

Revolutions in Photography: Past and Current

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Abstract

Imaging technology is special – it has profoundly impacted the way people see themselves and their world. A series of technological innovations over the last 160 years have improved the process and several of these changes impacted the fortunes of companies in the industry. But only one of the past technology substitutions revolutionized the very nature of consumer photography. A review of our photographic past provides a foundation for understanding the future impact of digital. We will explore the question of whether or not digital technology will revolutionize the ways in which consumers think about and use photos. And, if digital imaging does revolutionize consumer photography, what consequences might ensue?

Biography

Terry Faulkner experienced a remarkable 37-year career with Eastman Kodak. He spent 20 years in Human Factors where

he initiated a project to develop a detailed understanding of how user variables, scene factors and photosystem characteristics interact to influence the quality of consumer photos. During the course of building a database he carefully examined more than 50,000 photographs, recording more than 40 pieces of information on each image. In 1983 he was honored by the Human Factors Society with the “Alexander Williams Award for outstanding human factors contributions to a major operational system.” Terry also founded the first formal technology forecasting effort within Kodak, assessing technology substitutions that might threaten current photosystems and identifying technologies that might create fresh opportunities for Kodak. In his next position he was responsible for technology strategy in the Research Labs. More recently, he became responsible for strategy at the corporate level with the title of Director and Vice President, Strategic Initiatives, reporting directly to the CEO. He received his B.S.I.E. from the University of Arkansas and his M.S.I.E. from Northwestern University. He is the author of 16 published papers.