

Whilst it had a strong position in digital still cameras and online photo services, Kodak didn't seem to be maximising this. Others were quickly catching up and overtaking. I can only assume that the inertia created by its past success with film was significant I suspect there was opposition to the change within the organisation. I'll guess the usual sort of lines of "*digital is just small fry*", "*photos are the real business*", "*this will cannibalise our business*" were trotted out. To an outside observer it certainly seemed that Kodak was in conflict with itself. The first signs of this were already apparent in the late 90s with the release of the Advantix camera system, a curious blend of digital camera which produced film for processing. A somewhat odd attempt to have the digital world but still keep the analog — "*It's the new but just like the old!*"