

Fact Sheet

SC-03168

Kodak Jump Starts its New *EasyShare* LS743 and LS753 Zoom Digital Cameras with the Latest Digital Media Technology from Texas Instruments

Continuing to integrate the latest digital media technology from Texas Instruments into its cameras, Kodak has combined compact design, enhanced sharing features, superb image quality and ease of use in its *EasyShare* LS743 and LS753 zoom digital cameras. The new models — with professional-quality *Schneider-Kreuznach C-Variogon* 2.8X optical zoom lenses, rich color reproduction, and a 4 and 5 megapixel sensors, respectively — have integrated TI's digital media processor, the DM270, to enhance performance, camera features and the user experience. Kodak was the first camera manufacturer to release a product to market utilizing the DM270 in September 2003 with its *Kodak EasyShare* DX6490.

What is a digital media processor?

A digital media processor is a chip (smaller than the size of a dime) inside a digital camera that enables multiple functions and enhances performance. With the chip's ability to process a multitude of camera operations in such a small package, manufacturers such as Kodak can pack in the functionality and performance that consumers demand, while at the same time reducing camera size.

How does the digital signal processor (DSP)-based DM270 interact with *Kodak Color Science* image processing algorithms?

The fully programmable DM270 has integrated image accelerators, containing image extension (iMX) and variable length coder/decoder (VLCD) engines, which work concurrently with the DSP and the proprietary *Kodak Color Science* imaging processing algorithms for blazing performance. In addition, the digital media processor assists the camera in capturing high quality still images and video.

What does this processor do for the *Kodak EasyShare* DX6490 digital camera?

Enriches camera features. The DM270, with features exclusive to Kodak, works with the proprietary *Kodak Color Science* image processing algorithms to reproduce rich, accurate colors. It also enhances performance of the variety of picture modes, including sport, night, landscape and portrait.

Overall, it enhances the user experience. With its performance features and Kodak's software expertise, the DM270's integration within the *Kodak EasyShare* LS743 and LS753 digital cameras ultimately helps consumers better take and view vivid pictures and video.

#

Texas Instruments Incorporated provides innovative DSP and analog technologies to meet our customers' real world signal processing requirements. In addition to Semiconductor, the company's businesses include Sensors & Controls, and Educational & Productivity Solutions. TI is headquartered in Dallas, Texas, and has manufacturing, design or sales operations in more than 25 countries.

Texas Instruments is traded on the New York Stock Exchange under the symbol TXN. More information is located on the World Wide Web at www.ti.com.

Kodak and EasyShare are trademarks of Eastman Kodak Company. Schneider-Kreuznach and Variogon are trademarks of Jos. Schneider Optische Werke GmbH used under license by Eastman Kodak Company.