

Eastman Kodak

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Eastman Kodak Company, commonly known as **Kodak**, is an American technology company that concentrates on imaging products, with its historic basis on photography. The company is headquartered in Rochester, New York, United States and incorporated in New Jersey.^[6] It was founded by George Eastman in 1888.

Kodak provides packaging, functional printing, graphic communications and professional services for businesses around the world. Its main business segments are Digital Printing & Enterprise and Graphics, Entertainment & Commercial Films.^{[7][8]}

Kodak is best known for photographic film products. During most of the 20th century Kodak held a dominant position in photographic film. The company's ubiquity was such that its tagline "Kodak moment" entered the common lexicon to describe a personal event that demanded to be recorded for posterity.^[9]

Kodak began to struggle financially in the late 1990s as a result of the decline in sales of photographic film and its slowness in transitioning to digital photography, despite having invented the core technology used in current digital cameras. 2007 was the most recent year in which the company made a profit.^[10] However, Kodak ended its most recent fiscal quarter reporting a \$19M profit.^[11] As part of a turnaround strategy, Kodak focused on digital photography and digital printing and attempted to generate revenues through aggressive patent litigation.^{[12][13]}

In January 2012, Kodak filed for Chapter 11 bankruptcy protection in the United States District Court for the Southern District of New York.^{[14][15][16]} In February 2012, Kodak announced that it would cease making digital cameras, pocket video cameras and digital

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Current Kodak logo, which was redesigned in 2006.^[1]



The exterior of Kodak's main headquarters in Rochester, NY

Type	Public
Traded as	NYSE: KODK (https://www.nyse.com/quote/XNYS:KODK)
Industry	Digital imaging Photography Mobile devices
Founded	1888 ^[2]
Founder	George Eastman
Headquarters	Rochester, New York, United States
Area served	Worldwide
Key people	Jeff Clarke (CEO) James V. Continenza (Chairman)
Products	Digital imaging and photographic materials, equipment and services
Revenue	▼ US\$ 4.11 billion (2012) ^{[3][4]}
Operating income	▼ US\$ −600 million (2011) ^[3]
Net income	▼ US\$ −764 million (2011) ^[3]