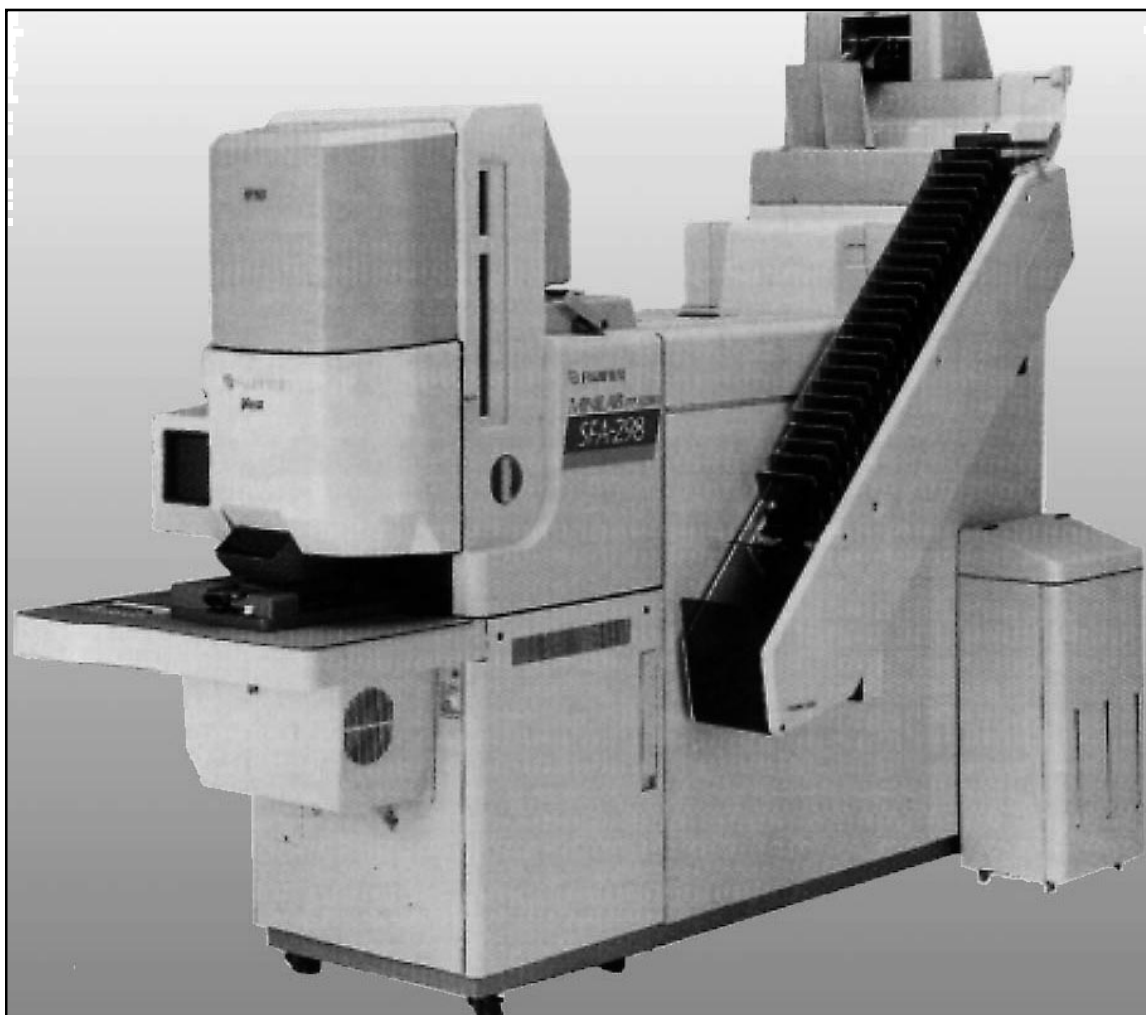




**Figure 9**

**More power to the people:** A typical point-and-shoot 35mm camera from Ricoh.

Dan Richards, *Popular Photography* 62:6 (June 1998), p. 81.



**Figure 10**

**Fuji microlab processor:** Unlike festoon-type units, track/roller processors could be operated entirely in daylight and processed film continuously. Smaller and easier to use, they arrived in storefronts and, eventually, department stores.

From Fuji advertisement in *Photo Lab Management* 19:5 (May 1997), p. 7