

# Kodak launches innovative Wi-Fi inkjet printers in SA



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In the aim of solving the problem of high cost of ink that is affecting home and office printing in South Africa - as the company's director and VP for Europe's consumer inkjet systems Bob Ohlweiler put it - Kodak has launched four all-in-one inkjet printers, including three Wi-Fi, which it said will be affordable, easy to use and provide an intelligent high quality printing.

Kodak Hero 5.1 Wi-Fi, Kodak ESP Office 2170 Wi-Fi and Kodak ESP C310 Wi-Fi - mostly suitable for office use - will all wirelessly print, scan, fax and copy and help consumers get crisp, sharp text documents and brilliant graphics, Ohlweiler said last night, Wednesday 14 September 2011, in Sandton.

Their retail price will be R1299, R1499 and R999, respectively. The fourth new product, Kodak ESP C110, which is without Wi-Fi but could mostly suit home purposes, is set to be sold for R799.

Discounted black ink and colour ink cartridges can also be bought at R99 and R149 each, respectively.

"Our view is that we want to take a totally different angle and bring in a different model based in value proposition," Ohlweiler said, adding that printing, not printers, are driving 75% of this US\$45-billion industry revenue, most of which are based on ink.

All the products, which the company claims will deliver long lasting and high quality photos and documents with the lowest average cost-per-page, will be available at Incredible Connection outlets and Kodak Express Stores, and also online at [www.incredible.co.za](http://www.incredible.co.za).

Ohlweiler said his company has entered into an agreement with local retailer Incredible Connection to sell these new products, and all its ink cartridges in SA.

The launch of this innovative line of Kodak all-in-one printers is the first of its kind in the BRICS countries and most especially in SA, which Ohlweiler hailed as a 'shining beacon' and an important market for growing Kodak products.

Eastman Kodak Company, which has over 100 years of printing experience, also said these new products will help consumers print their photos in multiple sizes directly from their iPhones, iPod touch, iPad, Blackberry or any Android operating system device.

## ABOUT ISSA SIKITI DA SILVA: @SIKITIMEDIA

Issa Sikiti da Silva is a winner of the 2010 SADC Media Awards (print category). He freelances for various media outlets, local and foreign, and has travelled extensively across Africa. His work has been published both in French and English. He used to contribute to Bizcommunity.com as a senior news writer.

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