

The end of the traditional camera?

For the first time ever, sales of digital cameras are higher than traditional cameras.

1 Which make and type of camera do you have? Compare your answers with a partner.

a traditional 35mm camera	a digital camera
a video camera	a camera on a mobile phone

2 Scan the article and answer the following questions.

- a) How many digital cameras were sold in the US in 2003?
- b) How much money does Kodak plan to invest in digital products?
- c) What are the names of Kodak's three main competitors?

Kodak goes digital Kodak has announced it will stop selling traditional film cameras in some parts of the world. Will this dramatic change in strategy help the company?

The Kodak company was founded by George Eastman. In 1888, he brought photography to millions of people when he launched a cheap, easy-to-use film camera.

In 2001, demand for film and cameras fell and Kodak cut a large number of jobs. A global decrease in travel and tourism post-9/11 resulted in more job losses.

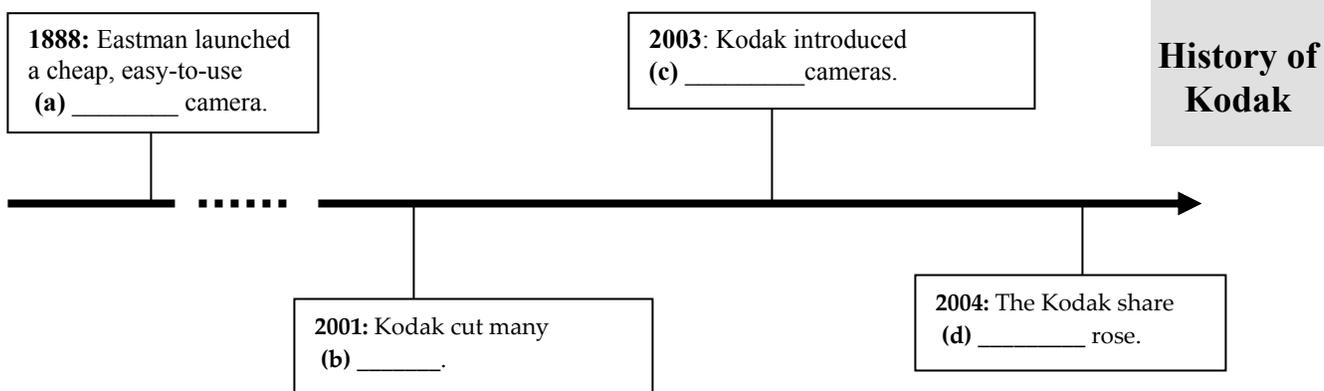
In 2003, 12.5 million digital cameras were sold in the US, compared with 12.1 million traditional film cameras, so

Kodak introduced a range of digital cameras. In January 2004 Kodak announced it will stop selling 35mm cameras in the US, Canada and Western Europe and the company's share price rose. Kodak also reported high demand for digital cameras in China, India and Russia. The company plans to invest \$3bn to develop and market more digital products.

The company's new strategy is to move away from traditional products in favour of high-growth digital technologies. It also plans to cut more product lines. Canon, Fuji and Nikon all introduced digital products much earlier than Kodak.

Although sales of traditional film cameras are decreasing, they still provide Kodak with good profits. But how long will it be before people stop buying traditional cameras?

3 Read the whole article and complete the missing words on the time line.



4 Work in small groups. Write the history of another company in six sentences. Present this history to the rest of the class, using a time line like the one above.