



ZINK Imaging celebrates expanding partner network and new product lines at the 2010 International CES

Momentum continues for award-winning ZINK® Zero Ink® printing platform

Bedford, MA -- January 7, 2010 - ZINK Imaging, inventors and manufacturers of the award-winning ZINK® Zero Ink® digital printing technology and ZINK Paper® are celebrating their continued momentum at the 2010 International Consumer Electronics show. ZINK Imaging has built on its 2009 CES successes with the expansion of its partner network and the introduction of the next generation of the ZINK Technology among other marketplace accomplishments.

“During 2009, we continued our momentum with the commercialization of a new version of the ZINK Technology, the launch of new products, and the continued commercial success of ZINK-enabled products in the market,” said Wendy Caswell, President and CEO, ZINK Imaging. “2010 will realize yet new in-roads as we create the future of printing with our ink-free technology and a network of the world's most innovative companies and global brands.”

Next generation of ZINK® Technology achieves new level of performance

In Q4 2009, ZINK Imaging announced the availability of the next generation of the ZINK Zero Ink full-color printing technology including a new version of ZINK Paper and new versions of ZINK-enabled print engines and devices.

The second generation of ZINK Paper features improvements in gloss, color quality, and color consistency, achieved through optimizing the imaging chemistry and the multilayer thin film coating process used in manufacturing. The technology team, including partner company ALPS, also made several breakthroughs in print engine system design and performance. Improvements were made in color calibration, mechanical design, image and data processing software and firmware.

These design improvements will allow for the next generation of ZINK-enabled devices to be thinner and better performing than the previous generation. This new level of ZINK Paper and printer performance will be available with all of the next generation of ZINK devices.



New ZINK Paper® formats

In Q4 2009, ZINK Imaging announced the availability of new ZINK Paper formats. New ZINK-enabled products that leverage the new 3x4" and 4x6" format sizes will be widely available in 2010.

The 3x4" format is targeted for use in mobile consumer and commercial applications. The 3x4" format is the ideal size for mobile printing - offering a large print from pocket-sized devices. The 4x6" format is targeted for use in home printing applications. The 4x6" format will be used in a new generation of ZINK-enabled home printers and will fulfill consumers' longstanding demand for easy, hassle-free photo printing.

New and existing partnerships

New partners were added to the ZINK partner network, representing the continued expansion of the ZINK business and technology ecosystem. This included the announcement of an alliance with Pandigital, Inc. to develop and market a new family of ZINK-enabled printing products.

2009 also saw the strengthening of ZINK Imaging relationships with its existing partners including ALPS Electric, Dell Inc, Foxconn Technology, Lite-On Technology, and TOMY Company. One of the founding partners, Polaroid, today announced its new business strategy, including ZINK Imaging as a core imaging partner as they evolve one of the world's most recognized and loved brands into a pre-eminent consumer electronics brand.

ZINK®-enabled Products

The first ZINK-enabled products in the marketplace, the 2x3" mobile products, continue to grow the mobile printer market for both consumer and business customers worldwide. Originally conceived for fun in-the-moment printing from camera phones and digital cameras, the products are also being used for many business applications, including professional photographers who previously had no way to leave behind documentation of their work in remote locations, to photo identification badges used by security professionals, to scientists documenting experiments.

Purchases of the complementary 2x3" ZINK Paper for these products was higher than expected, highlighting the need for mobile printing solutions and the printing inspiration that products like these provide.



2010 CES marks the availability and announcement of seven ZINK-enabled products. New to the ZINK-enabled line-up is the Pandigital Portable Photo Printer - the world's first Zero Ink 4x6" printer. The Pandigital-ZINK system was designed from the ground up to meet the exacting performance requirements of home photo printing customer.

In addition, Polaroid today unveiled plans at CES for two new ZINK-enabled products based on the new 3x4" ZINK Paper format. The newest additions to the Polaroid family of ZINK-enabled products are the Polaroid 3x4" Instant Digital Camera and the Polaroid 3x4" Instant Mobile Printer.

The Polaroid 3"x4" Instant Digital Camera is a 12 mega pixel digital camera with a built-in ZINK printer that produces 3x4" ZINK pictures. With the Polaroid 3x4" Instant Digital Camera, people can snap, print and share images immediately without having to connect to a computer. People can view and crop images on the camera before they print and select from a range of borders, from borderless to the classic Polaroid frame.

The Polaroid 3x4" Instant Mobile Printer produces 3x4" ZINK pictures from camera phones or digital cameras. The ZINK-enabled mobile photo printer features a lightweight and portable design and is intended for use at home, the office, at school or on the road. Both products will be available in the second half of 2010.

The Future Possibilities of ZINK® Technology

ZINK Imaging conducted its first annual design contest, the Zero Boundaries™ product design competition, the results of which truly showcase the breadth and disruptive nature of the future of printing that only ZINK can enable. The contest participants leveraged the power of the ZINK Technology to challenge conventional printing norms with "uniquely ZINK" designs that provide new means for individual and commercial expression, enhance freedom and mobility, and make every day life better. View the contest website at <http://ZINKzeroboundaries.com/>.

The future possibilities of the ZINK Technology were further reinforced by the recognition of the innovation that ZINK represents. ZINK Imaging was honored as a Finalist in the BusinessWeek/Industrial Designers Society of



America's International Design Excellence (IDEA) Awards 2009, the premier international competition honoring design excellence in products, ecodesign, interaction design, packaging, strategy, research and concepts. They were also nominated for a 2009 World Technology Award by the World Technology Network, recognizing innovation and work with long-term significance.

ZINK Imaging® at the 2010 CES in Las Vegas

ZINK Imaging will have a presence at the 2010 CES to meet with companies interested in joining the ZINK partner network and experiencing the next generation of ZINK in person. To schedule an appointment with the ZINK team, call or email Deanna Clarence at +1-781-761-5315 / deanna.clarence@ZINK.com.

ZINK will also be demonstrated live by partners at the following locations:

- Pandigital - the Mommy Tech section in the North Hall of the "Living in Digital Times" Tech Zone, Booth# 3224A
- Polaroid - Central Hall, Booth #13614

For more information about ZINK Imaging and ZINK-enabled products, please visit their CES Virtual Press Office at <http://virtualpressoffice.com/kit/ZINK> .

About ZINK Imaging

ZINK Imaging Inc., a privately held company, was founded to enable millions of customers to enjoy the magic of ZINK® Zero Ink® products. ZINK Imaging invented, manufactures, and is an OEM supplier of the ZINK Printing Technology and the award winning ZINK Paper® to partners that will bring ZINK-enabled products to market under their respective brands. ZINK Imaging's headquarters and research and development labs are in Massachusetts, with a state of the art manufacturing facility in Whitsett, North Carolina. For more information, please visit www.ZINK.com.

The ZINK® Technology and ZINK® trademarks are owned by ZINK Imaging, Inc.

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