
Digital Transformation in the Consumer Imaging Industry

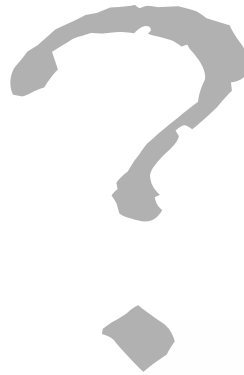
Alan Payne

*Photographic Projects Manager
Operations Manager
Kodak European Research*

Kodak



What kind of company is Kodak?

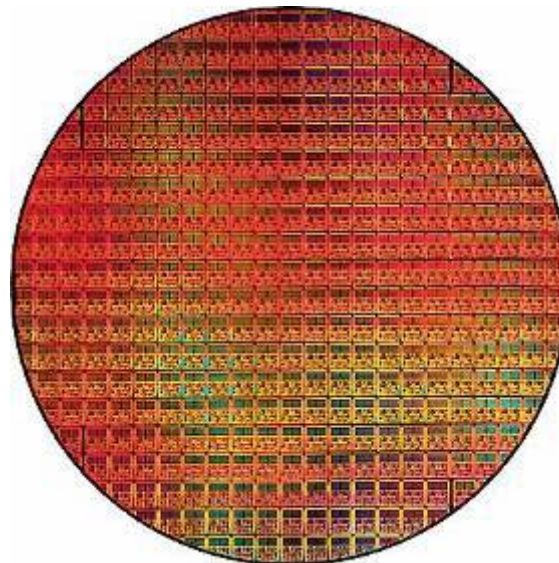


Kodak remains an imaging company

In transition from silver



to silicon



- Capture: silver halide film → chip
- Storage: silver halide film → magnetic/optical/chip
- Output: silver halide print → electronic display/digital print

Transformation of Research

20th Century Kodak

- Deep understanding and mastery of silver halide platform needed
- World experts inside the company
- Research located on manufacturing sites

Operating within Kodak's long-standing technical domains:

- Invent
- Develop
- Commercialise
- Support

Transformation of Research

21st Century

World experts are now (mostly !) outside the company

Kodak researchers will partner, collaborate with the experts

Need for faster moving research pipeline

No requirement for research sites to be located at manufacturing sites

Need for “open innovation” approach – culture change

What is happening in Kodak Research ?

Core Research Lab established focussed on disruptive, longer term technologies

Product development performed in the Businesses

Newly formed European Research Lab in Cambridge, UK spearheading new approach

Mission for Cambridge Lab

Search out excellent European science & technology of relevance to Kodak

Develop relationships with key centres of excellence

Build prototype systems to validate technology in a Kodak environment

Transfer technology to Parent Labs

Today

Key businesses aligned in four groups

Consumer Digital Imaging Group



- Digital Capture
- Home Printing
- Inkjet Systems
- Imaging Sensor Solutions
- Gallery
- Kiosks

Health Group



- Healthcare Information Solutions
- Output Systems
- Digital Capture
- Dental

Graphic Communications Group



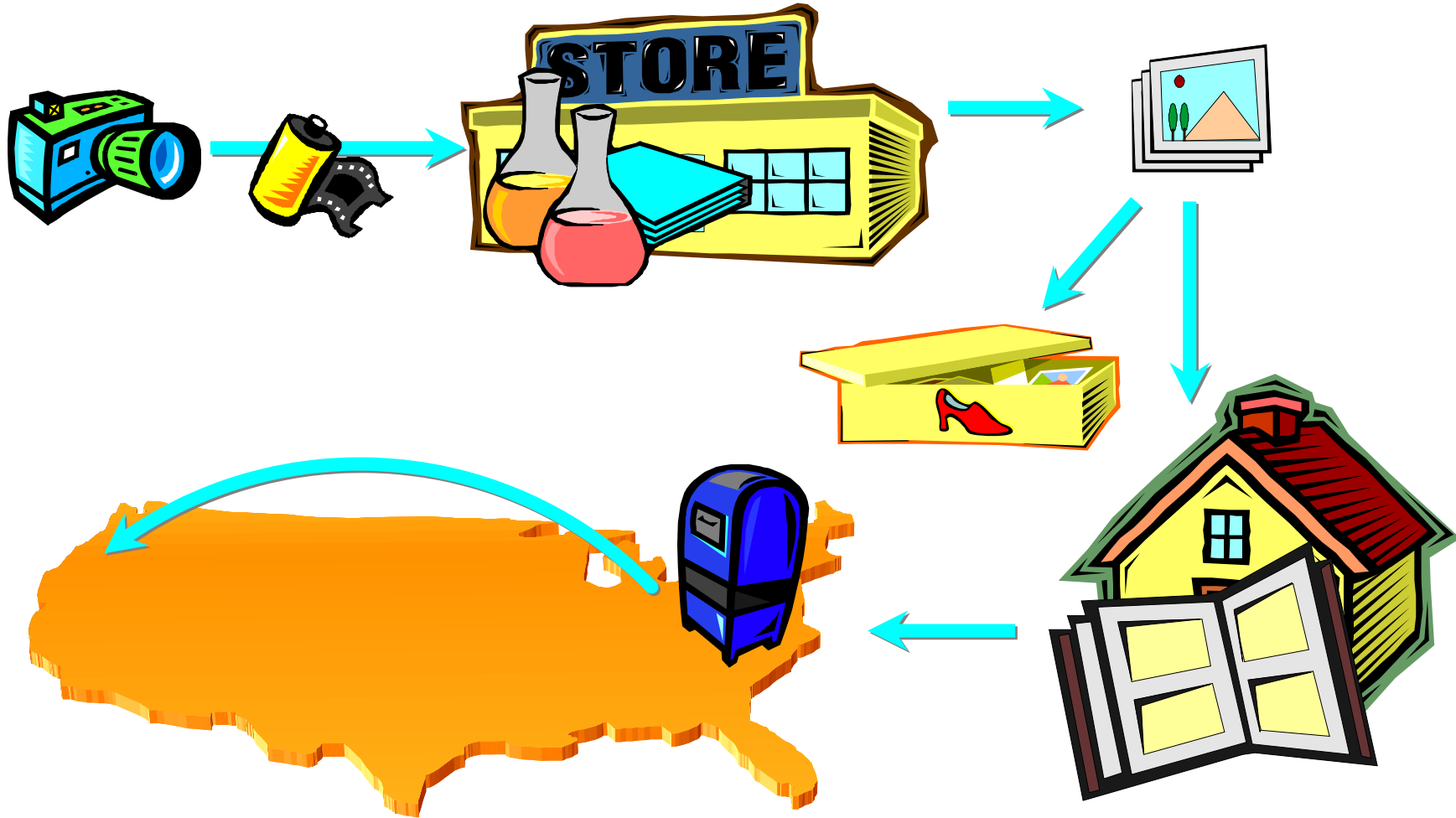
- Workflow & Prepress
- Digital Printing
- Consumables
- Global Svcs.
- Professional Svcs.
- Commercial Inkjet
- Document Products
- Imaging Svcs.

Film and Photofinishing Systems Group



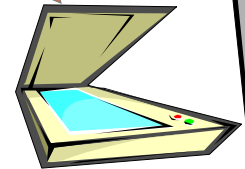
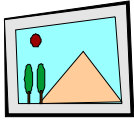
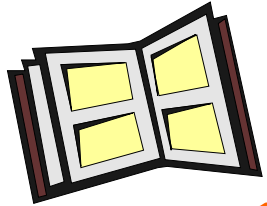
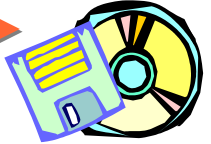
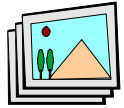
- Film & Photofinishing Svcs
- Pro Output
- Consumer Output
- Aerial Imaging
- Entertainment Imaging

Picture Life Cycle - Traditional

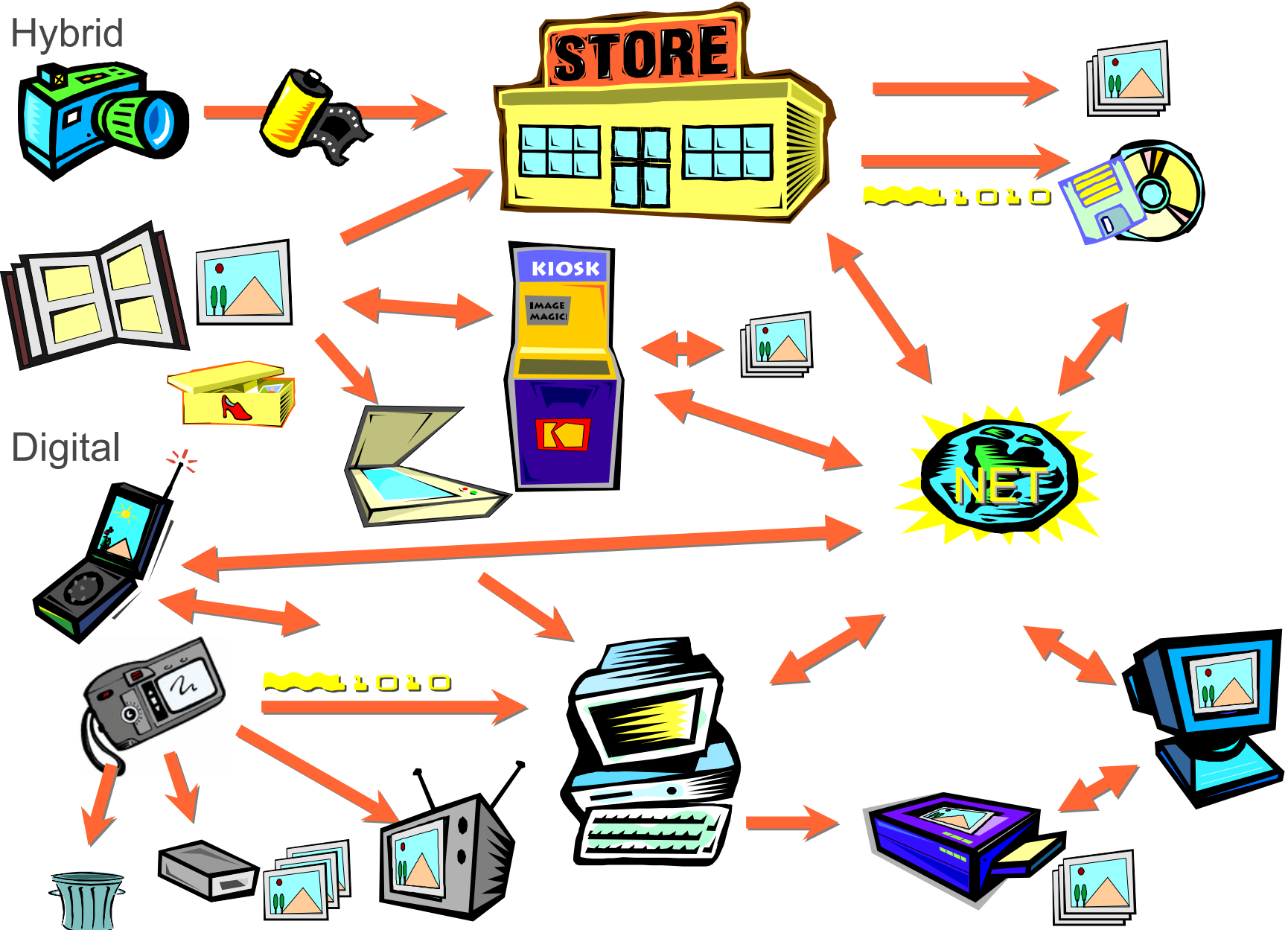
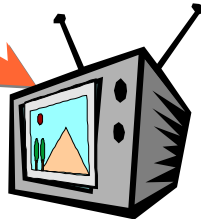
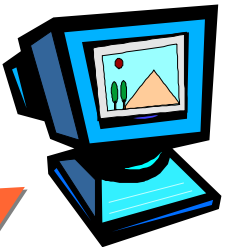
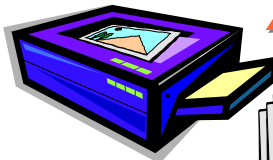
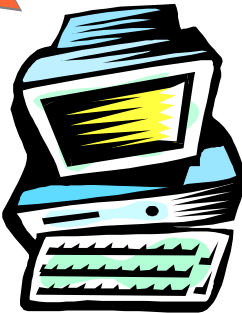
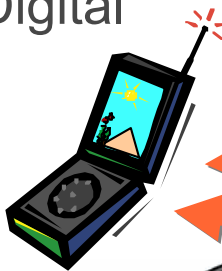


New Picture Life Cycle – Digital/Hybrid

Hybrid



Digital



Game Changers for the Digital System

Flawless Imaging

- The “**Kodak Perfect Touch**” Technology Platform will ensure the capture process captures what your eye saw, and produces images with the quality you expect – Automatically!



Intelligent Content

- The Kodak “**eFinder**” technology platform will automatically organize and manage your images, allowing you to easily browse, search and use your digital collection in ways you may never have imagined



Semantic Data

- The Kodak “**eMoment**” technology platform will know about you, your collection, your preferences, and your interests and will remove the traditional barriers that have prevented you from doing using your imaging assets to their full value



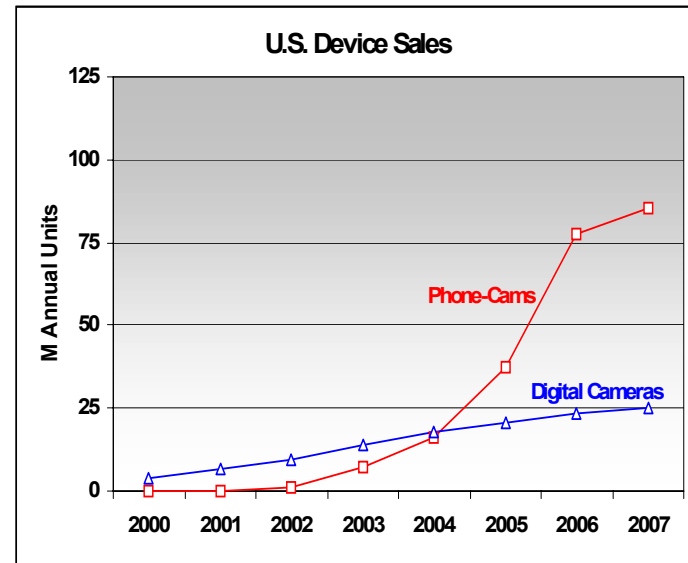
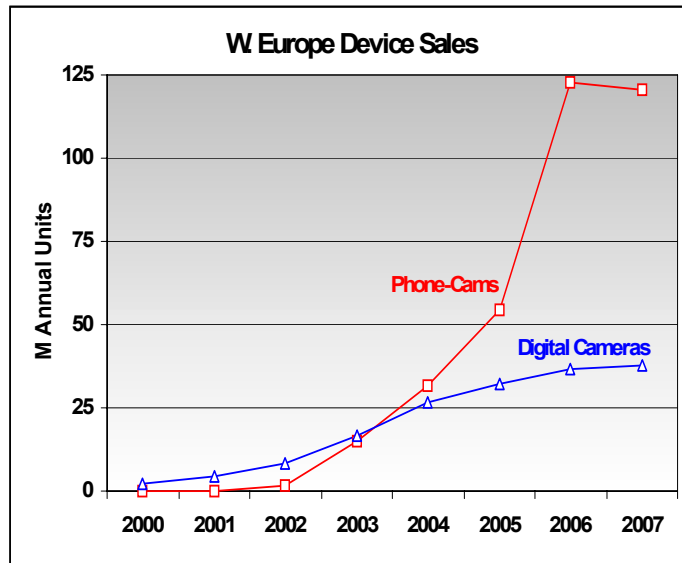
Capture

Flawless Imaging

-The “**Kodak Perfect Touch**” Technology Platform will ensure the capture process captures what your eye saw, and produces images with the quality you expect – Automatically with in-camera processing!



Mobile phone camera market



Number of cam-phones swamp DSCs

'Always with you' presents more picture taking opportunities

But, consumers need easy to use solutions

View and Share

Intelligent Content

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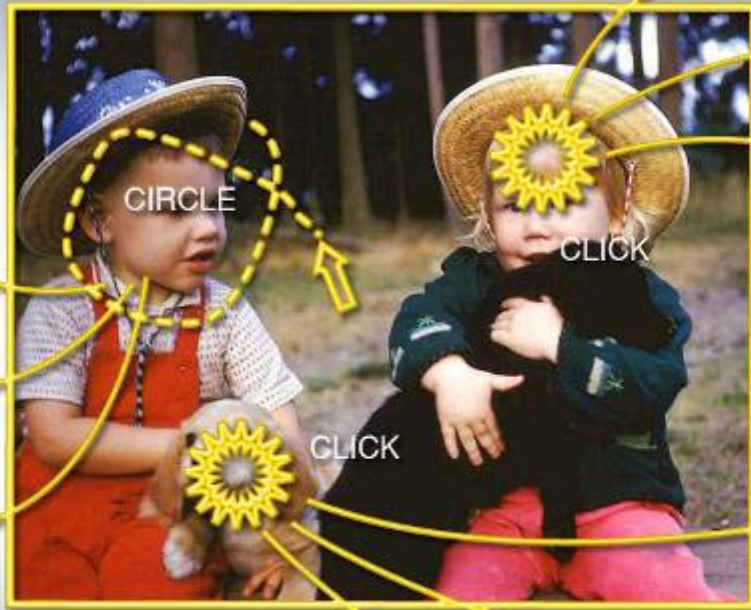


Image Search & Retrieval

SUBJECT BROWSING

by clicking on or circling subject

Results



Results



Results



Shape, color, object, texture, etc.

Automated search and browse of personal content by advanced image recognition and visualization technologies

Kodak EasySearch system enables us to access & retrieve content anywhere anytime

Summary

Kodak is going through a huge technology and business transformation

This is driving a new, very different approach to Innovation

The new Kodak Research facility in Europe is spearheading an open, collaborative approach

The way that images are used by consumers today presents some challenging issues for knowledge management

The digital imaging world offers some tremendous opportunities for advanced knowledge management concepts

Kodak

