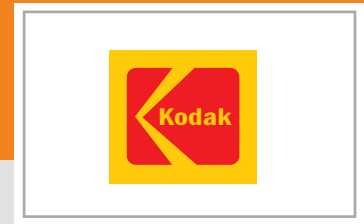
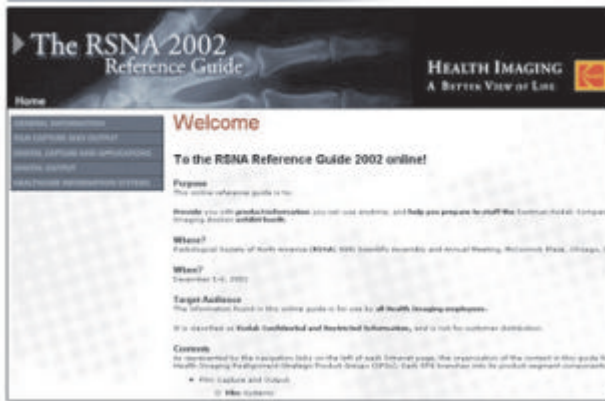


# Kodak: RSNA Website & Demo



**Project: RSNA Website and Demo**

**Duration: 10-12 days**



RSNA Website



Demo

## Short Description

A website was developed to provide information about the various products of the Eastman Kodak Company's Health Imaging division. The RSNA website combined both HTML and Flash functionalities. It is a frame based HTML site that is meant for both Internet Explorer and Netscape browsers. An interactive demo was also developed.

## Need

The need was to present an online reference guide that would provide product information accessible anytime, and help in recruiting for the Eastman Kodak Company's Health Imaging exhibit booth. This site was required to present information for the products like Film System, Mammography, Oncology, Computed Radiography etc. Another requirement was to develop a demo that would focus on winning over customers.

## Solution

The RSNA website combined both HTML and Flash functionalities. It is a frame based HTML site that was meant for both Internet Explorer and Netscape browsers. Since a lot of content was to be added it consists basically of html pages. The menu is Flash based menu and the website has PDF files that can be viewed easily.

The information found in this online guide is for use by all Health Imaging employees.

The guide covers the Health Imaging Realignment-Strategic Product Groups (SPGs) details. Each SPG branches into its product segment components.

- Film Capture and Output
- Digital Capture and Applications
- Digital Output Health Information Systems  
It also contained general information on
- Kodak's RSNA 2002 Theme
- Exhibit Booth Information

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- Map
- Tours
- Schedule
- Staff
- Roles and Responsibilities
- Customer Engagement and Etiquette
- Business Integrity
- Privacy and Security

We also developed an interactive demo that evaluated the user's understanding of the product features such as:

- Image Quality
- Ease of Use
- Enhanced Workflow
- Reliability/Serviceability
- Cost Effectiveness/Size

## Technologies Used

- Programming Languages: HTML, JavaScript
- Operating System: Windows NT/98/2000/XP
- IDE: Macromedia flash, Macromedia Dreamweaver, Adobe Photoshop
- Documentation: Microsoft Word, Microsoft Visio

## Benefits

This website is very handy since it contains detailed product information that can be accessed anytime. The navigation of the website is easy and the site is structured well.

## Client Feedback

Overall, everything looked good. Both Netsmartz and our creative team did a great job. Great job. Keep up the good work.