

These “camera phones” were still uncommon but they seemed to herald a future where people would take pictures with their phones and share online. Today, few people call them camera phones, we just call them mobile phones. It’s assumed that every mobile phone is a camera.

Back then however, it was clear there was no mass market future for print, only a niche compared to an enormous market of shared digital images. It seemed as though Kodak had overcome its inertia through a compromise which meant investing in exactly where the future market wasn’t going to be. By early 2005, from our perspective then the future of the entire industry from fulfilment to photo printers to cameras to film to digital still cameras (*Point 8*) was starting to look grim.

Figure 51 — the end of the analogue world

