- The US saw this as a problem
- Made Technicolor give some cameras away
- Eastmancolor was made in Germany to spread Nazi propaganda
- Eastman refined this process of color masking, it was very cheap
- It didn’t have the same rich color, but audiences were shifting away from that look
- The cost effectiveness of eastmancolor sustained the color film industry
- Eastmancolor wasn’t stable, it faded a lot faster than other process, 5 years

**Digital Color**
- Ted Turner set out to colorize some old films
- Digitally manipulated the film to color them
- Computers were powerful enough to color entire film