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

THE KODAK'S END LAND

The patent, filed by

George Eastman, for

the Brownie camera.





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

11 bankruptcy.

Kodak files for Chapter

1928

16 mm Kodacolor film allows amateur cinematographers to shoot color movies.

1935 Kodachrome debuts. becoming the first successful amateur color film.

1962

Kodak's consolidated sales surpass the \$1 billion mark.

allowed for the birth of the hobby of photography.

The camera sold for \$1, with film costing 15 cents.

Kodak employment peaks at 144,000.

1988

all-time high at \$94.

Stock prices hit an

1997

O 2012

1881

Eastman joins with

Henry Strong to form

Eastman Dry Plate Co.

financial backer

1878 Eastman displays the effectiveness of gelatin-based dry plate photography.

The name 'Kodak' is born. Eastman came up with the word because he liked the letter K, and the name was unique and easy to remember. The company's slogan was "You press the button, we do the rest."

c. 1907

FEBRUARY 1900

The Kodak Brownie is introduced.

1907

Kodak employment

hits 5,000 worldwide.

1914 Construction begins on

Kodak's headquarters

in Rochester, NY.

1937

KODAK JAPAN

KODAK CHINA

Kodak

c. 1935

Kodaslide top-loading slide projector is introduced.

1960 1950

An 18'x 60' Kodak Colorama display screen is installed in the Grand Central Station terminal. Dismantled in 1989, it featured many iconic photos over the years.

1971

STOCK PRICES

1963 Kodak's Instamatic cartridge camera was introduced. High demand for the cameras meant more than 50 million were

produced before 1970.

EMPLOYMENT

Company sales exceed \$10 billion worldwide.

1975

Kodak invents the world's first digital camera.

1981

1987

1989

The Kodak Fun Saver one-time-use camera is introduced.

2001 The EasyShare system is unveiled, offering a new line of digital cameras and docking

Kodak 2006

KODAK WORLD HEADOUARTERS EASTMAN GELATINE CORPORATION QUALEX ATLANTA

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. start to finish.

BRANCH

JULY 12, 1854

1850

George Eastman born





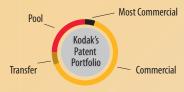
For more than a century, Kodak has been a supporter of the Olympic Games. After the 2008 Summer Games in Beijing, Kodak ended its classification as a top-tier sponsor. It was also designated the "official photography sponsor" for several of the Games.



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.

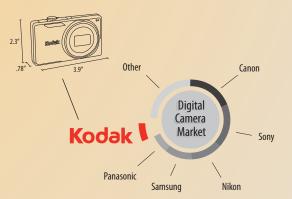
In total, Kodak holds a hefty portfolio of 11,000 patents. In this analysis of Kodak's

digital imaging patents, 69 percent of patents were found to be of great interest to potentital 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 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.



SOURCE: WWW.KODAK.COM, WWW.WOLFRAMALPHA.COM, WWW.FLICKR.COM, WWW.EXISNEXIS.COM, IDC RESEARCH, WWW.WSJ.COM, WWW.BLOOMBERG.COM, WWW.DIGICAMHISTORY.COM, WWW.USATODAY.COM, WWW.FUNDINGUNIVERSE.COM, WWW.IBDD.COM

KODAK INDIA