

FUJI PHOTO FILM (EUROPE) G.m.b.H.
Heesenstrasse 31,40549 Dusseldorf, Germany
<http://www.fujifilm.de>
FUJI PHOTO FILM CO., LTD.
26-30, Nishiazabu 2-chome
Minato-ku, Tokyo 106-8620, Japan
<http://home.fujifilm.com>

NEWS RELEASE

PR-1


Fujicolor Pro 160S and Pro 160C
– Introducing next generation FUJICOLOR Pro series, the ultimate
color negative films for professionals –

PHOTOKINA 2004, COLOGNE, GERMANY, September 28, 2004 – Fuji Photo Film Co., Ltd. is proud to announce Fujicolor Pro 160S and Pro 160C, two medium-speed color negative films for professional use. Featuring smoother skin tone rendition, unprecedented neutral gray balance, exceptionally fine grain, and wide exposure latitude, these two new films represent the leading edge of Fujifilm's color negative film technology. Both have been optimized for digital scanning, and excel at digitally printed portraiture.

Combining smooth, gentle tonality with superbly natural color reproduction, Fujicolor Pro 160S is ideal for wedding, portrait, and fashion photography. Fujicolor Pro 160C meanwhile offers higher contrast and more vivid color, making it suitable for a wide range of assignments from portraiture and commercial work to architecture.

Notable with the introduction of these films is that all four Fujicolor professional films, including the ISO 400 and 800-speed emulsions, can now be printed using identical settings in a single print processing channel*, improving lab efficiency.

Simultaneously with the release of Fujicolor Pro 160S and Pro 160C, Fujifilm's high-speed color negative films will receive new names and package designs as part of a complete "Fujicolor Pro" line. The current NPH 400 will become Fujicolor Pro 400H, while NPZ 800 will be rebadged as Fujicolor Pro 800Z. All four products in this line are designed to combine the maximum benefits and quality of film with optimal suitability for digital technology.


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Picture
the Future

Fujicolor Pro 160S and Pro 160C Features:

1. Smooth, natural reproduction of skin tones

New color coupler technology both delivers exceptionally well nuanced skin tones and assures that all hues are rendered consistently from highlight to shadow, regardless of density. Pro 160S offers a gentler tonal curve, while Pro 160C features higher contrast and more saturated color.

2. Unsurpassed gray balance

Fujicolor Pro films reproduce gray tones with unparalleled neutrality and accuracy, even over a wide exposure range.

3. Significantly finer grain structure

The two new films boast even finer grain than their predecessors, with an RMS granularity of 3 (vs. 4 for the current NPS 160 and NPC 160)**. The result is notably smoother, richer-looking prints, especially at larger sizes.

4. Single-channel print processing

All four films in the new Fujicolor Pro line – the new Pro 160S and 160C, as well as the rebadged Pro 400H (currently NPH 400) and Pro 800Z (currently NPZ 800) – despite their differences in speed and contrast can now be printed under identical conditions in a single print channel*. This will simplify adjustment of print density and color balance, making it easier and more efficient for labs to provide photographers with the quality they demand.

5. Optimized for digital scanning and printing

A combination of excellent tonal linearity in wide exposure range (-1 to +3 EV) and exceptionally fine grain dramatically improve the scanning characteristics of Pro 160S and Pro 160C on Fujifilm's Digital Minilab Frontier and other digital printing equipment. Superior scanning consistency promises to make post-scanning color correction and retouching easier than ever before. In short, these films bring the huge information-carrying capacity of color negative film into an easier and more efficient digital workflow.

6. Generous exposure latitude

The Fujicolor Pro films' characteristics of wide exposure latitude (-1 to +3 EV) produce excellent gray balance, skin tone rendition, and overall color balance, delivering almost the same results as appropriate exposure.

7. 4th Color Layer Technology for color as the human eye sees it

All of the Fujicolor Pro films incorporate Fujifilm's proprietary 4th Color Layer Technology. The addition of a fourth cyan-sensitive layer to the typical RGB-sensitive layers helps simulate human color perception. Fujicolor Pro films reproduce delicate skin color and neutral colors just as the eye sees them, and deliver exceptionally consistent color balance regardless of light source, whether daylight, tungsten, fluorescent, flash, or mixed lighting.

* *Printing parameters may require fine adjustment depending on type of scene, lighting, film processing conditions, and other factors.*

** *RMS (root mean square) granularity is a widely used metric for expressing the degree of visible grain in photographic film. The lower the RMS number, the smaller the apparent grain. RMS granularity figures are shown as measured by Fujifilm's own tests. As color negative film is tested in a different system than color reversal film, RMS granularity figures cannot be compared directly.*

Availability

Availability of both new films is scheduled for spring 2005. Fujicolor Pro 160S and Pro 160C will replace the current Fujicolor Portrait Film NPS 160 and NPC 160.

The new Fujicolor Pro product line

Fujicolor Pro 160S (New)

Smooth, creamy reproduction of skin tones and neutral gray balance makes Pro 160S ideal for a wide range of applications from wedding photography to portraiture, fashion, and commercial work. Its extremely fine grain structure and outstanding sharpness assure beautiful prints even at the larger sizes.

Fujicolor Pro 160C (New)

Maintaining natural skin tones and clean, neutral grays, Pro 160C adds higher contrast and greater color saturation, making it a perfect choice for assignments from portraits and fashion to architecture and interiors. Like Pro 160S, its ultra-fine grain and superior sharpness guarantee superb enlargements.

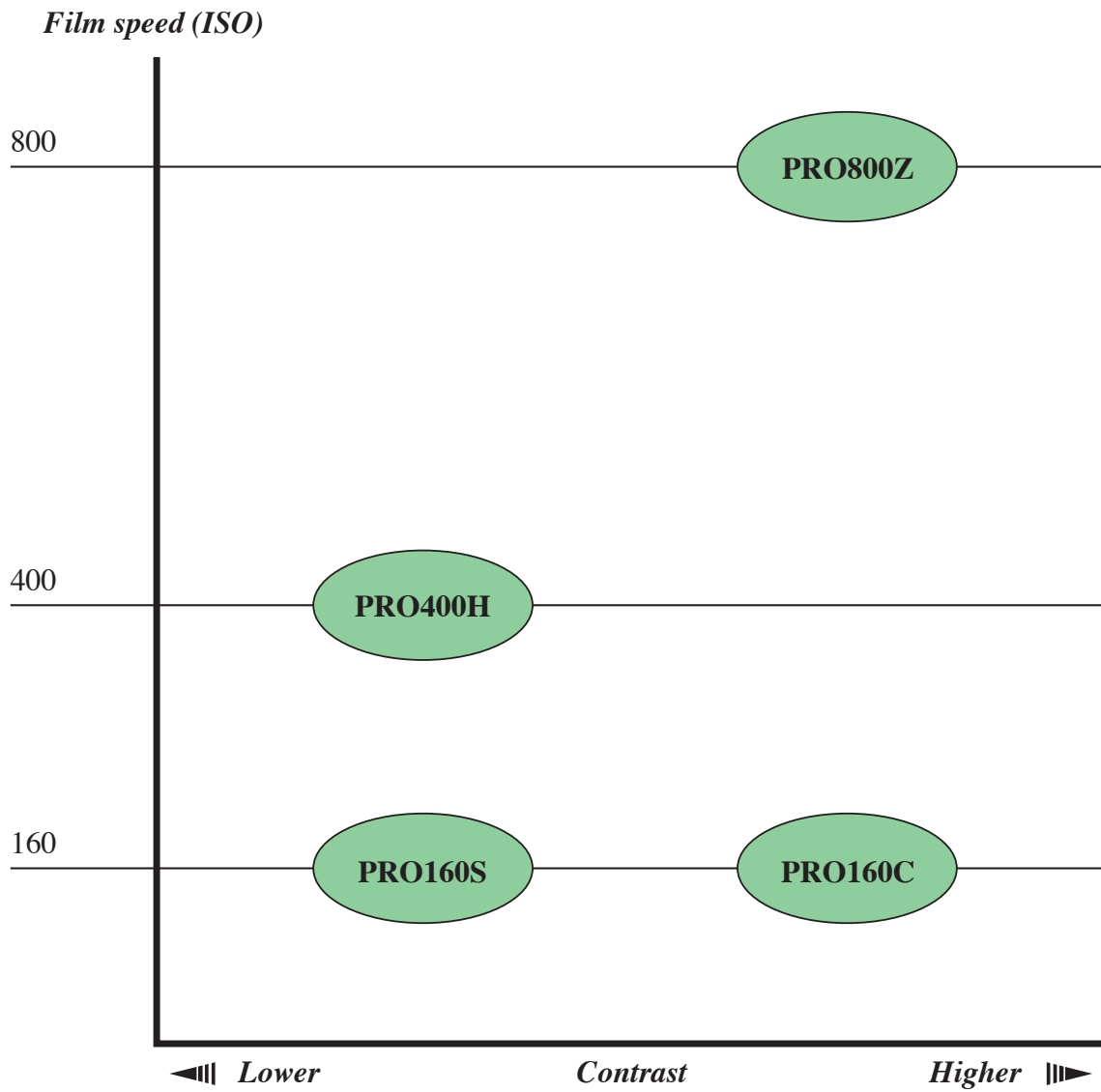
Fujicolor Pro 400H (currently NPH 400)

Pro 400H brings smooth, natural skin tones and neutral gray balance to the ISO 400-speed range. It also excels at portrait work, as well as indoor or outdoor location photography, particularly when light is limited.

Fujicolor Pro 800Z (currently NPZ 800)

Combining the highest speed of the Fujicolor Pro films with high color saturation, Pro 800Z delivers outstanding contrast and vivid color under a variety of light sources. Applications span wedding and party photography, and other location work, especially when using available light.

Relative contrast of Fujicolor professional negative films



The new technologies behind Fujicolor Pro 160S and Pro 160C

- **Super Nano-structured Sigma Grain Technology**

Pro 160S and Pro 160C owe their improvement in grain to a new Fujifilm technology known as Super Nano-Structured Sigma Grain. These extremely small, precisely controlled grains are designed to capture photons with high efficiency, boosting effective film speed while allowing a reduction in RMS granularity from 4 to 3**. This finer grain structure is particularly notable in large print sizes, reducing visible grain for smoother reproduction of skin texture.

***Figures based on Fujifilm's own tests. Due to differences in testing systems, RMS granularity figures cannot be compared to those for color reversal films.*

- **Super-efficient Coupler Technology**

The new yellow coupler employed in Pro 160S and Pro 160C is approximately 1.3 times more efficient at color formation than its predecessor. This allows a thinner emulsion layer, which in turn reduces unwanted reflection and diffraction of light. The result: less halation, less color blurring, and greater sharpness.

- **Super-efficient DIR Coupler Technology**

These new highly efficient DIR couplers further enhance what is known as edge effect, dramatically improving sharpness and three-dimensionality in prints, even at large sizes. The effect can be seen in the sharp, bright pupils of the eyes of portrait subjects, and in the realism and detail in the way these films reproduce clothing.

- **DIR Coupler – 4th Color Layer Technology Interaction**

The combination of the super-efficient DIR couplers and Fujifilm's unique 4th color layer has given the designers of these films new freedom in controlling interlayer effects. This allows these films to maintain their extremely delicate rendering of skin tones while improving overall color reproduction.