Kodak EasyShare
LS743 zoom digital camera

User’s guide
www.kodak.com
For interactive tutorials, www.kodak.com/go/howto
For help with your camera, www.kodak.com/go/ls743support
Front view

1 Jog dial
2 Microphone
3 Self Timer/Video light
4 Viewfinder lens
5 Light sensor
6 USB Port
7 Video out (for TV connection)
8 DC-In (5V) for optional AC adapter
9 Lens/Lens cover
10 Neck strap post
11 Flash unit

Bottom view

1 Tripod socket/locator for EasyShare camera dock or printer dock
2 Data plate with camera serial number
3 Dock connector
Product features

Back view

1. Zoom (Wide Angle/Telephoto)
2. Camera modes
3. Camera screen (LCD)
4. Share button
5. Review button
6. Menu button
7. Delete button
8. Viewfinder
9. Ready light
10. On/off button/power light
11. Speaker
12. Flash button
13. Shutter button
14. Jog dial (for selecting camera modes)
15. OK button (press in)
16. 4-way controller
17. Battery slot
18. Slot for optional SD/MMC card
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1 Getting started

Package contents

1 Camera with neck strap
2 Custom dock insert *
3 USB cable
4 Kodak EasyShare Li-ion rechargeable battery (KLIC-5000)
5 Battery charger, with plug(s)
6 Audio/Video cable (for viewing pictures and videos on television)

* Do not discard! The custom insert is necessary for use with the optional Kodak EasyShare camera dock or printer dock. The LS743 camera does not fit the universal insert included with the docks.

Not shown: User's guide (may be provided on a CD), Start Here! guide, Kodak EasyShare software CD. Contents may change without notice.

Installing the software first

IMPORTANT: Install the software from the Kodak EasyShare software CD before connecting the camera (or dock) to the computer. Otherwise, the software may load incorrectly. See Install the software, page 30 or the Start Here! guide.
Getting started

Charging the battery
The Li-Ion rechargeable battery requires charging before first use.

1. Insert the battery into the charger.
2. Insert the plug that matches your electrical outlet.
3. Plug the charger into the outlet.
4. Remove the battery and unplug the charger when the light turns green.

**Charging takes approximately 3 hours.**

For expected battery life, see page 3.

You can also charge the battery using an optional Kodak EasyShare printer dock or camera dock. Purchase these and other accessories at a dealer of Kodak products or visit www.kodak.com/go/accessories.

Loading the battery

⚠️ **CAUTION:**

**Use only a Kodak EasyShare Li-Ion rechargeable battery (KLIC-5000) and orient it as shown.**

1. Turn off the camera.
2. Open the battery door.
3. Orient the battery as shown, and push it in.
4. Close the battery door.
5. To remove, slide the release tab and pull the battery out.
Important battery information

Battery life

Your camera box contains a Kodak EasyShare Li-Ion rechargeable battery. Actual battery life may vary based on usage.

Use only a Kodak EasyShare Li-Ion rechargeable battery (KLIC-5000). Not all manufacturers’ 3.7V Li-Ion rechargeable batteries are compatible with the camera. Damage caused by unauthorized accessories is not covered under warranty.

Extending battery life

- Limit the following activities that quickly deplete battery power:
  - Reviewing your pictures on the camera screen (see page 23)
  - Using the camera screen as a viewfinder (see page 11)
  - Excessive use of the flash

- Dirt on the battery contacts can affect battery life.

- Battery performance is reduced at temperatures below 41°F (5°C). When using your camera in cold weather, carry spare batteries and keep them warm. Do not discard cold batteries that do not work; when they return to room temperature, they may be usable.

- Visit www.kodak.com/go/ls743accessories for:
  - Kodak 5-volt AC adapter—powers your camera.
  - Kodak EasyShare camera dock—powers your camera, transfers pictures to your computer, and charges the Li-Ion battery included with your camera.
  - Kodak EasyShare printer dock—powers your camera, makes 4 x 6 in. (10 x 15 cm) prints with or without a computer, transfers pictures to your computer, and charges the Li-Ion battery included with your camera.
Getting started

Battery Safety and Handling

- Do not allow batteries to touch metal objects, including coins. Otherwise, a battery may short circuit, discharge energy, become hot, or leak.
- For rechargeable battery disposal information, visit the Rechargeable Battery Recycling Corporation Web site at www.rbrc.com.

For more information on batteries, see www.kodak.com/global/en/service/batteries/batteryUsage.jhtml

Turning the camera on and off

- Press the on/off button.
  
  Your camera is ready to take pictures when the power light glows steady blue. Auto mode is selected.
- To turn off the camera, press and hold the on/off button for about a second.
  
  The camera completes operations that are in process.

NOTE: The lens retracts if it encounters an obstruction when you turn on the camera. Make sure the lens is unobstructed and press the on/off button again.

Changing the display

<table>
<thead>
<tr>
<th>If you want to</th>
<th>Then do this</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turn the camera screen off or on.</td>
<td>Press the OK button.</td>
</tr>
<tr>
<td>Change the camera screen setting so that it is off when you turn on the camera.</td>
<td>See Using the camera screen as a viewfinder, page 11.</td>
</tr>
<tr>
<td>Show/Hide the status icons.</td>
<td>Press the status icon button.</td>
</tr>
</tbody>
</table>
Setting the date and time

Setting the date & time, first time

The *Date and Time have been reset* message appears the first time you turn on the camera or if the battery is removed for an extended period of time.

1. SET DATE & TIME is highlighted. Press the OK button.
   (Select Cancel to set the date and time at a later time.)

2. Go to step 4 below, Setting the date & time, anytime.

Setting the date & time, anytime

1. Turn on the camera. Press the Menu button.

2. Press ▼/ to highlight Setup Menu, then press the OK button.

3. Press ▼/ to highlight Date & Time, then press the OK button.

4. Press ▼/ to adjust the date and time. Press ◀/ ◀ to advance to the next setting.

5. When finished, press the OK button.

6. Press the Menu button to exit the menu.

NOTE: Depending on your computer operating system, Kodak EasyShare software may let your computer update the camera clock when you connect the camera. See the EasyShare software Help for details.
Getting started

Checking camera and picture status
The icons that appear on the camera screen indicate the active camera and picture settings. Press \ to turn the status information on and off.
If  is displayed in the status area, press the Flash/Status button to display additional settings.

Capture modes
Only the active camera settings are displayed:

Review screen
Print tag/number of prints
Favorite tag
Email tag
Protect
Picture/video number
Image storage location
Scroll arrows
Flash/Status screen
Press the Flash button. The current camera status icons are displayed in the bottom half of the Flash screen.

Storing pictures and videos on an SD/MMC card
Your camera has 16 MB of internal memory. You can purchase optional SD/MMC cards for removable, reusable storage for your pictures and videos.

⚠️ CAUTION:
Insert card as shown. Do not force it; doing so may damage the camera or card.
Do not insert or remove a card when the green ready light is blinking; doing so may damage your pictures, card, or camera.

To insert an SD/MMC card:
1. Turn off the camera and open the card door.
2. Orient the card as shown on the camera body.
3. Push the card into the slot to seat the connector and close the card door.
4. To remove the card, turn off the camera. Push the card in, then release it. When the card is partially ejected, pull it out.

NOTE: When using a card for the first time, we suggest you format it before you take pictures (page 21).

See page 48 for storage capacities. Purchase SD/MMC cards at a dealer of Kodak products or www.kodak.com/go/ls743accessories
Taking pictures and videos

Taking a picture

1. Use the viewfinder or camera screen to frame your subject. (Press the OK button to turn off the camera screen. See page 11.)
2. Press and hold the Shutter button **halfway** to set the exposure and focus.
3. When the ready light turns green, continue pressing the Shutter button **completely down** to take the picture.

   *When the ready light blinks green, the picture is being saved; you can still take pictures. If the ready light is red, wait until it turns green.*

NOTE: The default picture taking mode is Auto 📷. See page 9 for other picture and video modes.

Taking a video

1. Rotate the jog dial to highlight Video 🎥. Press the jog dial.
2. Use the viewfinder or camera screen to frame your subject.
3. Press the Shutter button completely down and release. To stop recording, press and release the Shutter button again.

NOTE: If you prefer, press the Shutter button completely down and hold it for more than 2 seconds to begin recording. To stop recording, release the Shutter button.
Camera modes

Choose the mode that suits your conditions:
1. Rotate the jog dial to highlight the mode.
2. Press the jog dial to select the highlighted mode.

<table>
<thead>
<tr>
<th>Use this mode</th>
<th>For</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Auto</strong></td>
<td>General picture-taking. Automatically sets exposure, focus, and flash.</td>
</tr>
<tr>
<td><strong>Portrait</strong></td>
<td>Full-frame portraits of people. Subject is sharp and the background is indistinct. Automatically fires a low-level fill flash for softening shadows. Stand at least 6 ft. (1.8 m) away from your subject and zoom in to fill the frame with a head and shoulders pose.</td>
</tr>
<tr>
<td><strong>Close-up</strong></td>
<td>Close subjects 2-39 in. (5-100 cm) from the lens in Wide Angle; 12-39 in. (30-100 cm) in Telephoto. Use available light instead of flash if possible. Use the camera screen to frame the subject.</td>
</tr>
<tr>
<td><strong>Scene</strong></td>
<td>Point-and-shoot simplicity when taking pictures under special conditions. (See Scene modes, page 10.)</td>
</tr>
<tr>
<td><strong>Video</strong></td>
<td>Capture video with sound. See Taking a video, page 8.</td>
</tr>
<tr>
<td><strong>Favorites</strong></td>
<td>Viewing your Favorites. (See Tagging pictures as favorites, page 34.) Use EasyShare software to load pictures into the Favorites section of your camera’s internal memory.</td>
</tr>
</tbody>
</table>

NOTE: If you press the Review button while in Favorites mode, you can view the pictures and videos on your card or in your camera’s internal memory. The lens is not extended, and you cannot take a picture.
Taking pictures and videos

Scene modes

1. Rotate the jog dial to SCN mode, then press.
2. Press \(\leftarrow/\rightarrow\) to scroll to a Scene mode. Display for 3 to 4 seconds to select.

NOTE: To change Scene modes, press the jog dial and \(\leftarrow/\rightarrow\) again.

<table>
<thead>
<tr>
<th>Use this <strong>SCN mode</strong></th>
<th>For</th>
</tr>
</thead>
<tbody>
<tr>
<td>Night</td>
<td>General picture taking in night scenes or low-light conditions. Captures both subject and background.</td>
</tr>
<tr>
<td>Night Portrait</td>
<td>Reducing red-eye in pictures of people in night scenes or low-light conditions. Place the camera on a flat, steady surface or use a tripod. Due to slow shutter speeds, advise people to stay still for a few seconds after flash fires.</td>
</tr>
<tr>
<td>Sport</td>
<td>Subjects in motion. Fast shutter speed stops the action.</td>
</tr>
<tr>
<td>Landscape</td>
<td>Distant subjects. Flash does not fire unless you turn it on. Fixed focus is set to infinity.</td>
</tr>
<tr>
<td>Snow</td>
<td>Bright snow scenes. Exposure compensation is set to -2 EV to prevent a washed-out, overexposed image.</td>
</tr>
<tr>
<td>Beach</td>
<td>Bright beach scenes. Exposure compensation is set to -2 EV to prevent a washed-out, overexposed image.</td>
</tr>
<tr>
<td>Party</td>
<td>Indoor pictures of people. Prevents red eye.</td>
</tr>
<tr>
<td>Self Portrait</td>
<td>Close-up of yourself. Assures proper focus and prevents red eye.</td>
</tr>
<tr>
<td>Manner/ Museum</td>
<td>Quiet occasions, like a wedding or lecture. Flash and sound are disabled.</td>
</tr>
</tbody>
</table>
Taking pictures and videos

Using the camera screen as a viewfinder

IMPORTANT: The camera screen quickly depletes battery power; use it sparingly. To change the camera screen setting so that it is off when you turn on the camera, see Liveview, page 20.

1. Frame your subject in the camera screen.
   For more about auto-focus framing marks, see page 11.

2. Press the Shutter button halfway and hold to set the exposure and focus. When the framing marks change color, press the Shutter button completely down to take the picture.

3. To turn off the camera screen, press the OK button.

Using the auto-focus framing marks

When using the camera screen as a viewfinder, framing marks indicate the area that the camera is focusing on. For the best possible pictures, the camera attempts to focus on foreground subjects, even if the subjects are not centered in the scene.

NOTE: This procedure does not apply to videos.

1. Press the Shutter button halfway and hold.
   When the framing marks turn red, focus is accomplished.
Taking pictures and videos

2 Press the Shutter button **completely down** to take the picture.

3 If the camera is not focusing on the desired subject (or if the framing marks disappear and the Ready light blinks orange), release your finger, recompose the scene, and go to Step 2.

**NOTE:** Framing marks appear only when the camera screen is on. Framing marks do not appear in Landscape mode.

### Reviewing the picture or video just taken

When you take a picture or video, it is displayed on the camera screen for approximately 5 seconds. While it is displayed, you can:

- **Review:** If you take no action, the picture/video is saved.
- **Play (video):** Press the OK button to play the video. Press ⤐/⤒ to adjust the volume.
- **Share:** Press the Share button to tag a picture/video for email or as a Favorite, or to tag a picture for print. (See page 31.)
- **Delete:** Press the Delete button while the picture/video and ⬇️ are displayed.

**NOTE:** Only the final picture of a burst series (see page 16) is displayed. If you select Delete, all pictures in the burst series are deleted. To delete selectively, do so in Review (see page 24).
Using optical zoom

Use optical zoom to get up to 2.8X closer to your subject. You can change optical zoom before (but not during) video recording.

1. Use the viewfinder or camera screen to frame your subject.
2. Press the zoom lever toward Telephoto (T) to zoom in. Press toward Wide Angle (W) to zoom out.

*If the camera screen is turned on, the zoom indicator shows when you are in optical or digital zoom.*
3. Take a picture or video as usual.

Using advanced digital zoom

Use digital zoom in any still mode to get additional magnification beyond optical zoom. Available settings are from 2.8X to 10X. You must turn on the camera screen to use digital zoom.

1. Press the OK button to turn on the camera screen (if it isn’t on).
2. Press the Telephoto (T) button to the optical zoom limit. Release the button, then press it again. For more digital zoom, release and press again.

*The camera screen displays the zoomed image and the zoom indicator.*

**IMPORTANT:** You may notice a decrease in printed image quality when using digital zoom. The blue slider on the zoom indicator pauses, then turns red when the picture quality reaches the limit for an acceptable 4 x 6 in. (10 x 15 cm) print.

3. Take a picture or video as usual.

**NOTE:** You cannot use digital zoom for video recording.
**Taking pictures and videos**

**Using the flash**

Use the flash when you take pictures at night, indoors, or outdoors in heavy shadows.

<table>
<thead>
<tr>
<th>Flash range</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wide Angle</strong></td>
<td>2 - 10 ft (0.6 - 3.0 m)</td>
</tr>
<tr>
<td><strong>Telephoto</strong></td>
<td>2 - 6 ft (0.6 - 1.8 m)</td>
</tr>
</tbody>
</table>

**Turning on the flash**

Press the button to scroll through the flash options. The active flash icon appears in the camera screen status area.

<table>
<thead>
<tr>
<th>Flash Mode</th>
<th>Flash Fires</th>
</tr>
</thead>
<tbody>
<tr>
<td>🌋 Auto</td>
<td>When the lighting conditions require it.</td>
</tr>
<tr>
<td>🔒 Off</td>
<td>Never</td>
</tr>
<tr>
<td>⚡ Fill</td>
<td>Every time you take a picture, regardless of the lighting conditions. Use when the subject is in shadow or is “backlit” (when the sun is behind the subject). In low light, hold the camera steady or use a tripod.</td>
</tr>
<tr>
<td>🔀 Red-eye</td>
<td>Once so the subject’s eyes become accustomed to the flash, then fires again when the picture is taken. (If the lighting conditions require flash but do not require Red-eye reduction, the flash may fire only once.)</td>
</tr>
</tbody>
</table>
Taking pictures and videos

Flash settings in each mode

<table>
<thead>
<tr>
<th>Capture mode</th>
<th>Default setting</th>
<th>Available settings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auto</td>
<td>Auto*</td>
<td>Auto, Off, Fill, Red-eye</td>
</tr>
<tr>
<td>Portrait</td>
<td>Fill*</td>
<td></td>
</tr>
<tr>
<td>Close-up</td>
<td>Off</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SCN Scene Modes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Night</td>
</tr>
<tr>
<td>Night Portrait</td>
</tr>
<tr>
<td>Sport</td>
</tr>
<tr>
<td>Landscape</td>
</tr>
<tr>
<td>Snow</td>
</tr>
<tr>
<td>Beach</td>
</tr>
<tr>
<td>Party</td>
</tr>
<tr>
<td>Self Portrait</td>
</tr>
<tr>
<td>Manner/Museum</td>
</tr>
<tr>
<td>Video</td>
</tr>
<tr>
<td>Burst</td>
</tr>
<tr>
<td>Long Time Exposure</td>
</tr>
</tbody>
</table>

* When you change to Red-eye in these modes, it remains until you change it. All other flash settings return to the default when you exit the mode or turn off the camera.
Taking pictures and videos

Changing picture-taking settings
You can change settings to get the best results from your camera.

1. Press the Menu button. (Some settings are unavailable in some modes.)
2. Press \( \uparrow / \downarrow \) to highlight the setting you wish to change, then press the OK button.
3. Choose an option, then press the OK button.
4. Press the Menu button to exit.

<table>
<thead>
<tr>
<th>Setting</th>
<th>Icon</th>
<th>Options (unavailable as noted)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Self Timer</strong></td>
<td></td>
<td><strong>On or Off</strong></td>
</tr>
<tr>
<td>Create a 10-second delay before the picture or video is taken.</td>
<td></td>
<td>For details, see page 21.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Unavailable in Burst mode.</td>
</tr>
<tr>
<td><strong>Exposure Compensation</strong></td>
<td></td>
<td>If pictures are too light, decrease the value. If pictures are too dark, increase the value.</td>
</tr>
<tr>
<td>Choose how much light enters the camera.</td>
<td></td>
<td>NOTE: When the camera screen is on, you can also press ( \downarrow ) then ( \uparrow / \downarrow ) to adjust exposure compensation. Press ( \downarrow ) again. Exposure Compensation returns to zero if Long Time Exposure is set.</td>
</tr>
<tr>
<td><strong>Burst</strong></td>
<td></td>
<td><strong>On or Off</strong></td>
</tr>
<tr>
<td>Take up to 6 pictures in quick succession (approximately 3 fps).</td>
<td></td>
<td>For details, see page 21.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Unavailable in Video mode.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>This setting remains until you change modes or turn off the camera.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>This setting remains until you change to Video mode or turn off the camera.</td>
</tr>
</tbody>
</table>

1 Press the Shutter button halfway and hold to set the auto-focus, exposure, white balance, and orientation for all the pictures in the sequence.
2 Press the Shutter button the rest of the way down and hold it to take the pictures.

*Stops taking pictures when the Shutter button is released, when 6 pictures are taken, or when storage space is full.*

Flash and Self Timer are disabled in Burst. Unavailable in Video mode.
### Taking pictures and videos

<table>
<thead>
<tr>
<th>Setting</th>
<th>Icon</th>
<th>Options (unavailable as noted)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Picture Quality</strong></td>
<td></td>
<td>This setting remains until you change it.</td>
</tr>
<tr>
<td>Choose a picture resolution.</td>
<td></td>
<td><strong>Best</strong> — (4 MP) for printing up to 20 x 30 in. (50 x 76 cm).</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Best (3:2)</strong> — (3.5 MP) ideal for printing 4 x 6 in. (10 x 15 cm) prints without cropping.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Also for printing up to 20 x 30 in. (50 x 76 cm); some cropping may result.</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Better</strong> — (2.1 MP) for printing up to 8 x 10 in. (20 x 25 cm).</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Good</strong> — (1.1 MP) for emailing, Internet, or screen display.</td>
</tr>
<tr>
<td><strong>Video Quality</strong></td>
<td></td>
<td>This setting remains until you change it.</td>
</tr>
<tr>
<td>Choose a video resolution.</td>
<td></td>
<td><strong>Best (640 x 480)</strong> — video plays in a 640 x 480 pixel window.</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Good (320 x 240)</strong> — video plays in a 320 x 240 pixel window.</td>
</tr>
<tr>
<td><strong>White Balance</strong></td>
<td></td>
<td>This setting remains until you change modes or turn off the camera.</td>
</tr>
<tr>
<td>Choose your lighting condition.</td>
<td></td>
<td><strong>Auto (default)</strong> — automatically corrects white balance. Ideal for general picture taking.</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Daylight</strong> — for pictures in natural lighting.</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Tungsten</strong> — corrects the orange cast of household light bulbs. Ideal for indoor pictures</td>
</tr>
<tr>
<td></td>
<td></td>
<td>under tungsten or halogen lighting without flash.</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Fluorescent</strong> — corrects the green cast of fluorescent lighting. Ideal for indoor pictures</td>
</tr>
<tr>
<td></td>
<td></td>
<td>under fluorescent lighting without flash.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Unavailable in Video and Scene modes (exception — available in Landscape).</td>
</tr>
<tr>
<td><strong>ISO Speed</strong></td>
<td></td>
<td>This setting remains until you change modes or turn off the camera.</td>
</tr>
<tr>
<td>Control the camera’s sensitivity to light.</td>
<td></td>
<td><strong>Auto (default), 80, 100, 200, 400, 800 (Good)</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Choose a lower ISO setting in brightly lit scenes; use a higher ISO setting for low-light</td>
</tr>
<tr>
<td></td>
<td></td>
<td>scenes.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>* At ISO 800, picture quality is forced to Good.</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>NOTE:</strong> ISO returns to Auto when the camera is set to Sport, Night, Portrait, or during Long Time Exposure.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Unavailable in Video and Scene modes (exception — available in Landscape).</td>
</tr>
</tbody>
</table>

---

*EN* 17
## Taking pictures and videos

<table>
<thead>
<tr>
<th>Setting</th>
<th>Icon</th>
<th>Options (unavailable as noted)</th>
</tr>
</thead>
</table>
| **Color Mode**     | ![Color](image) | - Color (default)—for color pictures.  
- Black & White—for black and white pictures.  
- Sepia—for pictures with a reddish-brown, antique look.  
  NOTE: EasyShare software also lets you change a color picture to black-and-white or sepia.  
  Unavailable in Video mode. |
| **Exposure Metering** | ![Exposure](image) | - Multi-pattern (default)—evaluates lighting conditions throughout the image to give an optimum picture exposure. Ideal for general picture taking.  
- Center-weight—evaluates the lighting conditions of the subject centered in the viewfinder. Ideal for backlit subjects.  
- Center spot—similar to Center-weight, except the metering is concentrated on a smaller area of the subject centered in the viewfinder. Ideal when you need an exact exposure of a specific area in the picture.  
  Unavailable in Video and Scene modes (exception—available in Landscape). |
| **Focus Zone**     | ![Focus](image) | - Multi-zone (default)—evaluates 3 zones to give an even picture focus. Ideal for general picture taking.  
- Center-zone—evaluates the small area centered in the viewfinder. Ideal when you need precise focus of a specific area in the picture.  
  NOTE: For the best pictures, the camera is set to Multi-zone when in Landscape mode.  
  Unavailable in Video and Scene modes. |
Customizing your camera

Use Setup to customize your camera settings.

1. In any mode, press the Menu button.

2. Press ▲/▼ to highlight Setup , then press the OK button.

3. Press ▲/▼ to highlight the setting you wish to change, then press the OK button.

4. Choose an option, then press the OK button.
**Taking pictures and videos**

5 Press the Menu button to exit.

<table>
<thead>
<tr>
<th>Setting</th>
<th>Icon</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Return</strong></td>
<td>![arrow]</td>
<td>to previous menu.</td>
</tr>
<tr>
<td><strong>Liveview</strong></td>
<td>![camera]</td>
<td>Set the camera screen on/off default. You can always press OK to manually turn the screen on or off.</td>
</tr>
<tr>
<td><strong>Sound Themes</strong></td>
<td>![music]</td>
<td>Shutter Only Standard (default) And several musical and sound themes</td>
</tr>
<tr>
<td><strong>Volume</strong></td>
<td>![volume]</td>
<td>Off Low (default) Medium High</td>
</tr>
<tr>
<td><strong>Date &amp; Time Set</strong></td>
<td>![clock]</td>
<td>See page 5.</td>
</tr>
<tr>
<td><strong>Video Out</strong></td>
<td>![tv]</td>
<td>NTSC (default)—used in North America and Japan; most common format. PAL—used in Europe and China.</td>
</tr>
<tr>
<td><strong>Orientation Sensor</strong></td>
<td>![picture]</td>
<td>On (default) Off</td>
</tr>
<tr>
<td><strong>Date Stamp</strong></td>
<td>![date]</td>
<td>Choose a date option, or turn off the feature. (Default is Off.)</td>
</tr>
<tr>
<td><strong>Video Date Display</strong></td>
<td>![video]</td>
<td>Choose a date/time option, or turn off the feature. (Default is Off.)</td>
</tr>
<tr>
<td><strong>Language</strong></td>
<td>![language]</td>
<td>Choose a language.</td>
</tr>
</tbody>
</table>
Taking pictures and videos

Putting yourself in the picture

Use the Self Timer to create a 10-second delay between the time you press the Shutter button and the time the picture or video is taken.

1 Place the camera on a flat surface or tripod.
2 In any Still mode, press the Menu button.
3 Highlight Self Timer ( ), then press the OK button.
4 Press ▲ to highlight On, then press the OK button.
5 Compose the scene. Then press the Shutter button halfway and hold to set the exposure and focus, then press completely down. Move so that you are in the scene.

The Self Timer light on the front of the camera blinks slowly for 8 seconds (then quickly for 2 seconds) before the picture is taken.

The Ready light blinks for 10 seconds, then turns off during capture.

The Self Timer turns off after you take the picture or if you change modes.

Putting yourself in the video

1 Place the camera on a flat surface or tripod.
2 Turn the jog dial to highlight Video ( ), and press the jog dial. Then press the Menu button.
3 Highlight Self Timer ( ), then press the OK button.
4 Press ▲ to highlight On, then press the OK button.
Taking pictures and videos

5  Compose the scene, then press the Shutter button completely down. Move so that you are in the scene.

NOTE: The default video length is Unlimited. The video will stop when you press the Shutter button or when no storage space remains. To change the video length, see Video Length, page 19. To turn off the Self Timer camera sounds, see page 20.

The Self Timer turns off after you take the video or if you change modes.

Pre-tagging for album names
Use the Set Album (Still or Video) feature to pre-select album names before you take pictures or videos. Then, all the pictures or videos you take are tagged with those album names.

First—on your computer
Use Kodak EasyShare software (V 3.0 or higher) to create album names on your computer. Then copy up to 32 album names to the album name list on your camera the next time you connect the camera to the computer. See Kodak EasyShare software Help for details.

Second—on your camera
1  In any mode, press the Menu button.
2  Press \ to highlight Set Album, then press the OK button.
3  Press \ to highlight an album name, then press the OK button. Repeat to select more than one album name.
   Selected albums are noted with a check mark.
4  To remove a selection, highlight an album name then press the OK button.
   To remove all album selections, select Clear All.
5  Highlight Exit, then press the OK button.
   Your selections are saved. If you turn on the camera screen, your album selection is displayed on the screen. A plus (+) after the album name means more than one album is selected.
6  Press the Menu button to exit.

Third—transfer to your computer
When you transfer the tagged pictures or videos to your computer, Kodak EasyShare software opens and categorizes your pictures and videos in the appropriate album. See the Kodak EasyShare software Help for details.
Press the Review button to view and work with your pictures and videos. To save battery power, purchase a 5-volt AC adapter or place your camera in the optional Kodak EasyShare camera dock or printer dock. (Visit www.kodak.com/go/ls743accessories.)

### Viewing single pictures and videos

1. Press the Review button.
2. Press 
   to scroll backward or forward through pictures and videos. (For fast scrolling, press and hold .)
3. Press the Review button to exit.

**NOTE:** Pictures taken at the Best (3:2) quality setting are displayed at a 3:2 aspect ratio with a black bar at the top of the screen.

### Viewing pictures and videos without extending the lens

1. Turn the mode dial to Favorites .
   The lens is not extended, and you cannot take a picture.
2. Press the Review button.
3. See Step 2 under Viewing single pictures and videos.

### Viewing multiple pictures and videos

1. Press the Review button.
2. Press .

**NOTE:** You can also press the Menu button, highlight Multi-up , then press the OK button.

Thumbnails of pictures and videos appear.

- To display the previous or next row of thumbnails, press .
- To scroll through the thumbnails one at a time, press .
- To display a single view of the selected picture, press the OK button.
3. Press the Review button to exit.
Reviewing pictures and videos

Playing a video

1. Press the Review button.
2. Press ◀/▶ to locate a video. (In Multi-up view, highlight a video, then press the OK button.)
3. Press the OK button to play or pause a video.

NOTE: You can also press the Menu button, highlight Play Video , then press the OK button.

■ To adjust the volume, press ▲/▼.
■ To rewind the video, press ◀ during playback.
■ To replay the video, press the OK button.
■ To go to the previous or next picture or video, press ◀/▶.

Deleting pictures and videos

1. Press the Review button.
2. Press ◀/▶ to locate a picture or video (or highlight one in multiple view), then press the Delete button.
3. Press ▲/▼ to highlight an option, then press the OK button:
   PICTURE or VIDEO—deletes the displayed picture or video.
   EXIT—exits the Delete screen.
   ALL—deletes all pictures and videos from your current storage location.

To delete more pictures and videos, go to Step 2.

NOTE: You cannot delete protected pictures and videos. Remove protection before deleting (see page 25).

Changing optional review settings

In Review mode, press the Menu button for optional review settings.

<table>
<thead>
<tr>
<th></th>
<th>Magnify picture (page 25)</th>
<th></th>
<th>Slide Show (page 26)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Play video (page 24)</td>
<td></td>
<td>Copy (page 28)</td>
</tr>
<tr>
<td></td>
<td>Album (page 26)</td>
<td></td>
<td>Multi-up (page 23)</td>
</tr>
</tbody>
</table>
Reviewing pictures and videos

Magnifying pictures
1 Press the Review button, then locate a picture.
2 To magnify at 2X, press the OK button. To magnify at 4X, press the OK button again. To redisplay the picture at the 1X (original) size, press the OK button again.

NOTE: You can also press the Menu button, highlight Magnify , then press the OK button.
   ■ To see different parts of the picture, press ▲/▼ ◄/►.
   ■ To exit Magnify, press the Menu button.
3 To exit Review mode, press the Review button.

Protecting pictures and videos from deletion
1 Press the Review button, then locate the picture or video.
2 Press the Menu button.
3 Press ▲/▼ to highlight Protect , then press the OK button.

   The picture or video is protected and cannot be deleted. The Protect icon appears with the protected picture or video.
4 To remove protection, press the OK button again.
5 Press the Menu button to exit.

⚠️ CAUTION:
Formatting internal memory or SD/MMC card deletes all (including protected) pictures, videos. (Formatting internal memory also erases email addresses, album names, and favorites. To restore them, see Kodak EasyShare software Help.)
Tagging pictures and videos for albums

Use the Album feature in Review mode to tag the pictures and videos in your camera with album names.

First—on your computer

Use Kodak EasyShare software (V 3.0 or higher) to create album names on your computer, then copy up to 32 album names to the camera’s internal memory. See Kodak EasyShare software Help for details.

Second—on your camera

1. Press the Review button, then locate the picture or video.
2. Press the Menu button.
3. Press \( \uparrow/\downarrow \) to highlight Album \( \boldsymbol{\text{X}} \), then press the OK button.
4. Press \( \uparrow/\downarrow \) to highlight an album folder, then press the OK button.
   
   To add other pictures to the same album, press \( \leftarrow/\rightarrow \) to scroll through the pictures. When the picture you want appears, press the OK button.
   
   To add the pictures to more than one album, repeat step 4 for each album.
   
   The album name appears with the picture. A plus (+) after the album name means the picture was added to more than one album.

To remove a selection, highlight an album name and press the OK button. To remove all album selections, select Clear All.

Third—transfer to your computer

When you transfer the tagged pictures and videos to your computer, Kodak EasyShare software opens and categorizes your pictures and videos in the appropriate album folder. See Kodak EasyShare software Help for details.

Running a slide show

Use the Slide Show to display your pictures and videos on the camera screen. To run a slide show on a television or on any external device, see page 27. To save battery power, use an optional Kodak 5-volt AC adapter. (Visit www.kodak.com/go/ls743accessories.)

Starting the slide show

1. Press the Review button, then press the Menu button.
Reviewing pictures and videos

2 Press ▲/▼ to highlight Slide Show 
then press the OK button.

3 Press ▲/▼ to highlight Begin Show, then press the OK button.

Each picture and video is displayed once, in the order in which you took them.
To cancel the Slide Show, press the OK button.

Changing the slide show display interval

The default interval setting displays each picture for 5 seconds. You can increase the display interval up to 60 seconds.

1 On the Slide Show menu, press ▲/▼ to highlight Interval, then press the OK button.

2 Select a display interval.

To scroll through the seconds quickly, press and hold ▲/▼.

3 Press the OK button.

The interval setting remains until you change it.

Running a continuous slide show loop

When you turn on Loop, the slide show is continuously repeated.

1 On the Slide Show menu, press ▲/▼ to highlight Loop, then press the OK button.

2 Press ▲/▼ to highlight On, then press the OK button.

The slide show repeats until you press the OK button or until battery power is exhausted.

Displaying pictures and videos on a television

You can display pictures and videos on a television, computer monitor, or any device equipped with a video input. (Image quality on a television screen may not be as good as on a computer monitor or when printed.)

NOTE: Ensure that the Video Out setting (NTSC or PAL) is correct (see page 20). The slide show stops if you connect or disconnect the cable while the slide show is running.

1 Connect the audio/video cable (included) from the camera video-out port to the television video-in port (yellow) and audio-in port (white). See your television user’s guide for details.

2 Review pictures and videos on the television.
Reviewing pictures and videos

Copying pictures and videos
You can copy pictures and videos from a card to internal memory or from internal memory to a card.

Before you copy, make sure that:
- A card is inserted in the camera.
- The camera’s picture storage location is set to the location from which you are copying. See Image Storage, page 19.

Copy pictures or videos:
1 Press the Review button, then press the Menu button.
2 Press ▲/▼ to highlight Copy ►, then press the OK button.
3 Press ▲/▼ to highlight an option:
   - PICTURE or VIDEO—copies the current picture or video.
   - EXIT—returns to the Review menu.
   - ALL—copies all pictures and videos from your selected storage location to the other location.
4 Press the OK button.

NOTE:
- Pictures and videos are copied, not moved. To remove pictures and videos from the original location after they are copied, delete them (see page 24).
- Tags that you applied for print, email, and Favorites are not copied. Protection settings are not copied. To apply protection to a picture or video, see page 25.

Viewing picture and video information
1 Press the Review button, then press the Menu button.
2 Press ▲/▼ to highlight Picture or Video Info, then press the OK button.
3 To view information on the next or previous picture or video, press ◄/►.
4 Press the Menu button to exit.
## Installing the software

### Minimum system requirements

<table>
<thead>
<tr>
<th>Windows OS-based computers</th>
<th>Macintosh computers</th>
</tr>
</thead>
<tbody>
<tr>
<td>■ Windows 98, 98SE, ME, 2000 SP1, or XP OS</td>
<td>■ Power Mac G3, G4, G5, G4 Cube, iMac, PowerBook G3, G4; or iBook computers</td>
</tr>
<tr>
<td>■ Internet Explorer 5.01 or higher</td>
<td>■ Mac OS X version 10.2.3, 10.3</td>
</tr>
<tr>
<td>■ 233 MHz processor or greater</td>
<td>■ Safari 1.0 or higher</td>
</tr>
<tr>
<td>■ 64 MB RAM (128 MB RAM for Windows XP OS)</td>
<td>■ 128 MB RAM</td>
</tr>
<tr>
<td>■ 200 MB hard disk space available</td>
<td>■ 200 MB hard disk space available</td>
</tr>
<tr>
<td>■ CD-ROM drive</td>
<td>■ CD-ROM drive</td>
</tr>
<tr>
<td>■ Available USB port</td>
<td>■ Available USB port</td>
</tr>
<tr>
<td>■ Color monitor, 800 x 600 pixels (16-bit or 24-bit recommended)</td>
<td>■ Color monitor, 1024 x 768 pixels (thousands or millions of colors recommended)</td>
</tr>
</tbody>
</table>

**NOTE:** Mac OS 8.6 and 9.x do not support the Share button functions, including Favorites. Mac OS X version 10.2.x or 10.3 is recommended for full functionality. To download EasyShare software for Mac OS 8.6 and 9.x, visit [www.kodak.com/go/ls743downloads](http://www.kodak.com/go/ls743downloads).
Installing the software

Install the software

CAUTION:
Install Kodak EasyShare software before connecting the camera or optional dock to the computer. Failure to do so may cause the software to load incorrectly.

1 Close all software applications that are open on your computer (including anti-virus software).
2 Place the Kodak EasyShare software CD into the CD-ROM drive.
3 Load the software:
   Windows OS-based computer—if the install window does not appear, choose Run from the Start menu and type d:\setup.exe where d is the drive letter that contains the CD.
   Mac OS X—double-click the CD icon on the desktop, then click the Install icon.
4 Follow the on-screen instructions to install the software.
   Windows OS-based computer—select Typical to automatically install the most commonly used applications. Select Custom to choose the applications you wish to install.
   Mac OS X—follow the on-screen instructions.

NOTE: When prompted, take a few minutes to electronically register your camera and software. This lets you receive information regarding software updates and registers some of the products included with the camera. You must be connected to your Internet service provider to register electronically. To register later, see www.kodak.com/go/register.

5 Restart the computer. If you turned off anti-virus software, turn it back on. See the anti-virus software manual for details.

For information on the software applications included on the Kodak EasyShare software CD, click the Help button in the Kodak EasyShare software.
### Sharing pictures and videos

Press the Share button to "tag" your pictures and videos.

When they are transferred to your computer, you can share them by:

<table>
<thead>
<tr>
<th></th>
<th>Pictures</th>
<th>Videos</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Print](page 32)</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>![Email](page 33)</td>
<td>✔️ ✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>![Favorites](page 34)</td>
<td>✔️ ✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>

**NOTE:** Tags remain until removed. If a tagged picture/video is copied, the tag is **not** copied. In a burst series, only the last picture is tagged during Quickview.
Sharing pictures and videos

Tagging pictures for printing

1 Press the Share button. Press ◀/▶ to locate a picture.

2 Press ◀/▶ to highlight Print , then press the OK button.*

3 Press ◀/▶ to select the number of copies (0-99). Zero removes the tag for that picture.

   The Print icon ⊗ appears in the status area. The default quantity is one.

4 Optional: You can apply a print quantity to other pictures. Press ◀/▶ to locate a picture. Keep the print quantity as is, or press ◀/▶ to change it.

5 Press the OK button. Then press the Share button to exit.

* To tag all pictures in the storage location, press ◀ to highlight Print All ⊗, press the OK button, then indicate the number of copies as described above. Print All is not available in Quickview.

   To remove the print tagging for all pictures in the storage location, press ◀ to highlight Cancel Prints ⊗, then press the OK button. Cancel Prints is not available in Quickview.

Printing tagged pictures

When you transfer the tagged pictures to your computer, the Kodak EasyShare software print screen opens. For details on printing, click the Help button in the Kodak EasyShare software.

For more information on printing from your computer, printer dock, or card, see page 37.

NOTE: For the best 4 x 6 in. (10 x 15 cm) prints, set the camera to the Best (3:2) print quality setting. See page 17.
Sharing pictures and videos

Tagging pictures and videos for emailing

First—on your computer

Use Kodak EasyShare software to create an email address book on your computer. Then, copy up to 32 email addresses to the camera’s internal memory. For details, click the Help button in the Kodak EasyShare software.

Second—tag pictures/videos on your camera

1 Press the Share button. Press \( \downarrow/\uparrow \) to locate a picture/video.
2 Press \( \downarrow/\uparrow \) to highlight Email, then press the OK button.
3 Press \( \downarrow/\uparrow \) to highlight an email address, then press the OK button.
   To tag other pictures/videos with the same address, press \( \downarrow/\uparrow \) to scroll through them. When the picture/video you want is displayed, press the OK button.
   To send the pictures/videos to more than one address, repeat step 3 for each address.
   Selected addresses are checked.
4 To remove a selection, highlight a checked address, then press the OK button. To remove all email selections, highlight Clear All.
5 Press \( \downarrow/\uparrow \) to highlight Exit, then press the OK button.
   The email icon \( \text{✉️} \) appears in the status area.
6 Press the Share button to exit the menu.

Third—transfer and email

When you transfer the tagged pictures/videos to your computer, the email screen opens and lets you send them to the addresses you specified. For details, click the Help button in the Kodak EasyShare software.
Sharing pictures and videos

Tagging pictures as favorites

You can store your favorite pictures in the Favorites [section of your camera’s internal memory, then share them with friends and family. Favorites are loaded into your camera after you transfer pictures to your computer. Favorites are approximately 1 MP, good for 4 x 6 in. (10 x 15 cm) prints.

Share your favorite pictures in 4 easy steps:

1. Take pictures

2. Tag pictures as favorites

3. Transfer pictures to your computer

4. View favorites on your camera

NOTE: The camera holds a limited number of favorites. Use Camera Favorites in the Kodak EasyShare software to customize the size of your camera Favorites [section. For more information, click the Help button in the software.
Optional settings

In Favorites mode, press the Menu button to access optional settings.

<table>
<thead>
<tr>
<th>Magnify (page 25)</th>
<th>Picture Information (page 28)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Slide Show (page 26)</td>
<td>Remove all favorites (page 35)</td>
</tr>
<tr>
<td>Multi-up (page 23)</td>
<td>Setup Menu (page 19)</td>
</tr>
</tbody>
</table>

NOTE: Favorites are cropped slightly to the 3:2 format. To prevent cropping, take pictures with the Picture Quality set to Best (3:2). (See Picture Quality, page 17.)

Removing all favorites from your camera

1. In Favorites mode, press the Menu button.
2. Highlight , then press the OK button.
   
   All pictures stored in the Favorites section of internal memory are removed.
   Favorites are restored to your camera the next time you transfer pictures to the computer.
3. Press the Menu button to exit the menu.

Preventing favorites from transferring to the camera

1. Open the Kodak EasyShare software. Click the Favorites tab.
2. Delete the pictures that you no longer want to keep in the Favorites section of the camera’s internal memory.
3. Connect the camera to the computer using the USB cable (see page 36) or an EasyShare dock.

   EasyShare software removes the favorites on your camera.

Printing and emailing favorites

You can tag your favorites for print and email the same way you tag the full-size pictures stored in your camera.

1. In Favorites mode, locate a picture and press the Share button.
2. Highlight Print or Email , then press the OK button.

   NOTE: Favorites are good for up to a 4 x 6 inch (10 x 15 cm) print.
Transferring and printing pictures

**CAUTION:**
Install Kodak EasyShare software *before* connecting the camera or optional dock to the computer. Failure to do so may cause the software to load incorrectly.

Transferring pictures and videos with the USB cable

1. Turn off the camera.
2. Plug the labeled end of the USB cable into the labeled USB port on your computer. See your computer user’s guide for details.
3. Plug the other end of the USB cable into the labeled USB port on the camera.
4. Turn on the camera.
   *Kodak EasyShare software opens on your computer. The software prompts you through the transfer process.*
   *The green ready light blinks during transfer.*

**NOTE:** Visit [www.kodak.com/go/howto](http://www.kodak.com/go/howto) for an online tutorial on connecting.

**Also available for transferring**
You can also use these Kodak products to transfer your pictures and videos.
- Kodak EasyShare camera dock, Kodak EasyShare printer dock
- Kodak multi-card reader, Kodak SD multimedia card reader-writer

Purchase these and other accessories at a dealer of Kodak products or [www.kodak.com/go/ls743accessories](http://www.kodak.com/go/ls743accessories).
Transferring and printing pictures

Printing pictures from your computer
For details on printing pictures from your computer, click the Help button in the Kodak EasyShare software.

Ordering prints online
Kodak EasyShare print service (provided by Ofoto www.ofoto.com) is one of the many online print services offered in the Kodak EasyShare software. You can easily:

- Upload your pictures.
- Edit, enhance, and add borders to your pictures.
- Store pictures, and share them with family and friends.
- Order high-quality prints, photo greeting cards, frames, and albums—and have them delivered to your door.

Printing from an optional SD/MMC card

- Automatically print tagged pictures when you insert your card into a printer with an SD/MMC slot. See your printer user’s guide for details.
- Make prints at an SD/MMC-capable Kodak picture maker. (Contact a location prior to visiting. See www.kodak.com/go/picturemaker.)
- Take the card to your local photo retailer for professional printing.

Printing without a computer
Dock your camera to the Kodak EasyShare printer dock and print directly—with or without a computer. Purchase this and other accessories at a dealer of Kodak products or www.kodak.com/go/ls743accessories.
## Troubleshooting

When you have questions about your camera, start here. Additional technical information is available in the ReadMe file located on the Kodak EasyShare software CD. For updates to Troubleshooting information, see [www.kodak.com/go/ls743support](http://www.kodak.com/go/ls743support).

### Camera problems

<table>
<thead>
<tr>
<th>If...</th>
<th>Try one or more of the following</th>
</tr>
</thead>
<tbody>
<tr>
<td>The camera does not turn on</td>
<td>■ Remove, then reinsert the battery (<a href="#">page 2</a>).</td>
</tr>
<tr>
<td></td>
<td>■ Recharge the battery (<a href="#">page 2</a>).</td>
</tr>
<tr>
<td>The camera does not turn off and the lens does not retract</td>
<td>■ Place the camera on a Kodak EasyShare camera or printer dock (sold separately), then try again.</td>
</tr>
<tr>
<td></td>
<td>■ Connect the camera to a Kodak 5-volt AC adapter (sold separately), then try again.</td>
</tr>
<tr>
<td>Camera buttons and controls do not function</td>
<td></td>
</tr>
<tr>
<td>The camera screen does not turn on</td>
<td>■ In any capture mode, press the OK button.</td>
</tr>
<tr>
<td></td>
<td>■ Turn the camera off, then on again.</td>
</tr>
<tr>
<td></td>
<td>To change the camera screen setting so that it is on whenever the camera is on, see <a href="#">page 20</a>.</td>
</tr>
<tr>
<td>In Review, a blue or black screen is displayed instead of a picture</td>
<td>■ Transfer the picture or all pictures to the computer (<a href="#">page 36</a>). Format the internal memory or card after transfer (<a href="#">page 21</a>).</td>
</tr>
<tr>
<td>The pictures remaining number does not decrease after taking a picture</td>
<td>■ Continue taking pictures. The camera is operating normally.</td>
</tr>
<tr>
<td></td>
<td>(The camera estimates the number of pictures remaining after each picture is taken, based on picture quality and content.)</td>
</tr>
</tbody>
</table>
## Troubleshooting

### Computer/connectivity problems

<table>
<thead>
<tr>
<th>If...</th>
<th>Try one or more of the following</th>
</tr>
</thead>
</table>
| The computer does not communicate with the camera | - Turn on the camera.  
- Recharge the battery or insert a new one (page 2).  
- Make sure USB cable is securely connected on camera and computer port (page 36).  
- Try another USB port on the computer.  
- Make sure the EasyShare software is installed (page 30).  
- See the EasyShare software Help. |

## Troubleshooting

<table>
<thead>
<tr>
<th>If...</th>
<th>Try one or more of the following</th>
</tr>
</thead>
</table>
| You cannot take a picture or video | - Turn the camera off, then on again.  
- Press the Shutter button all the way (page 8).  
- Battery is exhausted. Recharge the battery or insert a new one (page 2).  
- Wait until the ready light is green before attempting to take another picture.  
- Transfer pictures to the computer (page 36), delete pictures from the camera (page 24), switch image storage locations (page 19), or insert a card with available memory (page 7). |
| Picture orientation is not accurate | - Set the Orientation Sensor (page 20). |
| Flash does not fire | - Check flash setting, and change as needed (page 14). |
| Battery life is short | - Recharge the battery fully or insert a new one (page 2). |
| Camera displays an error code | - Press the Shutter button all the way (page 8).  
- Battery is exhausted. Recharge the battery fully (page 2).  
- Wait until the ready light is green before attempting to take another picture.  
- Transfer pictures to the computer (page 36), delete pictures from the camera (page 24), switch image storage locations (page 19), or insert a card with available memory (page 7).  
- Contact your local service provider or visit www.kodak.com/go/support. |
### Troubleshooting

#### Picture quality problems

<table>
<thead>
<tr>
<th>If...</th>
<th>Try one or more of the following</th>
</tr>
</thead>
<tbody>
<tr>
<td>The picture is too dark or underexposed</td>
<td>- Use Fill flash (page 14) or change your position so light is not behind the subject.</td>
</tr>
<tr>
<td>The picture is too light</td>
<td>- Move so that the distance between you and the subject is within the effective flash range.</td>
</tr>
<tr>
<td>The picture is not clear</td>
<td>- To automatically set exposure and focus, press the Shutter button halfway and hold. When the</td>
</tr>
<tr>
<td></td>
<td>ready light glows green, press the Shutter button completely down to take the picture.</td>
</tr>
<tr>
<td></td>
<td>- Increase Exposure Compensation (page 16) and try again.</td>
</tr>
<tr>
<td></td>
<td>- Check if you are in Beach or Snow scene mode (page 10).</td>
</tr>
<tr>
<td>Slide Show does not run on an external</td>
<td>- Adjust the camera Video Out setting (NTSC or PAL, page 20).</td>
</tr>
<tr>
<td>video device</td>
<td>- Make sure the external device settings are correct (see the device's user's guide).</td>
</tr>
</tbody>
</table>

- To automatically set exposure and focus, press the Shutter button halfway and hold. When the ready light glows green, press the Shutter button completely down to take the picture.
- Increase Exposure Compensation (page 16) and try again.
- Check if you are in Beach or Snow scene mode (page 10).

- Turn flash off (page 14).
- Move so that the distance between you and the subject is within the effective flash range (see page 14).
- To automatically set exposure and focus, press the Shutter button halfway and hold. When the ready light glows green, press the Shutter button completely down to take the picture.
- Decrease Exposure Compensation (page 16) and try again.

- To automatically set exposure and focus, press the Shutter button halfway and hold. When the ready light glows green, gently press the Shutter button completely down to take the picture.
- Clean the lens (page 48).
- Make sure camera is not in Close-up mode if you are further than 39 in (100 cm) from your subject.
- Place the camera on a flat, steady surface or use a tripod.
## Camera ready light status

<table>
<thead>
<tr>
<th>Status</th>
<th>Cause</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ready light glows steady green</td>
<td>Shutter button is pressed halfway down. Focus and exposure are set.</td>
</tr>
<tr>
<td>Ready light blinks green</td>
<td>Picture is being processed and saved to the camera.</td>
</tr>
<tr>
<td></td>
<td>Pictures are being transferred to computer; camera is connected.</td>
</tr>
<tr>
<td></td>
<td>Camera firmware upgrade is in process.</td>
</tr>
<tr>
<td>Ready light glows steady orange</td>
<td>Camera is in Favorites mode.</td>
</tr>
<tr>
<td>Ready light blinks orange</td>
<td>Flash is not charged. Wait. Resume picture taking when the light stops blinking and turns off.</td>
</tr>
<tr>
<td></td>
<td>Auto exposure or auto focus are not locked. Release the Shutter button and recompose the picture.</td>
</tr>
<tr>
<td>Ready light glows steady red</td>
<td>Camera’s internal memory or card is full.</td>
</tr>
<tr>
<td></td>
<td>Transfer pictures to the computer (page 36), delete pictures from the camera (page 24), switch storage locations (page 19), or insert a card with available memory (page 7).</td>
</tr>
<tr>
<td></td>
<td>Camera processing memory is full. Wait. Resume picture taking when the light turns green.</td>
</tr>
<tr>
<td></td>
<td>Card is read-only. Change storage location to internal memory (page 19), or use a different card.</td>
</tr>
<tr>
<td></td>
<td>Memory card speed is slow. Card cannot be used to take videos.</td>
</tr>
<tr>
<td></td>
<td>Change storage location to internal memory (page 19). Use this card to take pictures only.</td>
</tr>
<tr>
<td>Ready light blinks red and camera turns off</td>
<td>Battery is low or exhausted. Recharge the battery (page 2).</td>
</tr>
</tbody>
</table>
Troubleshooting

Camera power light status

<table>
<thead>
<tr>
<th>Status</th>
<th>Cause</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power light blinks blue.</td>
<td>Camera is starting up or shutting down.</td>
</tr>
<tr>
<td>Power light glows steady blue.</td>
<td>Camera is on; ready to take a picture or video.</td>
</tr>
<tr>
<td>Power light does not turn on and the camera does not work.</td>
<td>Camera is not turned on. Press the on/off button. Battery is exhausted. Recharge the battery (page 2).</td>
</tr>
</tbody>
</table>

Still having problems?
Visit www.kodak.com/go/ls743support, or see Chapter 8, Getting help.
Getting help

Helpful links

| Help with your camera                     | www.kodak.com/go/ls743support          |
| Help with Windows operating system and working with digital pictures | www.kodak.com/go/pcbasics              |
| Download the latest camera software and firmware | www.kodak.com/go/ls743downloads        |
| Optimize your printer for truer, more vibrant colors | www.kodak.com/go/onetouch             |
| Get support for cameras, software, accessories, more | www.kodak.com/go/support             |
| Purchase camera accessories               | www.kodak.com/go/ls743accessories      |
| Register your camera                      | www.kodak.com/go/register              |
| View online tutorials                      | www.kodak.com/go/howto                |

Software help
Click the Help button in the Kodak EasyShare software.

Telephone customer support
If you have questions concerning the operation of the software or camera, you may speak with a customer support representative.

Before you call
Have the camera, camera dock, or printer dock connected to your computer.
Be at your computer, and have the following information available:

- Computer model
- Operating system
- Processor type and speed (MHz)
- Amount of memory (MB)
- Amount of free hard disk space (MB)
- Version of Kodak EasyShare software
- Camera serial number
- Exact error message you received
## Getting Help

<table>
<thead>
<tr>
<th>Country</th>
<th>Phone Number</th>
<th>Country</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>1800 147 701</td>
<td>Netherlands</td>
<td>020 346 9372</td>
</tr>
<tr>
<td>Austria</td>
<td>0179 567 357</td>
<td>New Zealand</td>
<td>0800 440 786</td>
</tr>
<tr>
<td>Belgium</td>
<td>02 713 14 45</td>
<td>Norway</td>
<td>23 16 21 33</td>
</tr>
<tr>
<td>Brazil</td>
<td>0800 150000</td>
<td>Philippines</td>
<td>1 800 1 888 9600</td>
</tr>
<tr>
<td>Canada</td>
<td>1 800 465 6325</td>
<td>Portugal</td>
<td>021 415 4125</td>
</tr>
<tr>
<td>China</td>
<td>800 820 6027</td>
<td>Singapore</td>
<td>800 6363 036</td>
</tr>
<tr>
<td>Denmark</td>
<td>3 848 71 30</td>
<td>Spain</td>
<td>91 749 76 53</td>
</tr>
<tr>
<td>Ireland</td>
<td>01 407 3054</td>
<td>Sweden</td>
<td>08 587 704 21</td>
</tr>
<tr>
<td>Finland</td>
<td>0800 1 17056</td>
<td>Switzerland</td>
<td>01 838 53 51</td>
</tr>
<tr>
<td>France</td>
<td>01 55 1740 77</td>
<td>Taiwan</td>
<td>0800 096 868</td>
</tr>
<tr>
<td>Germany</td>
<td>069 5007 0035</td>
<td>Thailand</td>
<td>001 800 631 0017</td>
</tr>
<tr>
<td>Greece</td>
<td>00800 441 25605</td>
<td>UK</td>
<td>0870 243 0270</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>800 901 514</td>
<td>United States</td>
<td>1 800 235 6325</td>
</tr>
<tr>
<td>India</td>
<td>91 22 617 5823</td>
<td>Outside the United States</td>
<td>585 726 7260</td>
</tr>
<tr>
<td>Italy</td>
<td>02 696 33452</td>
<td>International Toll Line</td>
<td>+44 131 458 6714</td>
</tr>
<tr>
<td>Japan</td>
<td>03 5644 5050</td>
<td>International Toll Fax</td>
<td>+44 131 458 6962</td>
</tr>
<tr>
<td>Korea</td>
<td>00798 631 0024</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Camera specifications

For more specifications, visit www.kodak.com/go/ls743support.

### LS743 zoom digital camera specifications

<table>
<thead>
<tr>
<th>Feature</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CCD</strong></td>
<td>1/2.5 in. CCD, 4:3 aspect ratio</td>
</tr>
</tbody>
</table>
| **Output image size (image quality mode)** | 2304 x 1728 (4 M) pixels  
Best (3:2) 2304 x 1536 (3.5 M) pixels  
Better 1656 x 1242 (2.1 M) pixels  
Good 1200 x 900 (1.1 M) pixels |
| **Display**                      | 1.8 in. hybrid LCD, 560 x 240 (134K) pixels                            |
| **Viewfinder**                   | Real-image, optical viewfinder field-of-view: 80% (@ wide & tele)      |
| **Preview**                      | Frame rate: 24 fps  
Field-of-view: 100%, Continuous AF, AE, AWB                           |
| **Lens**                         | 2.8X optical zoom lens, 36 - 100 mm, f/3.0 - 4.9 (35 mm film camera equivalent)  
Auto focusing, TTL-AF, Multi-zone or Center Spot selectable  
TTL-AF locked at 1/2-way shutter press in both still and video capture modes  
Working range:  
24 in. (60 cm) - infinity @ wide and telephoto normal  
2 - 39 in. (5 - 100 cm) @wide macro  
12 - 39 in. (30 - 100 cm) @telephoto macro  
Focus is set to infinity in Landscape mode |
| **Digital zoom**                 | 1.0 - 3.6X with 0.2X step  
Not supported for movie capture                                         |
| **Accessory lens thread**        | Not supported                                                           |
| **Lens barrier**                 | Yes, in camera.                                                         |
### LS743 zoom digital camera specifications

#### Exposure

| Exposure metering | TTL-AE  
|-------------------|----------------------
|                   | Multi-pattern AE, Center-weighted AE, Center-spot AE (AE (@ still) locked at 1/2-way shutter press, Continuous AE (@ video and preview)) |
| Exposure range    | Wide: EV 4.2 - 15.2 (1/2 sec. @ f/3.0 to 1/1400 sec. @ f/5.1)  
|                   | Tele: EV 5.6 - 16.6 (1/2 sec. @ f/4.9 to 1/1400 sec. @ f/8.5)  |
| Exposure mode     | Long time exposure mode: 0.5 sec. - 16 sec.  
|                   | Exposure compensation: ±2.0 EV with 1/2 EV step  |
| Shutter speed     | Mechanical shutter with CCD shutter electrical  
|                   | 1/1400 - 16 sec.  |
| ISO speed         | Auto: 80 - 160  
|                   | Selectable: 80, 100, 200, 400, 800 (800 Good quality only)  |

#### Flash

| Electronic flash | Guide no. 7.3 @ ISO 100  
|------------------|-------------------------
| Auto flash       | Working range @ ISO 140:  
| Working range    | 2 - 10 ft (0.6 - 3.0 m) @ Wide  
|                   | 2 - 6 ft (0.6 - 1.8 m) @ Tele  |
| Flash modes      | Auto, Fill, Red-eye, Off  |

#### Capture

<table>
<thead>
<tr>
<th>Capture modes</th>
<th>Auto, Portrait, Close-up, Scene (Night, Night portrait, Sport, Landscape, Snow, Beach, Party, Self portrait, Manner/Museum), Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jog dial</td>
<td>Used to select camera modes</td>
</tr>
</tbody>
</table>
| Burst mode    | Maximum 6 pictures, 3.0 fps  
|               | AE, AF, AWB executed for first shot only  |
| Video capture | Image size: QVGA (320 x 240), VGA (640 x 480) selectable  
|               | Frame rate: 13 fps VGA, 20 fps QVGA  |
| Image file format | Still: EXIF 2.2 (JPEG compression), file organization DCF  
|                  | Video: QuickTime (CODEC MPEG4)  |
| Image storage | Optional MMC or SD Card  
<p>|               | (The SD logo is a trademark of the SD Card Association.)  |</p>
<table>
<thead>
<tr>
<th><strong>LS743 zoom digital camera specifications</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal storage capacity</td>
</tr>
<tr>
<td><strong>Review</strong></td>
</tr>
<tr>
<td>Quickview</td>
</tr>
<tr>
<td>Video output</td>
</tr>
<tr>
<td><strong>Power</strong></td>
</tr>
<tr>
<td>Kodak EasyShare Li-ion rechargeable battery (KLIC-5000)</td>
</tr>
<tr>
<td>5V AC adapter, optional</td>
</tr>
<tr>
<td><strong>Communication with computer</strong></td>
</tr>
<tr>
<td>USB 2.0 (PIMA 15740 protocol), via USB cable, EasyShare camera dock, or printer dock</td>
</tr>
<tr>
<td><strong>Languages</strong></td>
</tr>
<tr>
<td>English/French/German/Spanish/Italian/Portuguese/Chinese/Korean/Japanese</td>
</tr>
<tr>
<td><strong>Other features</strong></td>
</tr>
<tr>
<td>Self timer</td>
</tr>
<tr>
<td>Sound feedback</td>
</tr>
<tr>
<td>White balance</td>
</tr>
<tr>
<td>Auto sleep mode</td>
</tr>
<tr>
<td>Color modes</td>
</tr>
<tr>
<td>Date stamp</td>
</tr>
<tr>
<td>Tripod mount</td>
</tr>
<tr>
<td>Size</td>
</tr>
<tr>
<td>Weight</td>
</tr>
</tbody>
</table>
Appendix

Tips, safety, maintenance

■ If the camera has been subjected to inclement weather or you suspect water has gotten inside the camera, turn off the camera and remove the batteries and card. Allow all components to air-dry for at least 24 hours before using the camera again.

■ Blow gently on the lens or camera screen to remove dust and dirt. Wipe gently with a soft, lint-free cloth or an untreated lens-cleaning tissue. Do not use cleaning solutions unless designed specifically for camera lenses. Do not allow chemicals, such as suntan lotion, to contact painted surfaces.

■ Service agreements are available in some countries. Contact a dealer of Kodak products for more information.

■ For rechargeable battery disposal information, visit the Rechargeable Battery Recycling Corporation Web site at www.rbrc.com.

■ For digital camera disposal or recycling information, contact your local authorities. In the US, visit the Electronics Industry Alliance Web site at www.eiae.org or the Kodak Web site at www.kodak.com/go/ls743support.

Storage capacities

The numbers listed are approximate and can vary due to file size or if your card contains other files. You may be able to store more or fewer pictures/videos.

Picture storage capacity

<table>
<thead>
<tr>
<th>Number of pictures</th>
<th>Best (3:2)</th>
<th>Better</th>
<th>Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>16 MB internal memory*</td>
<td>10</td>
<td>11</td>
<td>17</td>
</tr>
<tr>
<td>16 MB SD/MMC</td>
<td>12</td>
<td>13</td>
<td>21</td>
</tr>
<tr>
<td>32 MB SD/MMC</td>
<td>24</td>
<td>27</td>
<td>43</td>
</tr>
<tr>
<td>64 MB SD/MMC</td>
<td>49</td>
<td>54</td>
<td>87</td>
</tr>
<tr>
<td>128 MB SD/MMC</td>
<td>98</td>
<td>109</td>
<td>175</td>
</tr>
<tr>
<td>256 MB SD/MMC</td>
<td>196</td>
<td>218</td>
<td>351</td>
</tr>
</tbody>
</table>

*Pictures stored in Favorites reduce capacity in internal memory.
Video storage capacity

<table>
<thead>
<tr>
<th></th>
<th>Minutes/seconds of video</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Best ⭐⭐⭐</td>
<td>Better ⭐⭐⭐</td>
<td></td>
</tr>
<tr>
<td>16 MB internal memory*</td>
<td>1 min.</td>
<td>2 min.</td>
<td></td>
</tr>
<tr>
<td>16 MB SD/MMC</td>
<td>1 min. 5 sec.</td>
<td>2 min. 15 sec.</td>
<td></td>
</tr>
<tr>
<td>32 MB SD/MMC</td>
<td>2 min. 15 sec.</td>
<td>4 min. 30 sec.</td>
<td></td>
</tr>
<tr>
<td>64 MB SD/MMC</td>
<td>4 min. 30 sec.</td>
<td>9 min.</td>
<td></td>
</tr>
<tr>
<td>128 MB SD/MMC</td>
<td>9 min.</td>
<td>18 min.</td>
<td></td>
</tr>
<tr>
<td>256 MB SD/MMC</td>
<td>18 min.</td>
<td>36 min.</td>
<td></td>
</tr>
</tbody>
</table>

*Videos stored in Favorites reduce capacity in internal memory.

Power-saving features

<table>
<thead>
<tr>
<th>No Action For The Camera</th>
<th>To Turn It Back On</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 minute Screen turns off.</td>
<td>Press the OK button.</td>
</tr>
<tr>
<td>8 minutes Enters auto power off.</td>
<td>Press the on/off button.</td>
</tr>
</tbody>
</table>

Upgrading your software and firmware

Download the latest versions of the software included on the Kodak EasyShare software CD and the camera firmware (the software that runs on the camera). See www.kodak.com/go/ls743downloads.
Appendix

Regulatory compliance

FCC compliance and advisory

This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to Part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation.

This equipment generates, uses, and can radiate radio frequency energy and, if not installed or used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation.

If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures: 1) reorient or relocate the receiving antenna; 2) increase the separation between the equipment and the receiver; 3) connect the equipment to an outlet on a circuit different from that to which the receiver is connected; 4) consult the dealer or an experienced radio/TV technician for additional suggestions.

Any changes or modifications not expressly approved by the party responsible for compliance could void the user's authority to operate the equipment.

Where shielded interface cables have been provided with the product or specified additional components or accessories elsewhere defined to be used with the installation of the product, they must be used in order to ensure compliance with FCC regulation.

Canadian DOC statement

DOC Class B Compliance—This Class B digital apparatus complies with Canadian ICES-003.

Observation des normes-Class B—Cet appareil numérique de la classe B est conforme à la norme NMB-003 du Canada.
Appendix

VCCI Class B ITE

| この装置は、情報処理装置等電波障害自主規制協議会（VCCI）の基準に基づくクラスB情報技術装置です。この装置は、家庭環境で使用することを目的としていますが、この装置がラジオやテレビジョン受信機に近接して使用されること、受信障害を引き起こすことがあります。
| 取扱説明書に従って正しい取り扱いをして下さい。

English translation:

This is a Class B product based on the standard of the Voluntary Control Council for Interference from Information Technology Equipment (VCCI). If this is used near a radio or television receiver in a domestic environment, it may cause radio interference. Install and use the equipment according to the instruction manual.

MPEG-4

Use of this product in any manner that complies with the MPEG-4 visual standard is prohibited, except for use by a consumer engaging in personal and non-commercial activities.
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