

Smoother. More Vivid.

# FUJICHROME PROVIA 400X

*Professional* **NEW**



Outstanding Versatility  
in an ISO 400 Film.  
Greater Saturation and  
Finer Grain for  
Today's Professionals.

NEW



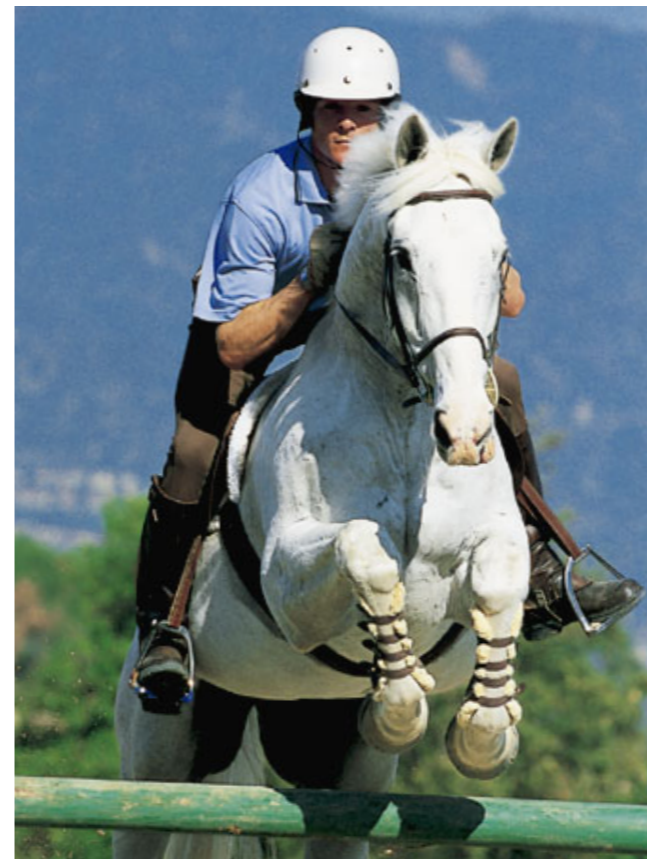
NEW



PROVIA 400X



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**PROVIA 400X -  
Crystallization of Advanced FUJIFILM Technology**

**ESC(Epitaxial Sigma Crystal) Technology**  
FUJIFILM's newly developed Epitaxial Sigma Crystal Technology is the result of bonding tiny silver-halide particles of varying composition to the apex of aspect-ratio-enhanced Sigma silver-halide crystals. This technology produces a granularity (RMS:11\*) in an ISO 400 film rivaling that of some ISO 100 color reversal films.

**PSHC(Pure, Stable & High-Performance Dye-Forming Coupler) Technology**  
The high purity yellow, magenta and cyan dye-forming couplers found in Velvia 100, 100F and ASTIA 100F film have also been built into the PROVIA 400X, resulting in extremely high color purity. Moreover, these couplers provide high durability and stability characteristics for significant advancements in image preservation.

**MCCL(Multi-Color-Correction Layer) Technology**  
PROVIA 400X uses our multi-color correction layer technology to control inter-image effects, ensuring the high saturation levels desirable in landscape and product photography while simultaneously assuring the tonal accuracy required for portraiture and skin color reproduction.



**Higher Saturation, More Vivid Color**

A new color reversal film that builds upon the natural color balance of PROVIA 400F to achieve desirable levels of saturation. Beautiful colors of high purity and well-structured color balance.

**More Mobility with ISO 400 Speed**

PROVIA 400X delivers the high shutter speed capability of an ISO 400 film, enabling photographers to accurately capture fast-moving objects and decrease their dependence on tripods. Provides high performance under challenging weather conditions as well.

**World Class Ultra-Fine Granularity**

A new level of fine grain (RMS:11\*) in an ISO 400 color reversal film. Delivers smooth, finely-textured and seamless gradation in the reproduction of skin tones, along with remarkable sharpness.

**Superior Push-/Pull-Processing Characteristics**

The perfect choice for photography under poor lighting. Minimal change in color intensity and tonality throughout the -1/2 stop to +2 stops range(EI 280 - 1600), and extending even to +3 stops (EI 3200) in certain conditions. Performs well when long exposure times are required.

**Dazzlingly Rich Color Tones that Are Built to Last**

Delivers rich color tone reproduction from highlights to shadows. New dye-forming couplers boast astoundingly sturdy color pigments that can maintain color integrity for nearly 100 years.

**Versatility, from Photojournalism to Fashion**

A film that gives professional photographers incredible range with high quality, high saturation images whether shooting nature, sporting events, fashion models, or portraits.

\* RMS(root mean square) granularity is a widely used standard for measuring the degree of grain in photographic films and prints. The lower the RMS number, the smaller the apparent grain.



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