There were also conflicting messages coming out of Kodak despite its messaging, whilst one part of the organisation seemed to pushing digital another part seemed to be resisting. Finally, in 2003, Kodak had introduced the Easyshare printer dock 6000 that enabled consumers to produce Kodak photo prints at home from digital images. When I first heard of this, it felt as through Kodak had finally overcome its inertia through a compromise between the fulfilment and the digital business (*Point 6* in figure 50 below). The future was one of a self-contained Kodak system from digital still camera to online service to photo printer. But there was a problem here. *"Camera phones"* had emerged combining the two value chains of the mobile phone and the digital still camera. Already, on our online site we had witnessed the rapid growth of images taken with camera phones (*Point 7*).

Figure 50 — the solution and its doom