

*NOTE TO READERS:*

*The Eastman Kodak Company is planning to launch a new photographic medium - a snapshot which displays a moving picture (on the level of full-motion video) as you tilt and turn it in your hand. Their working name for this product is Kodak Action Pictures.*

*Recognizing that this name lacked "sizzle," I was contracted to invent a new name and slogan for the product launch.*

Kodak Action Pictures  
Product Renaming and Slogan Project

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submitted by

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## Introduction

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Virtually all previously proposed names for this product were conceived with this rule: Since no one knows what the product is, the name has to describe what the product is. For example, Kodamotion and Action Pictures.

The drawback of this philosophy is that after the product launch phase people will know what the product is and the name becomes redundant. When people know the product, a descriptive name is unnecessary. Therefore, I propose considering a name that is:

- Descriptive of the product FEELING, not it's FUNCTION
- Fun
- Interesting in sound and idea
- Arresting
- Compelling

It's particularly nice if the name is short in length, unique in spelling and musical in sound.

Please bear this idea in mind as you peruse. You will encounter a range of ideas - from the concrete and descriptive to the cryptic and poetic.

## ALSO

Previously proposed names were all presented as plural. For example, Rolapics and RotoPics. The plural tends to minimize, trivialize and "make cute." For example, they market Coke but people go to the store and buy Cokes; they market Nike but people put on their Nikes. Most of the suggestions below are singular and I suggest they be branded as singular.

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19 selected "hero" names and slogans  
one-to-a-page

# Pyx

Pictures that push "Play"

# Popcorn

Movies in your hand

# **Gofoto**

Photos that go

# **Artie**

He's not a picture  
He's a show-off



# Esper

Pictures come to life

# **Spry**

Spry will make you smile

**WoW**

Pictures that amaze



We'll show you

**MOVIE**EW

Snapshot movies you view in your hand

# Agile

Small wonder

# **Fidget**

Fidgets can't sit still

# Oggle

Photos a go go



# **DejaView**

See it again and again

# **Seenic**

You ain't scene nothing yet

# Photango

Animate your life

**AvivA**

Pictures go live

# Photon

Pictures blast off

# **Bebop**

Pictures learn to dance

# **Smirk**

No one doesn't smile at smirk

Proposed names listed by category  
(some with suggested slogans)



## NAMES SUGGESTING WHAT ACTION PICTURES DO

Magi

MagEye

Imagi

Gofoto

Fotogo

Pyx

Pixon

Imagon

Eyexo

Eyeon

EyeGo

Seenic

Viewon

Seego

Movex

Moview

Photon

Pixilon

Imagica

Imagico

Imaginate

Imagine

Imagino

Imagina

Imaginex

Imaginate

Imagion

ImagiGo

Imagen

LiveView

LifeView

Pictoid

Photoid

Optoid

Optette

Pictette

Observe

Optimax

Optimate

Optino

Opteon

Optina

Optida

Optada

Optivue

Pictina

Piction

Picteon

Photon

Photan

Photiga

Photigo

Photina

Photano

Photavio

Photango

LivePhoto

PhotoLive

Deja Vu

Deja View

See it again and again

Illustra

Sprivue

EyeCan

VisEon

Vizion

Vista

Vizio

Vizion

Visor

Viso

Visio

Seevo

Seenic

Vitagraph

Pictures come to life

Photogon (or Optagon - suggested by Forward Branding)

The new dimension in photography

Animax

A. I. M.

Animated Image Magic

eMotion Pictures

Kinema

Kinematic

kinematics (kin-eh-MA-tiks)

noun - The study of motion exclusive of the influences of mass and force.

[Greek kinema, kinemat-, motion < kinein, to move.]

## NAMES POETIC IN SOUND AND IDEA

Spry

Agile

Enlive

Meteor

Meteorite

Boomerang

Kaleido

Enthrall

Pixi

Icon

Illustra

Illustro

Illumma

Imag

Imagen

Swingo

Kabuki

Cameo

Performance

Echo

Galligo

Logo

Dyna

Playto

Inspir

Opia

Vigo

Élan

Fave

Flexi

Spiri

Breez

Voilà

Espi

Bijou

Summa

Zooma

Phanta

Conjur

Mythos

Nimbus

Savvy

Quip

Genius

Genie

Your photo wish come true

Aurora

Halo

Lumin

Lucid

Radia

Illumma

Vivid

Vivos

Excell

Magna

Triton

Primus

Ultron

Animat

Animato

Artista

Esper

Futur

Grafa

Grafi

Graphico

Graphio

Grapho

Empatia

Observa

Obtrica

Ocu

Oculos

Opia

Optica

Opticon

Optik

Optikon

Optoskop

Optrick

Cogni

Cogni

Concep

Dream

Innova

Intera

Intro

Io

Juego

Kino

Kreative

Movi

Movigo

Nova

Nueva

Nuova

PhotoCat

Photoskop

Pictura

Pintura

Premio

Primio

Profilo

Senda

Skop

Symbo

Vida

Videon

Visivo

Vue

## ACTION VERB NAMES

Applause

Curtsy

Nimble

Spry

Spark

Shimmer

Dazzle

Glance

Agile

Zippy

Orbit

Jaunt

Agile

Activa

Wave

Rollic

Ricochet

Bounce

Behold

Fidget

Fidgets can't sit still

Swing

Blink

Smirk

No one doesn't smile at Smirk

Spree

Oggle

Photo a go go



## FUTURISTIC NAMES

Esper

Gazion

Gazex

Accel

Anion

Calyx

Helio

Neutron

Nutron

Vortex

Xindo

Zindo

Convex

Praxis

Proto

Hyper

## ANIMAL NAMES

Bumblebee

Catch the buzz

Grasshopper

It's here, it's there

Catch one if you can

Hummingbird

Fun is in the air

Kangaroo

Motion in your pocket

Chimera

Unicorn

The fantastic comes to life

## DANCE NAMES

Ballet

Tango

(Actually a great name - but too much emotional baggage, I surmise)

Twist

Twist and Shout

Jitterbug

Pogo

Boogaloo

Promenade

Allegro

Bossa Nova

Cancan

Conga

Fandango

Fling

Mambo

Samba

Conga

Disco

Hula

Bebop

Sashay

Danza

Rhythm

Rhythmic

## FAMOUS NAMES

PRO: A boon to branding when the name conjurs a similar idea to the product.

CON: Licensing usually required

Elvis

Elvis got the moves down

Flashdance

Astaire

Einstein

Picasso

Renoir

Pictures come to life

## PLAYFUL AND PUNNING

Wow

Yoyo

Fun in the palm of your hand

PictNic

Moving pictures are a walk in the park

Pop

Pictures On Parade

Pongo

Tipper

Tipper is a trip

Looky

Photocycle

Ride a photocycle once. You'll never forget how

Boomerang

Pictures that go around

Popcorn

Rocket Pix

Pictures That Blast Off

MooVee

Peppy

Perky

Flirt

Handi

Catchy

Zip

Zippi

Xip

Zig

Zag

Jag

Ouija

WeeGee

Oppy

Giggle

Aha!

Tada!

Hoopla

PhotoPal

Pals are for fun

Wigglit

Whoa

Filmo

Filmy

Keeno

Neato

Senso

Spectickle

Tellafoto

Funocular

Funoscope

## PEOPLE NAMES

Artie

Artis

AvivA

Ava

Aliya

Alivue

Alva

Ami

Ani

Ari

Aziza

Bebe

Bonny

Cala

Kala

Calix

Cassia

Chico

Cheechee

Cici

Cy

Cyra

Dru

Eda

Ela

Elu

Enos

Erv

Eva

Flo

Gildi

Grego

Grace

Hami

Iggi

Iris

Iona

Iago

Jay

Jengo

Jett

Keon

Kiogo

Kip

Lagos

Lio

Lexi

Mari

Merlin

Miki

Miro

Miros

Mirv

Nan

Nemo

Nia



Niki

Nikos

Pepper

Movement is the spice of life

Orion

Orson

Otto

Pip

Rad

Rave

Ravi

Rex

Ryo

Syd

Teo

Una

Veo

Veyo

Vida

Vio

Vivi

Xeno

Xenon

Zolo

Zeno

Zenon

Zeus

Zoe

Zoe means "Life"

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## QUASI-TECHNICAL NAMES FOR THE PROCESS

Although the process is called "Lenticular," which means "of or pertaining to lens," the word is not practical. Therefore, if a name for the process is needed, I suggest the following:

**Photomation** (Trademark rights to this word are unclear - might be worth the work)

**Photamation** (This attractive alternative spelling appears to be in the clear)

**Fotimation**

**Telemotion**

**Polyphoto**

**Multigraph**

**Vization**

**Optimation**

**Photoscil**

**Fotoscillate**

**Plasmagraph**

**Prismograph**

**Protograph**

**Photozoic**

The new era in photography

**Chromago**

**Phosphoto**

**Photarium**

**Plastigraph**

**Photoprism**

**Picturgraph**

**Fantagraph**

**Intervista**

**Cinemat**

**Zoomagraph**

PictureVision

Photofission

Photatomic

Photoflux

Fluxography

Gammagraphic

Illumagraph

Hypergraph

Animation

## Proposed Slogans

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## SLOGANS

Pictures on the move

Pictures get a move on

Pictures that move... you

You'll take them...  
They'll take you by surprise

Still pictures they're not

Goodbye snapshots. Hello \_\_\_\_\_

Pictures on the go.

Pictures that get up and go

Pictures with get up and go

Pictures that go all the way

Pictures that go

Pictures that go all out

Pictures go into action

Pictures that go the limit

Makes pictures go like crazy

Pictures that go places

Pictures that go all out

Pictures on the go

Pictures come to life

\_\_\_\_\_ are touch and go

Pictures make Their move

Make the scene

You ain't scene nothing yet

Action!

Pictures in action.

You ought to be in moving pictures

Put yourself in moving pictures

What you see is what you won't forget

You'll second the motion

Small wonder

Pictures that turn heads

Pictures that push "Play"

Pictures hit the "Play" button

Show and tell

The show goes on

Now you're In show biz

We'll show you

Pictures become movers and shakers

You'll never sit still for this!

You'll never sit still for a photograph again

"Don't anybody stand still, I'm taking a \_\_\_\_\_"

Pictures look alive

Pictures go live

Picture this!

Pictures born to dance

What'll they think of next?

Every picture shows a story

Pictures bust a move

Pictures blast off

You take pictures,  
They take off!

Pictures do the hustle

Shutter to think what you're missing

Animate your life

Photographs a go go

Photographs get going

You'll love what you see

You won't believe your eyes

See it with your own eyes

Open your eyes

Seeing is believing

Photos moving at the speed of life

(Note: some non-photo companies are using "speed of life")

eMotion Pictures

Photos a go go

Put some snap in your snapshots

Turn shapshots into snapshows

Bouncing baby? Show it with \_\_\_\_\_