

# Kodak: A Printing and Photography Legacy

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# Company Overview

- Company in Question?
- What is the company's primary business?
- Where is the company headquartered?
- Size of the company?
- Leading products in the print market?
- Key Points in History

# Company in Question?

- Eastman Kodak Company or Kodak is a multinational corporation that produces imaging and photographic materials and equipment.



# Primary Business

- They are known for photographic film products and have moved into the market and age of digital technology, specifically digital photography and printing.

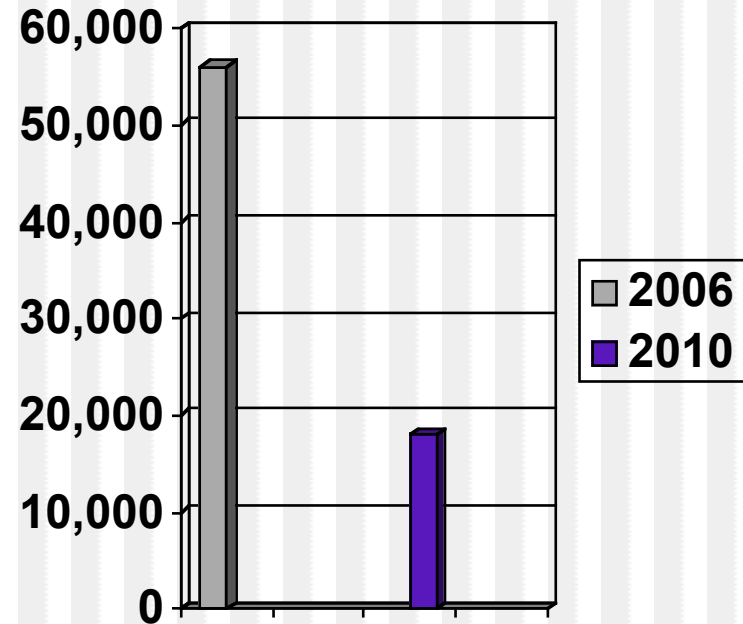
# Location, Location, Location

- The main Kodak headquarters lies in Rochester, New York, United States. They have many sites, all over the world. There is a Kodak office in almost every continent with an office site located in various countries such as Argentina, Australia, Kenya, Mexico City, India, Brazil, Canada, Denmark, and Egypt.
- If anyone is interested in seeing every location, here is the address is <http://www.kodak.com/ek/US/en/Home.htm>



# Company Size

- In 2006, Kodak had a recorded number of 56,000 employees.
- As of 2010, there are only 18,800 meaning in the span of four years there were 37,200 layoffs.



# Products on the Print Market

- [Kodachrome](#)
- [Brownie Camera](#)
- Kodak Personal Picture Maker
- Kodak Easyshare V570 Dual Lens Digital Camera.
- Kodak All in One Printer HERO 9.1
- [ESP Office 6150](#)

# Kodachrome

- Kodachrome was the first successful mass-marketed color still film. It was manufactured for 74 years in various formats for still and motion picture cameras.
- It was used for professional color photography, namely images that were intended for publication in print media.





# The Brownie

- The Brownie is the name of a simple and inexpensive camera(s) made by Kodak. It popularized low cost photography and gave birth to the slogan, “You push the button, we do the rest”. It was first introduced in February of 1900 at the price of a dollar. It was supposed to be the camera that anyone could afford and use.
- The specs of the first model contained a simple meniscus lens that took 2.25 inch square pictures.



# Kodak ESP Office 6150

- It is Kodak's all in one printer, more specifically it prints, copies, scans and faxes all from you own home.
- On one hand, it uses Kodak's ink which tends to be cheaper than other inks such as HP's, on the other hand, it has a reputation for paper jams, updating drivers is a hassle and there have been reports of some dying out within a year or less.



# Key Points in History

- It started with the Eastman Dry Plate Company and the General Aristo Company, which was founded by George Eastman. The Kodak trademark was registered on September 4, 1888 and the Eastman Kodak Company itself was founded by Eastman in 1892.
- 1900: The Brownie Camera was created.
- 1930: The Eastman Kodak Company is added to the Dow Jones Industrial Average index on July 18, 1930 and was taken off 74 years later.
- Six years after being added to the Dow Jones Industrial Average, Kodak introduced the Kodachrome, the first 35mm color film.
- 1986: Kodak Scientists invented the world's first megapixel sensor which was able to record 1.4 million pixels and capable of producing a photo quality 5x7 inch print.
- 1994: Eastman Chemical, a Kodak subsidiary is formed to supply the chemical needs for the company.
- 1999: Kodak entered into consumer inkjet photo printers in a joint venture with manufacturer Lexmark.
- 2006: The Kodak Easyshare V570 Dual Lens Digital Camera was revealed at CES. It was the world's first dual-lens digital camera with the world's smallest ultra wide angle optical zoom.

# Key Financials

- Capital: \$7.187 Billion (As of 2010)
- Annual Sales: \$561 Million (As of 2010)
- Type of Company: Public

# In Recent News

- January 2009, Kodak posted a \$137 million fourth quarter loss. In June, they decided to end the circulation and life of Kodachrome color film.
- Come the fourth of December, Kodak sells there organic light-emitting diode (OLED) business unit to LG Electronics, cutting even more jobs.
- By the time October 1<sup>st</sup>, 2011 rolls around, Kodak's stock is at an all time low with rumors of bankruptcy and selling of their patent portfolio, with companies like Google willing to purchase.

# S.W.O.T.

- Strengths: Kodak is a company with a well deserved reputation for being the go-to company in regards to print.
- Weakness: As time marched forward however, Kodak has hit an all time low in regards to stock, financials and workers.
- Opportunities: Kodak accepts many potential employees within a diverse racial background.
- Threats: How long you have a job is up for debate especially with the severe lay-offs Kodak over the span of four years. Competitors such as Canon and Hewlett-Packard are doing better in terms of finance.

# References, Sources and Citations

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