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## **KODAK PRINERGY VME with Managed Services Heralds a New Workflow Era**

**Leading workflow solution for the printing industry gets off to a flying start in the cloud**

**GUA, Berlin, Germany, October 30, 2019** – For 20 years, KODAK PRINERGY Workflow has formed a solid backbone for commercial, publishing and packaging printers' production activities with its high automation, efficiency, integration capacity and flexible connectivity. The launch of PRINERGY VME with Managed Services represents a decisive step into the future by Kodak.

With PRINERGY VME (Virtual Machine Environment), each customer's virtualized PRINERGY software is hosted and managed by Kodak; backed by Microsoft Azure's \$1B investment in R&D. Through the Managed Services, Kodak assumes responsibility for system administration, 24-hour security and monitoring, upgrades and problem resolution.

### **Reliability, proactive security, scalability and reduced cost of ownership**

In conjunction with Microsoft Azure, PRINERGY VME with Managed Services helps business-critical prepress software run at optimal levels 24/7, 365 days a year. Kodak assumes responsibility of the system in its care, data backups are distributed across several data centers which provide ironclad security, disaster recovery and business continuity.

For customers, this has the advantage that they are no longer required to operate, manage and maintain any local servers directly on premise, lowering the total cost of ownership. Printers can streamline their IT infrastructure and rid themselves of the costs and constraints of system.

After a successful pilot test program in North America, we already have a number of customers live in production using KODAK PRINERGY VME with Managed Services.

The first European Kodak customer to implement and use this revolutionary innovation is Wilco Printing & Binding, Netherlands. William Schuring, Chief Operating Officer said, "Working in the cloud is the future. When it was time to replace our existing server infrastructure, Kodak proposed we switch to PRINERGY VME with Managed Services. We have an excellent, long standing partnership with Kodak and utilizing PRINERGY VME with Managed Services gives us unprecedented data security and a much better ROI compared to an on premises server environment."

"PRINERGY VME with Managed Services is industry-first innovation that combines state-of-the-art cloud technology with our Managed Services under a subscription model. This product offering marks the future for all prepress and print workflow software platforms," said Todd Bigger, President, Kodak Software Division and Vice President, Eastman Kodak Company. "This one-of-a kind solution guarantees reliability and optimized performance, protecting customers against cyber attacks with maximum flexibility to adapt as the marketplace changes."

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### **About Kodak**

Kodak is a technology company focused on imaging. We provide – directly and through partnerships with other innovative companies – hardware, software, consumables and services to customers in graphic arts, commercial print, publishing, packaging, entertainment and commercial films, and consumer products markets. With our world-class R&D capabilities, innovative solutions portfolio and highly trusted brand, Kodak is helping customers around the globe to sustainably grow their own businesses and enjoy their lives. For additional information on Kodak, visit us at [Kodak.com](https://www.kodak.com) and engage with us on **Twitter @KodakPrint** and on **LinkedIn at Kodak Print**