

over which picture I took due to a limited number of shots left. However, the image and the film were really just components to delivering my overall need which was sharing my experiences. The image was also evolving from analog film to a new digital world in which I could take pictures and delete the ones I didn't like. I might have a limit in terms of memory card but I could always download to a computer and share with others. There was no film processing required.

I've created a map for that changing landscape in figure 48 and as I go through more of my experience with the Kodak story then I'll make references to that map. The old world was one of analog film (*Point 1 below*). Sharing a moment was about sitting on the sofa with friends and family and passing the photo album. The film itself needing some mechanism of fulfilment such as the photo lab. However, the camera industry was rapidly becoming commodity with good enough disposable cameras. The analog world of images was also changing to one which was more digital (*Point 2*). Digital still cameras (DSC) have developed from cameras (*Point 3*) and were becoming more common. I could share an image by simply emailing it to others. Kodak had led the charge into this brave new world with early research in the mid 1970s but somehow it also seemed to be losing ground to others such as Sony and Canon.

Figure 48– How images were changing