

NET NEUTRALITY

Principles

Kodak is at the forefront of revolutionizing digital photography. We allow you to capture, store, manage, and share images — valued memories — in easy, creative and novel ways. You can now store thousands of pictures and videos online. You can even send your favorite vacation pictures while you're still poolside ...wirelessly.

We've come a long way from the days when pictures were stored in shoeboxes, and shared across the table or by snail mail. Today, the digital photo business is driven by the ability to share pictures electronically. Kodak wants to ensure consumers can continue to share memories with unfettered access to Internet. That's why Kodak believes in the following principles of choice and fair competition on the Internet:

- ✦ **Preserve Freedom & Choice.** Codifying reasonable measures of net neutrality will preserve the intent of the creators of the web – to maintain a platform on which everyone can communicate on an equal basis. As a principle that has governed the Internet from its inception, net neutrality is a 'tried and tested consumer protection' that has allowed consumers to access the information of their choice, instead of being presented with packaged options akin to cable television. We want to make sure that consumers can share pictures irrespective of their broadband service. Kodak believes that broadband providers should not interfere with a users' access to lawful Internet content, applications or services.
- ✦ **Transparency.** Download time is a critical issue for consumers, especially those who share large files like digital images. Consistent with responsible business practice, it is important that broadband providers supply users with clear and accurate information about terms and conditions of service such as level of bandwidth or limitations on access to content or services.
- ✦ **Parity.** Kodak wants to preserve a level playing field in the online marketplace. Access to the Internet on equal terms is paramount for digital content providers. Regulation of transmission networks needs to ensure nondiscriminatory behavior. Broadband providers should be required to allow any entity or person to offer Internet content, applications or services with equivalent or better capability than the provider affords itself or affiliates. Reasonable regulation is needed to ensure that an open and unmanaged Internet is available to both providers and consumers. Kodak supports regulation that will provide some form of regulatory oversight to address the plausible risk that broadband providers might abuse their market power.
- ✦ **Continue Innovation.** Adoption of net neutrality ensures equal access to content only and does not impose restrictions on innovation. Advancements in the transmission of technology — copper, glass, ether, and future technology — can and will continue. Innovations in transmission will lead to innovation in products and services on the Internet. Like other content providers, we already pay broadband providers to bring our services to the Internet. Kodak will continue to support reasonable investment to maintain the infrastructure necessary for the Internet.

If you would like to discuss these principles or have questions,
please contact Jaz Deol at jasprit.deol@kodak.com.