

MAKING LIFE MORE FUN

Instant Memories: Digital Photos Made Easy

(NAPSA)—Millions of families across the country are taking advantage of digital photography to make the memory keeping process easier, with twenty percent of U.S. households owning a digital camera. Now retailers have made it possible to develop digital photos in an instant, allowing people to share photos with family and friends when they get together.

Retailers have responded to the continued increase in digital camera sales and strong customer demand for photo-quality digital prints by providing fast and easy ways to develop digital photos while they shop. For example, CVS/pharmacy recently introduced Kodak Digital Stations at more than 3,000 stores across the country. Using touch screen technology as easy to use as an ATM, customers simply insert the media card from their digital camera into the digital station kiosk, preview and customize their pictures, and receive photo-quality digital pictures in minutes.

"As digital cameras quickly become the photography product of choice for families across the country, more and more people will want to preserve their digital memories just like traditional photos," said Judy Strauss Sansone, Vice President of Merchandising/Photo for CVS. "Print photographs are personal and meaningful gifts that can be framed, sent as cards, and shared with family and friends. The Kodak Digital Stations at CVS stores offer an easy and convenient way for customers to print high-



With today's technology, high quality digital photos can be printed while you shop.

quality, digital images at an affordable price."

The stations accept CompactFlash cards, SmartMedia, Memory Stick, Secure Digital (SD) or multi-media (MMC) cards formats, picture CDs or picture discs. Images print in minutes at the digital kiosks to the customer's specifications.

Customization options include zoom, cropping, adjusting brightness, reducing red eye and enhancing images.

This new digital development solution gives consumers access to photo quality prints like never before. There's no need to make an extra stop at the photo store or go searching on your hard drive for lost digital photos.

Perhaps best of all, digital printing is no more expensive than traditional prints and a lot less expensive and time consuming than printing at home. To find a nearby CVS store, go to www.cvs.com.