



**Figure 11**

**Son of Mavica:** “You press the button and you’re done, but you can do whatever else you want to after that.” A very recent Fuji digital camera model, featuring a 1.3-million pixel CCD. Although this camera still falls far short of film’s resolution, as Kodak president Colby Chandler noted in the early 1980s, it captured images not much worse than those of the old 110 format. Even higher resolutions could be attained with a film or photo scanner. What’s more, consumers need not print a hard copy of their digital image; they could post it on the worldwide web or transmit it via electronic mail. A legitimate alternative to Kodak’s conventional system had been achieved, although it was different in form from what Fuji and Kodak visionaries had contemplated some two decades earlier.

Fuji advertisement, *Photo Lab Management* 20:3 (March 1998), p. 24. The text for the ad reads: “New ergonomic design...Autoexposure, Autoflash, Autofocus... Autobalance... Designed for professionals... JPEG data compression.”