

## PRESS RELEASE

### **Kodak and AgfaPhoto: more than 170 products presented at IFA**

GT Company will be present at IFA in Berlin from 6 to 10 September 2024 with its KODAK and AGFA PHOTO brands in an area spanning over 150 m<sup>2</sup> in Hall 17 / Stand 212.

The KODAK brand will be presenting all the products in its various categories: digital compact and bridge cameras, film cameras, connected printers, instant cameras, photo paper, binoculars, dictaphones, audio headsets, memory cards, classic and connected digital photo frames, ring lights, smartphone accessories, **and – exclusively – its brand-new audio range.**

At AGFA PHOTO, **the focus will be on connected photo frames, which are growing rapidly** and will undoubtedly be one of the flagship products for the end of the year. The range of compact digital cameras, action cams, camcorders, connected printers, film cameras, dash cams, ring lights and children's products will also be on display.

#### **Don't miss the wave of AgfaPhoto connected photo frames with the Frameo application**

The brand will be showcasing its range of connected photo frames powered by FRAMEO, the application with over 10 million downloads. Ranging from 7 to 17 inches, these frames fit perfectly into any interior. Thanks to the Wi-Fi connection, users can instantly share their photos and videos with friends and family from anywhere in the world. They also have the option of adding personalised messages. More than mere photo frames, these devices help people to stay connected and share precious moments in life.

#### **Kodak: Exclusive launch of its first Audio range**

At IFA, the brand will be unveiling its very first range of audio products: portable Bluetooth speakers, boom boxes, LED lighting, water-resistant products, headphones, and more. A complete range with an innovative design that marks the entry of an iconic brand into an audio market that needed a new player like Kodak!

**See you in Berlin at our Kodak and AgfaPhoto stands in Hall 17.**

#### **About AgfaPhoto Holding GmbH**

AgfaPhoto Holding GmbH is the exclusive licensee of the AgfaPhoto brand from Agfa-Gevaert NV. AgfaPhoto Holding focuses on strengthening the AgfaPhoto brand by expanding the sublicensing business for consumer imaging products worldwide. Sublicenses for individual products and product groups are granted to qualified partners who assume responsibility for the production and sale of products that meet the quality and application requirements of the renowned AgfaPhoto brand. AgfaPhoto Holding GmbH is headquartered in Germany. For more information about AgfaPhoto, please visit our website at : [www.agfaphoto.com](http://www.agfaphoto.com)

#### **The AgfaPhoto brand**

AgfaPhoto is the ideal companion for sharing memories with friends and family. Over the decades, AgfaPhoto has become a pioneer of modern photography. With a 150-year history, AgfaPhoto is an iconic brand like few others. AgfaPhoto offers a wide range of attractive consumer imaging products. These include digital cameras, digital storage media, batteries, photographic film and paper. [www.agfaphoto-gtc.com](http://www.agfaphoto-gtc.com)

#### **About KODAK :**

Kodak is an imaging technology company. We provide - directly and through partnerships with other innovative companies - hardware, software, consumables and services to customers in the graphic arts, commercial printing, publishing, packaging, entertainment and commercial film markets, as well as consumer products. With world-class R&D, a portfolio of innovative solutions and a trusted brand, Kodak helps people everywhere to sustain their businesses and enjoy their lives. For more information about Kodak, visit Kodak.com, follow us on Facebook, Instagram and Twitter @Kodak or LinkedIn Kodak Eastman Company. [kodak.gtcie.com](http://kodak.gtcie.com)

#### **About GT Company:**

Founded in 2013, GT Company is a French company based in the Paris region that develops, imports and distributes consumer electronics products under major brand licences. Dynamic and open-minded, it brings together a team of enthusiasts who rely on powerful distribution networks and perfect knowledge of the markets to market innovative products worldwide. [gtcompany.fr](http://gtcompany.fr)

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