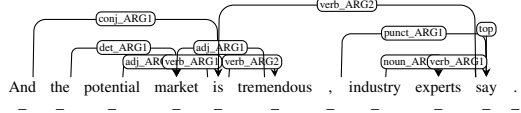


[21386001]

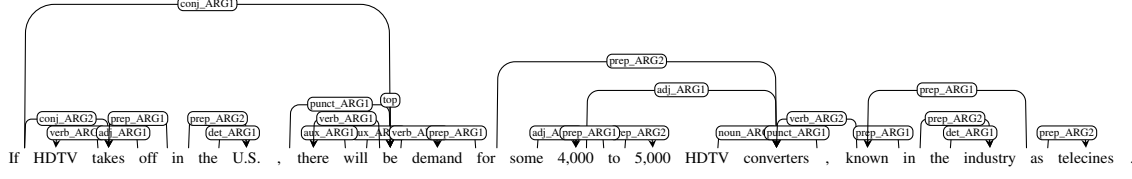


[21386016]



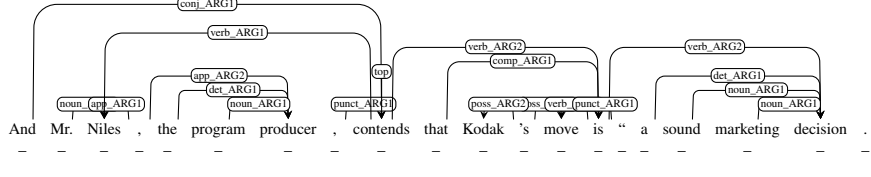
And the potential market is tremendous, industry experts say.

[21386017]



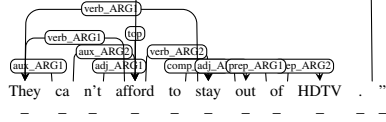
If HDTV takes off in the U.S., there will be demand for some 4,000 to 5,000 HDTV converters, known in the industry as telecines.

[21386020]



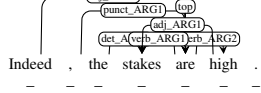
And Mr. Niles, the program producer, contends that Kodak's move is "a sound marketing decision."

[21386021]



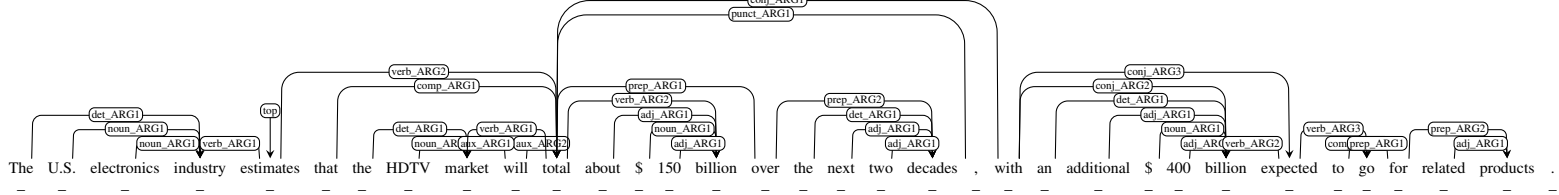
They can't afford to stay out of HDTV.

[21386022]



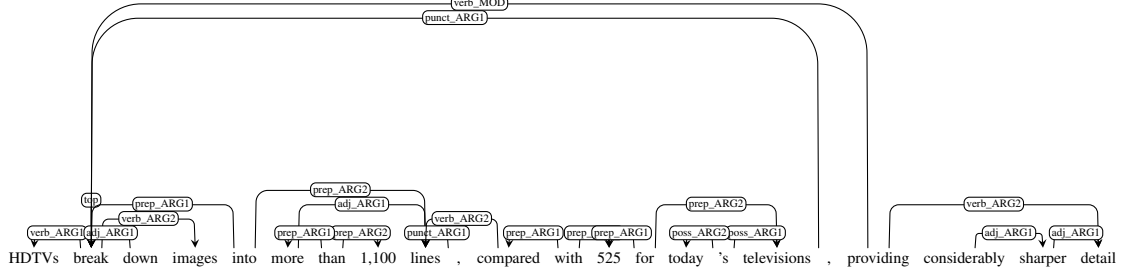
Indeed, the stakes are high.

[21386023]



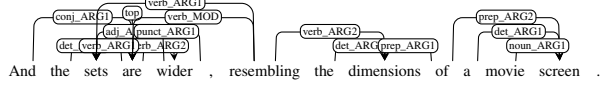
The U.S. electronics industry estimates that the HDTV market will total about \$150 billion over the next two decades, with an additional \$400 billion expected to go for related products.

[21386024]



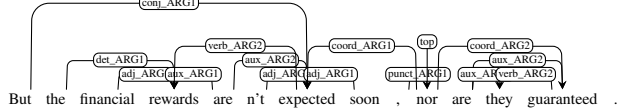
HDTVs break down images into more than 1,100 lines, compared with 525 for today's televisions, providing considerably sharper detail.

[21386025]



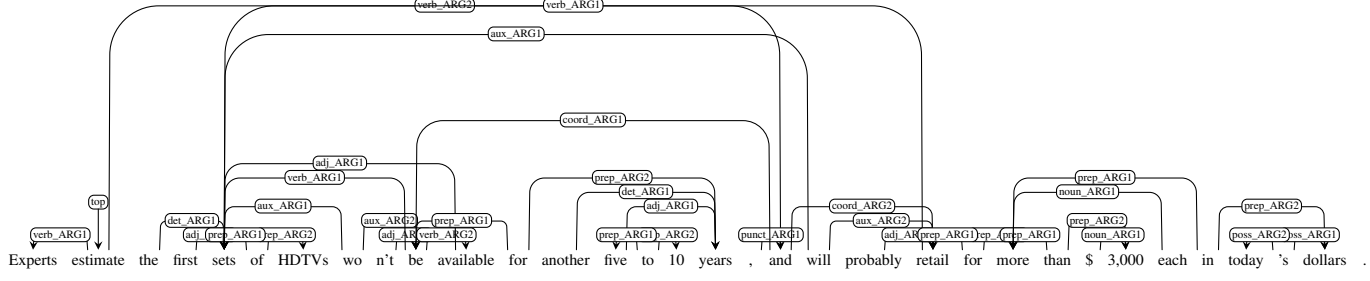
And the sets are wider, resembling the dimensions of a movie screen.

[21386026]



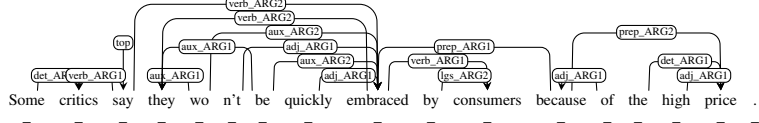
But the financial rewards are not expected soon, nor are they guaranteed.

[21386027]



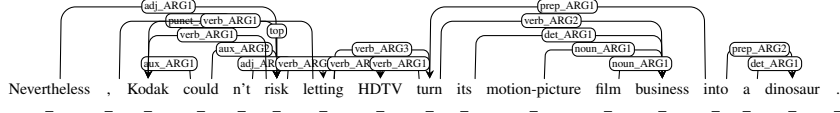
Experts estimate the first sets of HDTVs won't be available for another five to 10 years, and will probably retail for more than \$3,000 each in today's dollars.

[21386028]



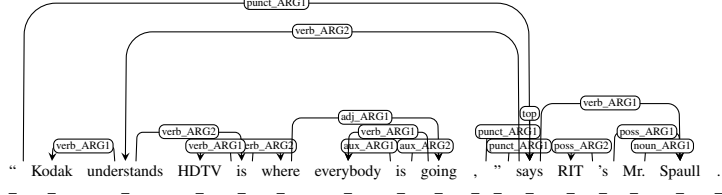
Some critics say they won't be quickly embraced by consumers because of the high price.

[21386029]



Nevertheless, Kodak could not risk letting HDTV turn its motion-picture film business into a dinosaur.

[21386030]



Kodak understands HDTV is where everybody is going," says RIT's Mr. Spaul.