

APPENDIX B: TIMELINES

Table 1 : General Timeline (continues to next page)

Yr / Month	Event	Source
1888	Eastman's roll-film system	
1924	Leica introduced by Ernst Leitz	
1936-37	Kodak begins factory-loading 35mm standard. film	(Schneider, Keppler, and Lothrop 1998)
1941, 1947	Kodachrome and Kodacolor	(Newhall 1982)
1948	Dr. Edwin Land introduces instant photography	(Gottschalk 1996; Land, Rogers, and Walworth 1977)
1963	Kodak Instamatic	(Gottschalk 1996; Verity 1993)
1960s-70s	Nikon F series becomes photojournalists favorite in Vietnam because of motor drive, etc.	(Busselle 1988)
1970	Fuji enters U.S. film market as minor player	(Desmond 1997)
1975	Sony's Betamax video recorder	(Cusumano, et al. 1992)
1976	Canon AE-1 (automated exposure)	(Busselle 1988; Chakravarty and Simon 1984)
1977	Fuji 400 ASA color print film; Kodak matches within 4 months	(Busselle 1988; Chakravarty and Simon 1984)
1981	Pentax AE-F, first SLR with autofocus	(Busselle 1988)
late 1981	Sony Mavica demonstrated; Colby Chandler speaks on electronic imaging in response	(Drukker 1982; Galluzzo 1982)
1982	Kodak Disc camera launched	(Moore 1983)
1983	Kodak T-grain films	(Busselle 1988)
1983	Sony camcorder	(Cusumano, Mylonadis, and Rosenbloom 1992)
1983	Fuji introduces 1600 ASA color print film	(Chakravarty and Simon 1984)
1984	Macintosh computer platform	
1986	Fuji introduces single-use 35mm cameras	(Grant 1997)
1986	Kodak Still Video System	(Andrews and Miller 1986; Leavitt 1985)
late 1980s	"Barneyscan XR" developed	(Salgado 1997)
1989 / 1	AP tests Nikon still-video at Pres. Bush's inauguration	(Foss 1992b)
1990	Single-use camera recycling begins	(Watson 1991)
1990	Kodak announces PhotoCD project	

1990	Adobe releases Photoshop	(Parascandolo 1990)
early 1990s	U.S. Commerce Dept. investigates Fuji	(Desmond 1997)
1992 / 8	Kodak DCS 200, second-generation digital camera	(Foss 1992b)
1992	EK ColorSense, Apple ColorSync	(Abernathy 1992)
1992-93	Initial launch of PhotoCD, aimed at TV viewing	Various
Fall 1993	Kodak Picture Exchange	(Schroeder 1993)
mid 1990s	Internet and World Wide Web use explodes	
1994	Apple QuickTake 100	(Grotta and Grotta 1996)
1994	Digital photocopiers widespread	(Watson 1994)
1995/3	Vancouver Sun & Province goes all-digital	(Smith and Rosenberg 1995)
1995/8	Microsoft Windows95	
1996/1	AP covers Super Bowl XXX without film	(Alabiso 1996)
1996 / 5	Advanced Photo System available	(Gottschalk 1996), etc.
1996 / 6	Kodak Picture Disk, SFW Pictures on Disk	(Petersen's Photographic 1996)

Table 2 : Eastman Kodak Senior Executives

Yr / Month	Event	Source
1970s to 1983	Walter Fallon is President and CEO of Eastman Kodak Company	(Leavitt 1980), Various
1983 / 7 to 1990	Colby Chandler is CEO of Eastman Kodak	(Moore 1983; Nulty 1991)
1983-1990	Kay Whitmore is President of Eastman Kodak	(Moore 1983; Nulty 1991)
1988	George Fisher named CEO of Motorola	(Maremont 1995)
1990-1993	Kay Whitmore is CEO of Eastman Kodak; VP J. Phillip Samper leaves resigns	(Nulty 1991)
1993 / 10	George Fisher becomes Chairman & CEO of Eastman Kodak	(Maremont and McWilliams 1993)

Table 3 : Other Management Events at Eastman Kodak

Yr / Month	Event	Source
1976	Kodak starts building an Electronics Division	(Moore 1983)
1980s	Chemist Leo J. Thomas is research director	(Moore 1983)
1981	Atex publishing system company purchased	(Moore 1983)
1983	Kodak's first downsizing, which includes an early retirement program	(Moore 1983)
1983	President Whitmore develops first strategic plan	(Moore 1983)
1984-89	David Biehn is VP & GM, Kodak Japan	(Foss 1992a)
1988	Kodak purchases Sterling Drug to diversify	(Maremont and McWilliams 1993)
1990-91	CEO Whitmore develops a secret strategic plan to pursue digital technology aggressively; it suffers a "silent veto" by managers' inaction	(Verity 1993)
ca. 1990-1991	Leo J. Thomas made president of the Imaging Group; combines old Photographic Products, Commercial Imaging, and International groups	(Eastman Kodak 1991; Holusha 1991)
1990	Creation of Integration and Systems Products Division; computer-based imaging products	(Fraser 1990)
1991	Imaging Development unit of Imaging Group launched, headed by William F. Fowble	(Holusha 1991)
1992	David Biehn appointed VP & GM of Professional Imaging Division	(Foss 1992a)
1993	CEO Whitmore prepared to slash costs in eleventh hour move to satisfy shareholders	(Maremont and McWilliams 1993)
1993-95	Stock price stagnant	(Maremont 1995)
1994 / 2	Kodak sells Sterling Drug Division to cut costs	(Maremont and McWilliams 1993)
1994 / 4 to 1995	Carl Gustin named to head new Digital and Applied Imaging Division; comprises applied imaging, Photo CD, printers, and software	(Dickson 1994; Holusha 1994; Maremont and McWilliams 1993)
1997 / 10	Announcement of Kodak's eighth downsizing since 1983, bringing thousands more layoffs	(Desmond 1997)

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