

Kodak Brings Ektra Back in Smartphone Form

Written by Marco Attard
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The 1941 Kodak Ektra camera gets a revival in the shape of a smartphone-- specifically a "professional-quality, photography-first" handset sharing the name.



"Kodak has a rich history in imaging technology and the launch of the Kodak smartphone today demonstrates our ongoing commitment to bringing the latest advances in photography to consumers," the company says. "The original Kodak Ektra camera was launched in 1941 and in its latest reincarnation, opens up a world of creative opportunities to all who care about photography."

As one might imagine, the Kodak Ektra smartphone is not actually made by the company itself-- after all, following its 2012 bankruptcy Kodak is solely in the business of licensing its IP. Instead, the device is made by UK-based Bullitt Group, a company specialised in bringing together components from a variety of sources in order to build phones for various brands (for the curious, these include Cat, JCB and Ministry of Sound).

Thus, the Ektra smartphone features a 21MP Sony sensor, ARCSOFT night shot technology, a MediaTek MT6797 Helio X20 deca-core CPU, 3GB RAM, 32GB storage (expandable via microSD to 128GB), 5-inch 1920 x 1080 resolution display and a 3000mAh battery with "Pump Express" quick charging technology. The OS of choice is Android 6.0, while the casing is somewhat reminiscent of the original camera, being complete with oversized camera lens, slightly curved grip, dedicated shoulder button on top and a back wrapped in dark "leatherette."

Being photography-focused the device also comes with a number of relevant apps pre-installed.

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Snapseed is the default photo-editing app, while a secondary home screen features a Kodak-curated app recommendations, specifically Adobe Lightroom, VSCO, Prisma and a Prints app for the ordering of physical prints and books.

The Ektra smartphone should hit European markets on December 2016.

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