

Jim Carroll enjoys working with a vicious killer.



Just three years out of college, laser technologist Jim Carroll didn't make senior research physicist at Eastman Kodak Company by acting timid. So when he had the courage to pit science against a dread disease, we backed him. Win or lose.

The medical community enlisted Kodak's help in training lasers on the war on cancer. We responded with a pair of 500 million watt laser systems. And left the rest up to Jim.

In time, the lasers proved unsuccessful in treating cancer, but we'd do it again if we had to. Because while we're in business to make a profit, we care what happens to society. It's the same society our business depends on.



Kodak.
More than a business.