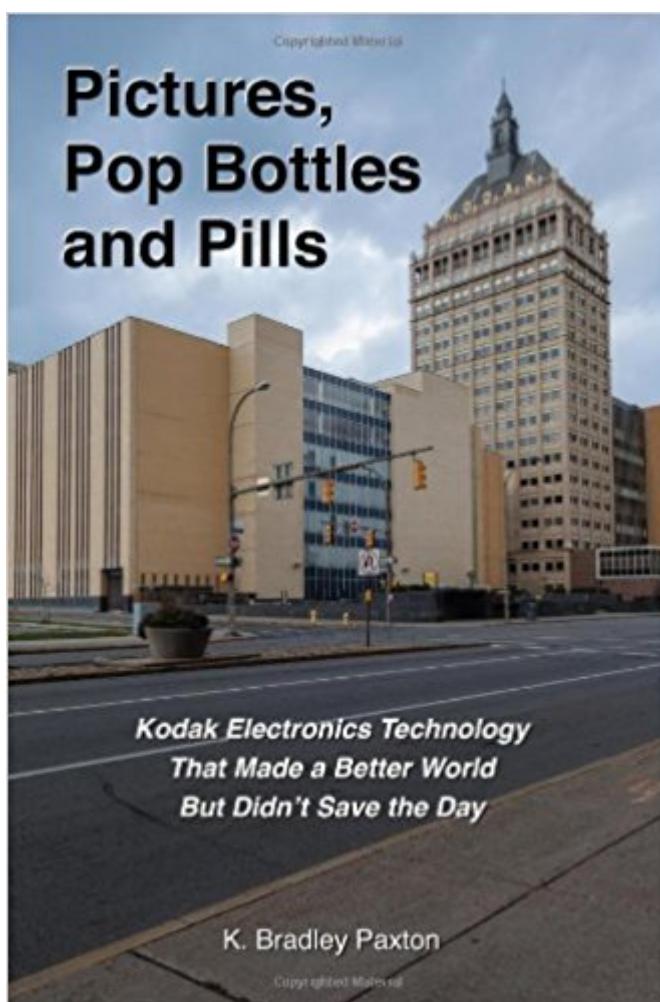


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# Pictures, Pop Bottles And Pills: Kodak Electronics Technology That Made A Better World But Didn't Save The Day



## **Synopsis**

This book is a celebration of the best Kodak moments of the last 50 years in electronic and digital technology. It is also the untold story of Kodak's pioneering efforts in the field of electronic imaging during the last third of the 20th century that eventually set the stage for how people capture, enjoy, and share images today. Insider and author K. Bradley Paxton had a front-row-seat for the photo giant's groundbreaking inventions ... and also for what went wrong. From the 1960s through the 1990s Kodak was an electronic-equipment powerhouse and digital pioneer -- from the development of Cold War spy-camera technology and the Lunar Orbiter and mirrors for the Hubble Telescope to the invention of the first digital still camera, Photo CD, and early digitization and restoration of motion pictures, including Disney's Snow White. An interesting, fun read.

## **Book Information**

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## **Customer Reviews**

Having spent 20+ years at Eastman Kodak I found this a fascinating read. The people at Kodak were amazing colleagues and I will always treasure those years. Working to help people capture, share and relive precious moments was a very cool business to work in. Innovations beyond products to share personal memories, including helping to explore space, made for very interesting days. It is great to have this archive of innovation documented.

As a retired Kodak engineer in the equipment area (not film), I was so pleased to see Brad's book spanning decades of what I worked on with many talented people during my 44 year career. It was

fast reading and I will share it with others. It was a sad eulogy for a once-proud company and its employees showing the overall faults of management not recognizing the need for change, yet not pointing the finger at any one individual.

Excellent history of the many projects, products and contributions to the electronics industry by the engineers, inventors and scientists at Eastman Kodak from the 60's to the 90's.

Dr. Paxton's booklet, a trip down Memory Lane with inferences about Kodak's role in saving the Universe as we know it is interesting but, unfortunately, flawed. The first duty of an author of a factual book is to report the facts! This Dr. Paxton does not do, likely in deference to helping his preferred consorts. For example credit for Æs selling the Disc camera is given to the wood styling model Dana Wolcott trotted around. It was well known the camera couldn't be built to that shirt-pocket footprint. Indeed it was trotted around the company so long that when the program manager Dave Monks took over he changed the format to the familiar vertical style. When asked why, he replied that the program needed freshening, the powers that be had seen enough of the binocular style and the program might die. (That it should have died due to poor image quality seems to be unmentioned). And the photo of a smiling Dr. Paxton and new Phd Steve Sasson with his digital camera is quite amusing. Pundits have often suggested that Kodak should have seen the crystal ball 40 years ago and immediately begun aggressive electronic fabrication efforts to get ready for the demise of film! Who better to do this than Dr. Paxton? Where were they to champion the product for the many years necessary? Well, they went into management, the road to success at Kodak. Actually Sasson's camera was never mentioned until , many years later, he spent several years working with the Kodak Office patent attorneys. Suddenly, with Kodak dying the way to profit is not manufacturing but royalty extortion of the companies who actually do make things- the many Japanese suppliers, who by the way supplied virtually all Kodak electronic products mentioned in the book (save the vaunted Koda-CCD). The buffoonery of Kodak's extensive management web is waiting to be told. But who shall tell? All books so far have been written by former manager's extolling their wisdom and ability to Æs save the company if I had been in charge. Yet like Anderson's tale of the Emperor's New Clothes they are unwilling to look in the mirror.

I'm retired from Kodak having worked in space recon among other things. I agree with his premise that they lost sight of what their business was.

Nicely done account that acknowledges the contributions of the fine engineers and scientists at Kodak who developed and designed many innovative imaging concepts. It brought back many fond memories of my 30 years working with them.

I thought my younger brother would enjoy this book because he was an engineer at Kodak for 33 years. Little did I know, he worked with Paxton on a number of projects. He also thought my younger brother and I might enjoy it so he bought 2 copies. He also bought himself a copy. Somehow my younger brother saw this book, and he too thought Mike would like it. He bought him a copy for Christmas. Are you keeping track? That's FIVE copies bought for different reasons, but almost all bought as Christmas gifts for 2013. I think that is quite possibly the strangest occurrence of a Christmas gift ever.

A fascinating read. Each chapter rapidly chronicles the innovations from the vast Kodak teams from the 1960s through to the twenty-tens. The development of CCD then CMOS sensors plus OLED technology and more is covered, as well as the spy satellite programs, scanning and printing technology and more. The costly foray into plastics and pharmaceuticals and its toll on the aging behemoth was sad. It was hard to put this book down. Other reviewers, presumably personally acquainted with the internals of Kodak, have left some interesting reviews questioning the veracity of Brad Paxton's viewpoint, but from the perspective of an interested bystander the book serves to illustrate just what phenomenal innovations the Kodak R&D and engineers achieved over the last 50 years.

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