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KODAK Gallery Taps Synapse Group to Enrich Online Shopping Experience

San Rafael, Calif., March 2nd, 2009 — [Synapse Group](#), an innovative, interactive agency, recently developed the KODAK Gallery 2008 online holiday gift guide. The online catalogue project leveraged Syndeca, the agency's proven, next-generation rich media and social marketing platform that extends the life, reach and effectiveness of print media to the online channel.

KODAK Gallery's [online holiday gift guide](#) featured an engaging customized interface and rich interactive imagery, specifically designed to bring Gallery products to life. The traditional features of online publications (eCatalogs, online magazines, brochures, etc.) have been enhanced with advanced design and unparalleled interactivity to better serve Gallery's customer base.

"Synapse Group helped us deliver a high-quality, yet easy to use interactive shopping experience in-line with what our KODAK Gallery customers expect," said Peter Brumme, Senior Director of Marketing, KODAK Gallery.

Synapse Group's Syndeca platform enables customers to improve the return-on-investment (ROI) of their offline materials and images by bringing them to life with integrated rich media, video, viral marketing, in-publication ecommerce, and dynamic personalization. Syndeca also gives catalogers and ecommerce providers enhanced visibility with powerful integrated analytics.

Synapse Group

Synapse Group is a multi-discipline Interactive Agency and Software Development firm founded in 2001 that is focused on delivering ROI through technological innovation and inspired design. For more information on the Syndeca platform visit <http://www.syndeca.com>

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