



## News Release



### **For Parata Systems**

**Contact:** Nanette Kirsch  
Marketing Communication Manager  
[nkirsch@paratasystems.com](mailto:nkirsch@paratasystems.com)  
919.544.8383 x 135

### **For Kodak Sales and Support**

Contact: Kathy Rauschenberg  
Public Relations Director  
[Kathy.Rauschenberg@kodak.com](mailto:Kathy.Rauschenberg@kodak.com)  
770.522.2862

## **Kodak to Provide Service and Support to Parata Customers *Synergies in Customer Service Commitment, Markets and Technology Focus Reinforce Parata's Strength***

**DURHAM, N.C.** (Aug. 5, 2003) – Parata Systems announced today that it will partner with Eastman Kodak Company's subsidiary, Qualex, Inc. (through the *Kodak* Service and Support division), to provide on-site service and support, telephone-based customer care and planning and logistics for Parata's retail pharmacy customers.

Parata RDS (Robotic Dispensing System), the company's premier product, automates up to half of a pharmacy's prescription volume while responding to retail needs for compactness, speed, accuracy, and ease of implementation, use and maintenance. Parata RDS establishes new industry benchmarks for size and performance in a compact machine, whose 12 square-foot footprint processes more than 150 prescriptions an hour.

*Kodak* Service and Support serves the Consumer Imaging products and services customers of Kodak and maintains a strong presence in many leading retail chains. Kodak maintains more than 4,000 technicians around the world, whose expertise aligns well with Parata's technology requirements.

"Parata Systems is an excellent match for *Kodak* Service and Support," Charles Lelly, president of Qualex, explains. "With *Kodak* Service and Support, Parata can be confident that its customers are receiving the highest quality on-site and telephone-based service and support, enabling Parata to focus on its core competencies – innovating pharmacy automation solutions to meet retail pharmacies' needs."

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"The timing with Parata was ideal, as we were actively seeking a flagship relationship with a synergistic market and technology focus," Frank DiOrio, general manager and vice president, *Kodak Service and Support*, Consumer Imaging Division, adds. "We could not have found a better-suited relationship than we have with Parata Systems."

"The synergy between *Kodak Service and Support* and Parata Systems makes this a quintessential relationship for both companies," Doug Townsend, COO of Parata Systems, says. "Kodak is a world-recognized name for quality, with an established presence and reputation for service in the same markets we serve. Our technology falls well within the skill sets of Kodak's technical team. We look forward to leveraging Kodak's robust, quality service and support to enhance our customer relationships."

Under the proposed agreement with Parata, *Kodak Service and Support* will provide on-site service and support for the Parata RDS, including equipment installation and ongoing equipment repair and maintenance. In addition, Parata customers will be able to obtain telephone-support during business hours via Kodak's Diagnostic Support Center. Parata will also use *Kodak Service and Support* planning and logistics services to support its rapid-scale rollout strategy.

"We look forward to quickly deploying the jointly designed program with Parata's existing customer base, and to supporting its rapid-scale market strategy for new customers with our rollout planning capabilities," Lelly says. "It is a relationship that is inherently robust and valuable to Parata and the pharmacies we both serve."



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### About Parata Systems

Parata Systems, whose name is Latin for "to prepare, make ready," is ready to fill the gap in retail pharmacy automation with Parata RDS, a production-ready robotic dispensing solution, built to retail pharmacy requirements. Parata RDS automates up to half of a retail pharmacy's prescription volume, with a compact, 12-square foot machine that sets new industry benchmarks for space, speed, accuracy and value, and is implemented successfully in retail environments. Founded in 2001, Parata Systems delivers the next-generation robotic dispensing technology that pharmacies have been waiting for. Parata is based in Durham, N.C., on the Web at [www.paratasystems.com](http://www.paratasystems.com). For more information, Email [info@paratasystems.com](mailto:info@paratasystems.com) or call 919-544-8383.

### About Eastman Kodak Company and infoimaging

Kodak is the leader in helping people take, share, enhance, preserve, print and enjoy pictures—for memories, for information, for entertainment. The company is a major participant in "infoimaging"—a \$385 billion industry composed of devices (digital cameras and PDAs), infrastructure (online networks and delivery systems for images) and services & media (software, film and paper enabling people to access, analyze and print images). Kodak harnesses its technology, market reach and a host of industry partnerships to provide innovative products and services for customers who need the information-rich content that images contain. The company, with sales in 2002 of \$12.8 billion, is organized into four major businesses: Photography, providing consumers, professionals and cinematographers with digital and traditional products and services; Commercial Imaging, offering image capture, output and storage products and services to businesses and government; Components, delivering flat-panel displays, optics and sensors to original equipment manufacturers; and Health, supplying the healthcare industry with traditional and digital image capture and output products and services.

Additional information is available at  
<http://www.kodak.com/global/en/service/nav/index.jhtml>.

Kodak is a trademark of Eastman Kodak Company

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