



PURCHASING GUIDE



WHAT TYPE OF
CAMERA SHOULD
YOU USE DURING
YOUR HOLIDAYS?

Your summer holiday is fast approaching, but you're not sure which type of camera is best for immortalising those special moments in time. Knowing which model is best for snapping the various activities you have on your to-do list is not an easy task. Some cameras are easier to handle, others have more complex settings or options specifically tailored to particular environments. But don't worry, we've got you covered! Kodak's teams are here to help snappers choose the right model for their style of photography !

A camera geared to every type of holiday. This guide will tell you all about our flagship models' features, so you can choose the one that will perfectly fit your holiday bill, whether you're headed to the mountains or off on a nautical adventure !



**A BRIDGE
CAMERA FOR
FANTASTIC
HOLIDAY SHOTS**

When you go on holiday, are you drawn to stunning landscapes, cultural landmarks, and local wildlife or plan to record the milestones during your latest hike ? If so, then grab a bridge camera !

So, what is a bridge camera exactly ? As the name suggests, this type of device bridges the gap between two camera types: the compact camera and the DSLR camera. A bridge camera is the perfect compromise for amateur photographers who want a slightly more advanced model that's still affordable and easy to use.

So what makes a bridge camera a good holiday photo choice ? Put simply, these cameras have settings that ensure superb shots, particularly if you're on the move a lot and likely to come across majestic landscapes or roaming animals !

In practical terms, a bridge camera will capture wide angles and its powerful optical zoom means you can easily take shots from a distance.

The great thing about a bridge camera is that its settings can be customised. This means you can adapt your holiday shots to suit the environment and any subjects you want to photograph. Bridge cameras have several modes: manual, scene or automatic.

You just need to choose the mode that suits the conditions and the type of photo you want to take. Bridge cameras also make life easy thanks to their predefined settings: landscape, night shots, fireworks, snowy conditions, portraits, animals, etc.

HAVE A BROWSE THROUGH THE KODAK CATALOGUE: YOU'LL FIND BRIDGE CAMERAS WITH DIFFERENT FEATURES, AND, IN PARTICULAR, OPTICAL ZOOM RANGES THAT START AT 25X AND GO UP TO A WHOPPING 52X FOR THE PIXPRO AZ528 !



**A COMPACT
CAMERA FOR A
NO-NONSENSE
TRAVEL-FRIENDLY
DEVICE**

One of the first constraints when going on holiday is how much luggage you can take. Likewise, if you've planned multi-day hikes, you won't want to lug heavy gear around! Bearing this in mind, you'll need a camera that doesn't take up precious space. The most practical option is to go for a compact camera.

Compact digital cameras have two main features suited to those wanderlust moments : their small size and settings that are easy to configure. A Kodak compact camera means you can travel light while benefiting from superb

photo quality and shooting modes that can handle any situation. All the FZ models in our online store are professional quality compact cameras that you can easily slip into your backpack or suitcase. These cameras are equipped with presets that allow you to quickly snap any type of shot, whether you're larking around with the family on the beach or off on a romantic stroll. So, there's no risk of missing that incredible shot with a compact camera, these models are intuitive, small yet powerful and, most of all, reliable! Another handy plus is that compact cameras use AA or rechargeable batteries.



So have a browse through Kodak's catalogue and check out our wide range of compact cameras, including the PixPro FZ55 with its 5X optical zoom. You'll love the video mode's "One Touch" function, as well as the camera's 28mm wide-angle lens. What's more, if you're planning to do sporty or aquatic activities during your holidays,

check out the compact Kodak PixPro WPZ2 : this shock and dust-resistant camera is designed to tackle all your adventures! Finally, Kodak compact cameras come in a range of colours including yellow, blue, red and black for a striking style to slip in your bag or suitcase.

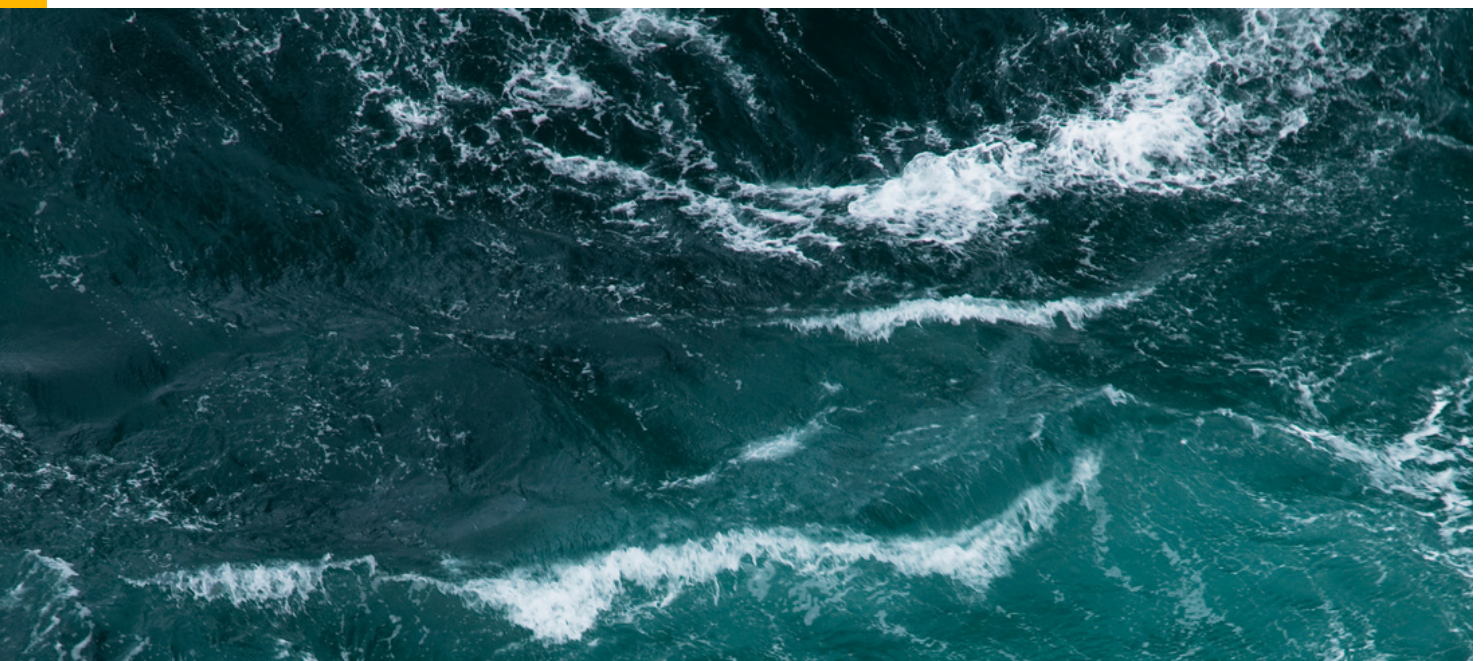
**A WATERPROOF
CAMERA TO
CAPTURE ALL
YOUR NAUTICAL
ESCAPADES**

For many of us, a holiday means a trip to the seaside ! The glitch is that you can't take any old camera with you. Sand and water can damage a normal camera. Thankfully, Kodak's got you covered with their range of robust, waterproof cameras. The Kodak WPZ2 cameras are the iconic go-tos for snorkellers and water sports enthusiasts of all kinds. These adventure-ready waterproof cameras are number one sellers and for good reason too as they guarantee great shots while you're enjoying your favourite holiday activities.

The WPZ2's major plus is its waterproof design: you can use this camera when on the water and during dives up to an impressive 15 m deep! As mentioned above, this model is also shock-resistant : if you do accidentally take a tumble, it can withstand drops of up to 2 m! So no worries if you want some Insta-worthy shots of your canoe trip or board sport shenanigans.

Seaside trips aren't just about saltwater; sand and gravel can also wreak havoc. So check out the WPZ2 which is armed with an impenetrable casing that protects the camera's components.

Don't worry when snapping away on or underwater, you'll be able to produce superb shots. The great thing about the WPZ2 is that you don't have to fiddle with different settings: get stunning, hassle-free images thanks to a 16-megapixel sensor that ensures sharp, quality shots. No need to waste precious time cropping or editing photos after your snorkelling sessions! Even better, we also have waterproof models with optional extras: check out our website for packs that include an additional battery as well as a memory card, so you're sure to be camera-ready throughout your holiday.





**AN INSTANT
CAMERA FOR
YOUR SPUR-OF-
THE-MOMENT
OUTINGS**

Instant cameras are fun and creative, thanks to an integrated printer that prints out your shot in a flash. Imagine being able to show everyone your snaps right after you take them! Plus, instant cameras are small, so will easily fit into your suitcase or bag ready to immortalise your entire trip.

People love instant cameras as they're a tactile and amusing way to take photos. If you're on a break with friends or family, why not hand out your snaps, so everyone can return home with their own 'holiday album' ?

Kodak has two instant camera models: the Kodak Mini Shot 2 C210 which prints photos in credit card format and the Kodak Mini Shot 3 which produces square format photos. Both models use 4PASS technology to print photos: this thermal sublimation process ensures superb image quality in less than a minute.

These cameras reproduce 16 million colours for a result that's as close to reality as it gets. This is thanks to a process where yellow, magenta and cyan are printed first, followed by a protective layer that prevents fingerprints and damage caused by humidity.

So, thanks to your instant camera, you can proudly show off professional-quality shots of whatever you're up to during your holiday !

The advantage of Kodak instant cameras is their LCD screen, so you can easily control and frame your shot. You can also customise your holiday snaps by adding a border, for example, as well as using photo filters : colour, black and white, sketch, sepia or aqua. And what holiday is complete without plenty of selfies ?

Which is why each model has a small mirror on the front! To make life even easier, our instant cameras come with an 8-picture cartridge. Just don't forget to stock up on cartridges if you think you'll take more shots - we stock cartridges with 30+ photos, so no risk of missing that amazing snap !





**A FILM CAMERA
FOR ALL YOUR
ARTISTIC SHOTS**

If there's one device that gives holiday photos a nostalgic and artistic twist, it's the film camera! Boomers and Gen Xers will remember stocking up on rolls of film before heading off on their travels, so they could immortalise their holiday escapades! And the moment they got back home, it was off to the nearest photo-developing shop ! While digital cameras may have led the way for a while, analogue cameras are now back in style, ready to capture street scenes, festivals, walks, evenings on the beach - in short, all your holiday highlights.

Film cameras are a must-have for all photography buffs: each photo will have a particular image quality, grain and a nostalgic charm that's hard to achieve with a digital model. Film cameras also provide a more tactile experience, which only adds to the holiday fun.

It's a sheer pleasure, from loading and winding the film to choosing the settings, lining up the shot and getting your photos developed !

We have a range of analogue cameras, including the Kodak M35 with its built-in flash. This model has a fixed focus lens and built-in flash. The M35 is a reusable film camera, you just need to replace the 35 mm film cartridge as and when. Another plus is the film camera's power supply - it just needs an AA battery, so you can travel light throughout your getaway !

Kodak reusable film cameras are a go-to for magical shots: the images are sharp and well-exposed thanks to the fixed 1/120s shutter speed and the 31 mm wide-angle lens. Prefer a slightly smaller size ? Then you'll love the Kodak Ektar H35 and H35N with their fab 1960s retro look ! Whether you want to capture a romantic beach sunset or the energy of a festival at night, a film camera will ensure you recreate those memories with precision and style.



Whatever the type of holiday or activity, there's a camera out there that will do the job. From adrenaline-pumping sports to seaside fun and vintage charm, Kodak has a camera that will tick all your photographic boxes !



FOR MORE INFORMATION

Go to www.kodak.gtcie.com