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Kodak to stop making low-end digital cameras

Concentrating on camera phones with Motorola

by Stuart Miles published on 23 May 2007

Kodak has said that it is to pull out of the low-end digital camera market following poor sales.

The company who has until recently focused its cameras on newcomers to the digital photography field announced its intentions at the JPMorgan Technology Conference in Boston.

"We're going to be abandoning the low-end of the digital camera business. As everyone knows, we're not making much money there. Now we have our own CMOS sensors, so you might see us going down in price because we can make money", said the company's president Antonio Perez.

The news comes on the back of news that the company is planning to release its own CMOS sensor in a Kodak camera and several Motorola mobile phones by the end of the year

No date was given to any withdrawal.

We will keep you posted.

