



PURCHASING GUIDE



WHICH CAMERA
TO CHOOSE ?

Choosing a camera is not easy as there are so many models !

Film, bridge, compact or instant cameras all meet different needs or budgets. Also, the choice of your camera depends on a number of parameters that are important to understand before getting started.

When George Eastman founded Kodak in 1888, he wanted to make a complex and technical process accessible to everyone. Today, Kodak continues in this vein to provide every amateur or professional with quality equipment as well as expert advice.

Do you want to buy your first camera or change your old model ? Follow our tips to choose a model that suits your needs.



UNDERSTAND THE TYPES OF CAMERAS



To choose your camera, it is essential to understand the characteristics of each device. Kodak offers four main types of cameras: film, bridge, compact and instant. So, let's look at the elements that differentiate each of these models.

FILM CAMERA

The film camera is one of the historical models of photography.

This type of camera was widely used before the advent of digital models, which is why it is often said that the film camera is the precursor of the digital camera.

What differentiates film from digital is the presence of a roll of film. This film captures light and contains a small quantity of silver.

A film camera enables you to take colour photos, but also in black and white with a suitable film. A large proportion of film cameras have a 35mm sensor format, which enables them to produce high-quality images. Unlike digital models, film cameras are better adapted to light and also have a flash that can be used, for example, for indoor photography.

NOTE THAT WHEN WE TALK OF FILM AND ANALOGUE CAMERAS WE ARE IN FACT TALKING ABOUT TWO SIMILAR THINGS. YOU SHOULD ALSO UNDERSTAND THAT KODAK FILM CAMERAS ARE REUSABLE. ON OUR WEBSITE YOU WILL FIND THE FILM THAT IS ADAPTED TO EACH OF THE MODELS WE PRODUCE.



BRIDGE CAMERA

The function of the bridge camera is to bridge the gap between two models: the compact and the DSLR. Larger than a compact, the bridge is the most accessible option for discovering a more advanced mode of photography. Reflex and hybrid cameras are more complex models to use.

The specificity of the bridge camera is its zoom, which is not interchangeable and offers a great deal of shooting flexibility, especially for distant subjects.

There are of course different zooms: on our website, you will find 25X optical zooms, but also zooms up to 90X ! Bridge cameras are renowned for their ergonomics, offering a good grip and easy access to the settings buttons.



COMPACT CAMERA

As the name suggests, the compact camera is a small, lightweight camera. Compacts also have a fixed lens and are appreciated for their easy handling and accessibility at all levels. Of course, there are more or less compact and advanced models that offer different features.

In our catalogue of compact cameras, you will find, for example, models that are shock, water and dust resistant that still deliver particularly sharp images, even when you change the original photo by zooming or cropping it.

Most compact cameras have presets that make it easy for beginning photographers to get started. A compact camera includes a display screen that enables you to see the shots you want to take. Thanks to this screen, photographers can prepare their photos by making the necessary adjustments.

INSTANT CAMERA

The particularity of instant cameras is that they can directly print a colour photo via 4PASS technology. All you need to do is capture an image and the instant camera will automatically print it on paper. There's no need to go through the lab development stage to get your souvenir photo.

An instant camera consists of a body, a viewfinder, a trigger and a lens. Its particularity is that it also contains an instant film that itself consists of a photosensitive part and a capsule that enables the photo to be printed. At Kodak,

we have chosen to offer you instant cameras that use thermal sublimation printing technology. This method makes it possible to obtain very fine photo quality without having to wait for the print to be developed in the lab.



**UNDERSTAND
THE MAIN
CRITERIA FOR
CHOOSING A
CAMERA**

When you want to buy a new camera, you can quickly get lost among the many features and technical terms used to describe them.

Nevertheless, the different technical characteristics of a camera are essential for your choice. These features have a direct impact on how you use your camera.

You will not get the same image quality from one camera to another, depending on where you are, the subject you want to photograph and your level of knowledge of photography.

Here are all the main criteria you need to know before choosing your camera.

THE CAMERA FORMAT

The format of the camera covers two important aspects: ergonomics and practicality.

Some models are very easy to handle, access to the settings buttons is easy and the format of the device is totally ergonomic. Other models can be easily slipped into a bag, for example during a trip or simply if you want to be able to take photos at any time when you are walking around town! Kodak instant and compact cameras are certainly the easiest models to handle.

In terms of camera size, it is important to distinguish between adults and children. Teens also need suitable models, which they can easily grasp without fear of dropping them during use.

The weight of the camera goes hand in hand with its format. On our site, you will always find the precise indication of the weight of each model: you can choose a model adapted to your needs and constraints. If you travel and want to carry your device everywhere with you, you will probably prefer a smaller and therefore lighter model.

THE LENS (OR OPTICS)

The lens covers the concepts of optical quality and zoom. In the world of photography, the lens designates the device that enables the camera to 'see' the subject you want to photograph. A lens may consist of several lenses that focus light towards the sensor.

The lens has an impact on the type of photo you want to take : portraits or landscapes, for example.

To take photographs of landscapes or architecture, it is best to use a wide-angle lens. However, if you want to take street photos or portraits, you may opt for a standard lens.

Note that a wide-angle lens is also very practical for taking group photographs: indeed, the principle of the wide-angle is to capture a nearby object with a wider frame !

The quality of the lens goes hand in hand with the zoom of your camera. Fixed-lens cameras are those that offer the most powerful zooms, which will allow you to photograph a subject without having to get closer.



IMAGE QUALITY

Of course, the image quality of your camera is paramount to your choice.

However, be careful because this criterion does not necessarily refer to the beauty and sharpness of the photo. Image quality can also refer to the style of photography you want to achieve. For example, a film camera does not offer the same image quality as a bridge camera: film produces a one-of-a-kind image with a nostalgic style that digital cameras cannot reproduce.

Of course, image quality also refers to the sharpness of the shots you take. Attention must then be paid to the pixel density, sensor size, ISO sensitivity, optical quality and image format of the camera. With high pixel density, for example, you can more easily crop your images and print your photos in large format.

The ISO is also important because it has an impact on the brightness of your photos. You will find the ISO followed by several digits on each of our camera product sheets. A photo at ISO 400 will, for example, be twice as bright as a photo at ISO 200.

DON'T FORGET TO TAKE INTO ACCOUNT THE VIDEO QUALITY OF YOUR CAMERA. IF YOU WANT TO USE IT REGULARLY, YOU WILL NEED A CAMERA THAT OFFERS GOOD HD RESOLUTION IN VIDEO MODE.



STORAGE

Compact and bridge cameras have internal and external memory in the form of an SD or Micro SD card. It is this memory that enables you to store a greater or lesser number of shots directly in your camera.

The storage level is important if you take a lot of photos and can't always transfer them to a computer.

Think carefully about the combination of external and internal memory : the possibility of adding a large-capacity SD card will be ideal if you like to store a lot of photos. Depending on the model you choose, you will find cards in different formats : SD, SDHC, card or micro-card.

STYLE

The style is a criterion that is different from the format of the camera. It is of great importance to many photographers !

At Kodak, we offer a wide variety of colourful, modern, vintage and retro styles. There is something for everyone! Buying a camera is above all a pleasure, which is why the style is so important.



**DEFINE YOUR
NEEDS AND
LEVEL TO
CHOOSE YOUR
CAMERA**



Your needs, but also your level, are of course the most important criteria when you want to choose a camera ! The model you choose may be quite different depending on the use you wish to make of it : trips, city walks, portraits, selfies, etc.

FILM CAMERA

This type of camera appeals to both amateurs and professionals because they enable you to create unique photographs, with a vintage look for a touch of nostalgia.

The change to a film camera implies a search for this nostalgia, but it is also means embarking on a totally different photographic process.



To understand your needs, let's review our advice based on the different models of Kodak cameras.

Photography enthusiasts love the idea of loading and developing their films, which is like a return to the roots of photography. An analogue camera also makes it possible to experiment with techniques that cannot be performed with a digital device.



BRIDGE CAMERA

Bridge cameras are for enthusiasts who want to take their photography to the next level. Bridges have a powerful zoom and therefore more shooting possibilities, as well as more varied modes (manual, scenic, automatic). A bridge is ideal if you want to familiarise yourself with new features by further personalising your photos.



COMPACT CAMERA

This type of device is the model par excellence for everyday snapshots. A compact can easily adapt to different situations, all while providing beautiful image quality. It is also a camera that you can easily slip into a travel bag to bring home beautiful photo souvenirs.

INSTANT CAMERA

Instant cameras respond to two modes of use: they enable you to capture memories in an immediate and fun way, but they also offer you another photography experience. For example, this type of camera can be used at a party to capture memories in an amusing way and instantly print your photos ! An instant camera is also a unique tactile experience of photography, which combines nostalgia with instantaneous pleasure.

Now you know everything you need to choose your camera. Browse our different categories to select the model that will best meet your expectations !



FOR MORE INFORMATION

Go to www.kodak.gtcie.com