

Blockchain Research Institute Releases Case Study on KODAKOne

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RYDE Holding, Inc. (the “Company”), the creator and operator of the KODAKOne Image Rights Management Platform announced that the Blockchain Research Institute (“BRI”) has released its case study on KODAKOne “Changing the Still Image Marketplace on the Blockchain”. Currently available to BRI members and via creative commons in December, 2019.

BRI is a Toronto-based think-tank that helps organizations to realize the new promise of the digital economy by researching the strategic implications of blockchain technology and producing practical insights that will guide its members in achieving success.

The case study which was released in June, 2019 dives into the numerous solutions the KODAKOne platform provides to the photography market, including its unique use case for blockchain technology as well as the planned use of the KODAKCoin, its own digital currency.

“This case study explores in detail the way blockchain can be used to help content creators actually profit from their creative work with the new Internet of value. It details how KODAKOne’s platform works, its key features, and how it

enables photographers to maximize the value of their intellectual property. We're pleased that BRI members will be able to benefit from these detailed, practical insights and case studies," said Don Tapscott, Co-Founder and Executive Chairman, BRI.

All BRI research is proprietary to its member organizations for a period of six months. Members have agreed that, after this period, the BRI may make this research available to the public under a Creative Commons International 4.0 license (CC BY-NC-ND 4.0).

The BRI's research explores the strategic implications, applications, and challenges of blockchain in business, government, and society. It covers roughly a dozen different industry verticals and examines the impact of blockchain on corporate management, from human resources and marketing to finance and operations.

"We were extremely honoured that the BRI picked KODAKOne to focus their case study on the "Still Image Marketplace on the Blockchain. I have the utmost respect for the work that both Don and Alex Tapscott and their team have been doing within BRI and their exploration of blockchain technology and its strategic implications for business, government and society." said Jan Denecke, CEO of RYDE Holding.

Members of the public can sign up to access the public research hub by filling out a form on the Blockchain Research Institute website.

About RYDE Holding, Inc. RYDE Holding, Inc. (formerly WENN Digital, Inc.), a brand licensee of Eastman Kodak Company, is the creator and operator of the KODAKOne Platform and the KODAKCoin Tokens. Ryde and its advisors are an experienced development and operations team with expertise in proprietary blockchain development, big data, copyright law, AI-enabled image recognition and post-licensing monetization systems. For

more information, go to kodakone.com