



PURCHASING GUIDE



WHICH CAMERA
TO START OUT
WITH ?

Have you decided to put your smartphone aside for a camera that is entirely dedicated to photography? Now you need to know which type of camera is best suited to your needs and level. However, when you are new to photography, it can be difficult to know which model is best for you!

Because Kodak has been supporting all amateurs and professionals since 1888, we can also help you choose the ideal camera to get started with! In this article you will discover the essential criteria for selecting a model that will fully meet your expectations and enable you to get started easily.

IDENTIFY YOUR NEEDS

When choosing a beginner's camera, it is important to determine what you will use it for. Would you like to capture memories of your family gatherings? Record your favourite country walks or make portraits of your favourite animals?

Each model of camera may be dedicated to a specific purpose, so let's review each model based on its use.



**FOR PHOTOGRAPHERS
ON THE MOVE :
A COMPACT CAMERA**



Perhaps you like to take time to wander the streets or walk in the mountains or forests and want to take pictures quickly and hassle-free? We recommend the choice of a compact camera to document and remember these moments.

When we say 'compact camera', we mean a small, lightweight camera. This type of camera is easy to slip into a bag, both when you go on a trip or for your weekend walks. They have a fixed lens, so they are also practical and easy to use.

The great advantage of a compact for a photographer who is just starting out is its ability to take beautiful photos without a settings menu with a demanding learning curve. There's no need to make complex presets before each shot because a compact camera is already preset and has several types of shots that can adapt to different situations. Compact cameras also have a display screen that enables you to access the different options, but also to view each shot taken.

Thanks to its various features, a compact camera is ideal for expressing your creativity. At Kodak, for example, we offer the Kodak PixPro FZ55, a thin and compact camera with built-in features like face, smile and blink detection. Even easier to use, the Kodak PixPro FZ45 has a 'One-touch-video' feature that will not only enable you to detect faces, but also to remove red eyes. Note that the FZ55 is powered by a rechargeable lithium-ion battery, while the FZ45 runs on AA batteries.

The compact camera is really the most suitable model for your walks and hobbies. In particular, this type of model may be designed to resist dust, shocks, but also water. For example, the Kodak PixPro WPZ2 is waterproof up to 15m and is shockproof up to 2 metres. If you take it to the beach or on hikes, it will be perfectly resistant to salt, gravel or sand.

**FOR PORTRAITS,
LANDSCAPES AND
PHOTOS WITH
EXTREME PRECISION :
A BRIDGE CAMERA**



If you want to take shots that are more accurate and require sharper image quality, then a bridge camera is the ideal candidate. The bridge is indeed a perfect intermediary between compact and professional cameras. We can say that this type of model 'bridges' the gap between the compact and the DSLR. It's bigger than a compact, but has more features.

Beginners appreciate bridge cameras above all for the non-interchangeable zoom, which enables you to benefit from enhanced flexibility.

It is this flexibility that enables you to photograph distant subjects, for example.

A bridge camera allows you to take precise photos while accessing various shooting modes: manual, scenic or automatic. The advantage of the bridge is that it remains accessible, but it also enables you to progress !



At Kodak, we recommend the AZ255 model, which has 22 photo modes (e.g. sports, fireworks, sunset) and adapts to the light, movement and overall quality of the scene you choose to shoot. If you're looking for a high-performance camera, check out the AZ405 with its 40x ultra-long zoom, as well as its automatic scene, object tracking and post-editing features. The choice of a bridge camera to start out with gives you access to powerful, yet easy-to-use settings.

**FOR AUTHENTIC
PHOTOS :
A FILM CAMERA**



To start out in photography, but also to discover a completely different approach to the subject, you can also opt for a film camera. Film photography still has its place today, both among amateurs and professionals, offering unique image quality and a nostalgic charm that digital cameras cannot reproduce.

For the record, film cameras (also called analogue cameras) were widely used before the appearance of digital models. With this type of camera, the shots you take are recorded on a roll of film. This type of camera processes light very well and offers images with an atypical and characteristic grain. Many models can also be equipped with a flash that can be triggered when shooting indoors.

As a beginner, you will appreciate the film camera for a totally new experience. Taking film photos means taking the time to load the film and then waiting to develop the shots. It is both a more tactile and more personal experience of photography that enables you to try out other effects and techniques. Of course, you can opt for two different cameras: a digital and a film camera, so you can improve your skills and measure the difference between the two processes.



All Kodak models are perfectly suited to those who wish to start out in film photography. You will love the wide range of colours of our M35 models with built-in flash, but you will also appreciate the design of the Kodak Ultra F9, the Kodak I60 or, of course, the 1960s style of the Ektar H35 models.

A film camera will allow you to shoot portraits, landscapes or street photography. The street is truly the star of creative film photography because it lends itself so well to the unexpected and therefore to totally unique shots.



THE DIFFERENT PARAMETERS TO CONSIDER WHEN CHOOSING YOUR CAMERA



When starting out in photography, it can be difficult to grasp all the terms related to this new world. However, regardless of whether you choose a compact or a bridge camera, it is always essential to understand the different elements a camera may present.

THE LENS

When we talk about the zoom, we may also mention the lens. The lens is what enables the camera to capture your image, and it is thanks to the lens that you will be able to see your shot through one or more lenses that focus the light towards a sensor.

The choice of lens is important because it determines the type of photo you will be able to take with your camera: portraits or landscapes, for example. If you want to do architectural photography, group photos or if you like to take pictures of the landscapes you come across during your holidays, it is better to opt for a model equipped with a wide-angle lens.

On the other hand, a standard lens may be quite suitable if you are more used to taking portraits or street photos. If you need a high-performance lens, opt for a bridge camera : with an optical zoom of 25x to 90x, you can take any type of shot you want ! Also pay attention to the optical stabiliser : you will thus get clear close-ups and distant shots.



DEFINITION

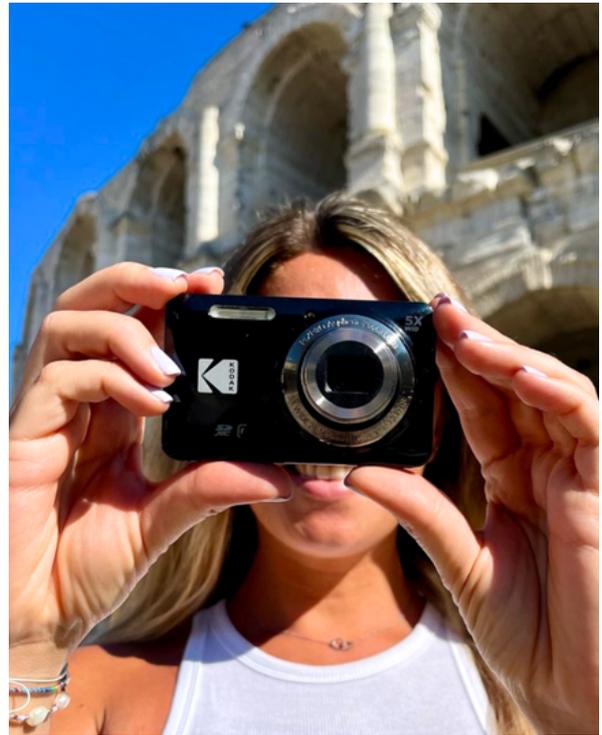
Definition is an important criterion because it indicates the level of detail of your camera. To fully understand the concept of definition, refer to the number of megapixels (MP) supported by the camera. At Kodak, our bridges have a resolution between 16 and 20 MP : this resolution enables you to make high-quality photo prints in A4 format or even larger! With good definition, you will also be able to make beautiful videos.



ISO SENSITIVITY

ISO sensitivity corresponds to the sensitivity of the sensor to light and is expressed as an index. The higher the index, the longer your image will be exposed and therefore the brighter it will be.

Definition is also important if you want to crop your photos : with poor definition you may lose quality when you try to crop your image.



If you want to take photos in a brightly lit environment, choose a low ISO. If, on the contrary, you want to take photos in darker places, at night or during a concert for example, then choose a higher ISO.

Depending on the model you choose, you will have the possibility to set the ISO according to the scene photographed : in manual mode you can set it yourself, whereas in automatic mode it is the camera itself that takes charge of setting the ISO according to the environment.

THE DISPLAY SCREEN

The display screen of your camera is also important because it enables you to view the shot you are about to capture. It is often via the display that you navigate through the different settings. For our bridge camera models we have opted for 3" LCD screens that offer optimal comfort of use. Our compact cameras have 2.7" LCD screens. Note that the screen can be fixed or hinged.

CHARGING



CHARGING

In the Kodak catalogue, you'll find cameras that run on a rechargeable battery or standard batteries. Today, battery-operated devices are convenient and offer very good battery life. A rechargeable battery offers the advantage of being more durable and less expensive in the long run.

CONNECTIVITY

Some models can be directly linked to a Wi-Fi connection. They also have an app that allows you to remotely operate the timer, zoom or settings, including sensitivity or white balance.

STORAGE

Storage refers to the internal or external memory of your camera. It is thanks to this memory that you can store all your shots ! Choose the type of storage according to the way you intend to use your camera : if you plan to go on holiday, opt for a model to which you can add an SD or micro SD card. As soon as your memory card is full, you can put in a new one and continue to immortalise your trip ! Remember to look at the characteristics of the product to choose the format of your memory card.



THE FORMAT AND WEIGHT OF THE CAMERA

These last criteria will also have an impact on your final choice: the weight and format of the camera. Once again, your choice will depend on your usage. If you want to take your camera everywhere with you, choose a compact that is lightweight and easy to slip into a bag. Pay attention to the product sheet of each model - you will find precise information on its weight and dimensions !

Finally, remember to protect your camera with a carrying case in which you can also place all the accessories. You will find suitable covers for each category of camera on our website.

FOR MORE INFORMATION



Go to www.kodak.gtcie.com