$350 to \$399 in U.S. funds. Kodak has chosen a middle of the road approach to pricing, making this camera neither the most expensive, or the cheapest in its class.

Distribution

The Kodak LS443 is available at most independent camera shops, as well as in large department stores, the Future Shop, Wal Mart and online camera outlets. It is a great point and shoot camera that will encompass an intensive distribution plan featuring both direct and indirect elements allowing it to be available virtually everywhere.

Product Life Cycle

Digital cameras teeter between the growth stage and the mature stage, as technical specifications and advances continue to dominate the industry and give the leaders their advantage over the competition year after year. The Kodak LS433 is a mass-market camera and should be promoted accordingly. The fight for market share in the industry has already begun and will continue to intensify, therefore, advertising needs to be affordable and effective.