

With plunging stock prices and a newly filed bankruptcy filing, some are wondering if this is

THE END OF KODAK'S MOMENT



KODACHROME

The first color still film, Kodachrome revolutionized the industry. The film used a subtractive color method. Kodak halted production of the Kodachrome line of film in 2009.

EASYSHARE

Kodak's collection of digital cameras, all-in-one inkjet printers, accessories and online services fall under the EasyShare brand.



AUGUST 2011

The International Trade Commission issues a split decision in a billion dollar patent dispute between Kodak and Apple and RIM.

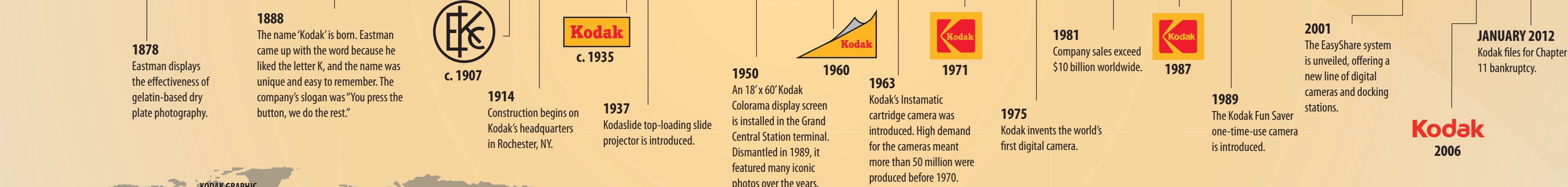
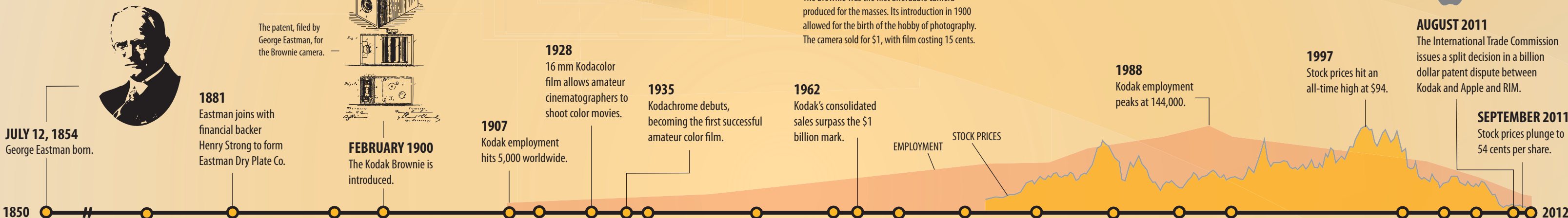
SEPTEMBER 2011

Stock prices plunge to 54 cents per share.

JANUARY 2012

Kodak files for Chapter 11 bankruptcy.

Kodak
2006



WORLDWIDE

The broad spectrum of tasks Kodak subsidiaries perform at locations across the globe reflects George Eastman's insistence on controlling the production process from start to finish.

OLYMPICS

For more than a century, Kodak has been a supporter of the Olympic Games. After the 2008 Summer Games in Beijing, Kodak ended its classification as a top-tier sponsor. It was also designated the "official photography sponsor" for several of the Games.

MOVIES

In addition to nine Academy Awards for the company's innovation in the arena of motion pictures, the company boasts an impressive list of movies shot on Kodak film. Every Academy Award-winning film from 1928 to 2009 was shot on Kodak film.

PATENTS

In total, Kodak holds a hefty portfolio of 11,000 patents. In this analysis of Kodak's digital imaging patents, 69 percent of patents were found to be of great interest to potential buyers. Transfer patents are those patents currently caught up in complex prosecution battles and pool patents are patents of little interest to potential buyers. Several technology companies have large interest in the Kodak IP portfolio.

Kodak's Patent Portfolio

- Pool (Most Commercial)
- Transfer
- Commercial

FUJIFILM **xerox** **Microsoft** **SONY** **Canon**

DIGITAL

Kodak holds a small portion of the digital camera market. The company's line of EasyShare cameras includes point-and-shoot pocket-sized cameras and several with larger lenses.

Digital Camera Market

- Kodak
- Canon
- Sony
- Nikon
- Samsung
- Panasonic
- Other