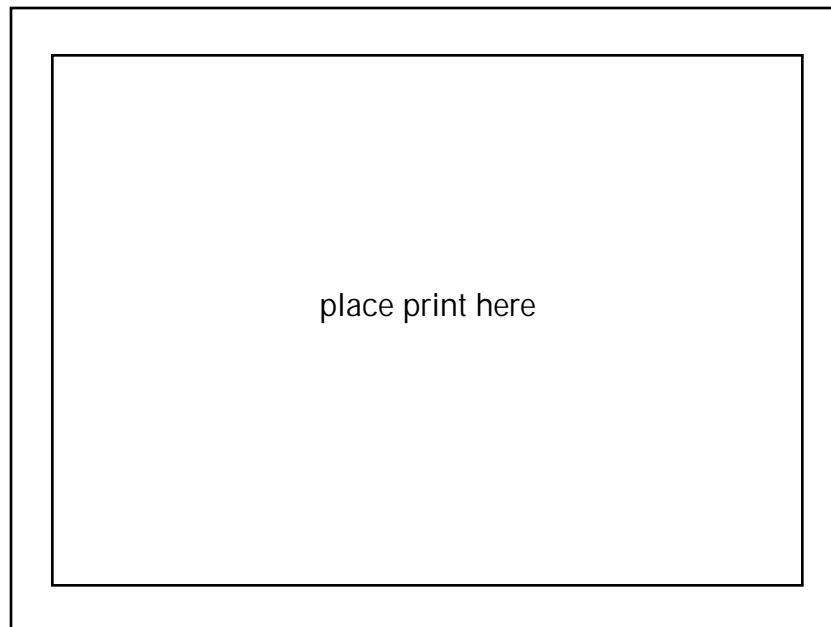


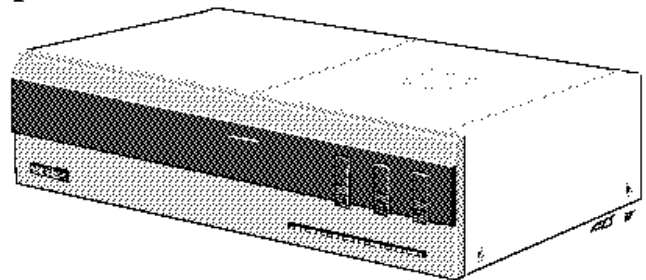
**INTRODUCING...
THE FIRST TRUE-COLOR
VIDEO CAPTURE BOARD
THAT GIVES YOU SOMETHING
THE OTHERS CAN'T...**



HARD COPY OUTPUT

The KODAK DV6500 Color Thermal Printer

- **Continuous tone thermal prints**
- **Built-in 24-bit RGB Video Frame Grabber**
- **NuBUS Centronics Interface Card**
- **Accepts RGB or Composite Video Inputs**
- **Easy to use software offers...**
 - **Printing of any PICT or TIFF file**
 - **Control of video capture**
 - **Uploading of Images to Mac II**
 - **Color and Contrast Control**
 - **Saves Images as PICT or TIFF**



The new vision of Kodak

Kodak Memo

March 20, 1989

To: Bob Bensman
From: Pete Sucky, Software Systems, X60989
Subject: SV6500 and Mac Market

As an Apple "Partner"(developer) Apple has provided us with a wealth of marketing information in the form of a Hypercard stack called the Marketing Guidebook. The Guidebook has information on the various programs Apple has in place to help developers sell their products into the Apple market. I took the time to compile some of the information that was worthwhile passing on and have enclosed it with this letter. If you have a Mac and would like a copy of the Hypercard stack give me a call.

Below I have some listed some suggestions as to how we could best approach the Macintosh market relative to promoting the SV6500. Also, as Cynthia earlier requested of me, an idea for an ad to run in the Mac magazines is enclosed.

Suggestions for Marketing the Color Video Printer into the Macintosh Market

1. Rename SV6500 to Digital Video Printer or DV6500 or something similar.
2. Assign a package a separate catalog# which includes SV630 Board and Software.
3. Repaint the unit a platinum color to match Macintosh peripherals.
4. Distribute through Apple Computer Dealers, i.e. Computerland.
5. Advertise in either MacWorld, MacUser or MacWEEK.
If we can afford just one ad I would suggest for optimum effectiveness that we try for the September issue of MacWorld which is given away free to all MacWorld attendees. (See enclosed sample AD)
6. Utilize Apple programs such as, "IT SHIPPED...", Apple Direct Newsletter, VAR Market Directory, Applelink, Dealer mailing list and some of the other services provided by Apple. (See Enclosure for details)

Please, don't be put off by the volume of information that is enclosed, there is some really good stuff here. In addition to the developer programs, also included are some Market Focus statements for the key markets that Apple has identified and a list of research resources available.

Also included are a couple of clippings, one from MacWeek and one from PCWeek. The first is the MacWeek 200, a list of the top 200 Macintosh corporate, research and higher education locations. The other is an article on 24-bit capture boards which contains information and predictions on the growth in that market.

My research indicates that there were approximately 500,000 **Macintosh II** computers in the field at the end of last year. Unofficially, Apple estimates it will ship another 500,000 **Macintosh II's** this year alone. If just 1 percent of these users are doing color imaging, (This includes, desktop publishing, advertising, training, presentations and scientific applications.) this means a segment size of approximately 10,000 users. According to a MacWeek survey the primary applications that Mac II are purchased for are #1 -graphics and drawing (80% of departments surveyed) and #2 - business presentations (70% of depts. surveyed). As for the actual percentage doing photo-realistic imaging, I don't have any firm numbers, but would bet that it is close to 10 percent and growing.

Combine those numbers with the number of Targa-type board users in the PC/AT market (DataQuest estimates that 23,000 24-bit capture boards were shipped in 1988 alone, and predicts this figure will rise to 600,000 units by 1992) and it would seem to indicate a significant market opportunity.

IF we can admit that we are a provider of peripherals for PC-based imaging applications, the market segmentation for photo realistic imaging is very simple, (1) IBM and compatibles, (2) Macintosh II, and (3) any other imaging workstation platforms that have a significant installed base. By utilizing the same dealer and communication network as the platform you are targeting you can reach the majority of users, regardless of which vertical market they may be in, with the minimum of resources.

If you have any questions or would like a copy of the Hypercard stack, Marketing Guidebook, please give me a call. If you feel a meeting on this subject is in order I'd be glad to set one up.

pjs:PJS

Enc

cc A. Arnold
 H. P. Baumeister
 R. Bensman
 J. Bernardo
 J. Blonowicz
 S. Botros
 J. Bradley
 L. Dann
 C. Keen
 E. Kendrick
 L. Mack
 L. Schilling
 R. Smith