



Director of Photography Vladimír Smutný won an Academy Award for the film *Kolja* directed by Jan Sverák in 1996. In addition to more than 30 feature-length films in the Czech Republic, he has made a series of feature-length films and TV series in France, including the famous *Inspector Maigret*. All these films were shot on Kodak color negative stock. Smutný tried ETERNA

series color negative stock for the first time in 2007, for the film *OKO* (Eye), and he fell in love, to the extent that the new *Tobruk* war film that is currently being filmed in Africa is shot on ETERNA 250.

Czech Republic

Smutný says "After the first exposure tests, I knew I was holding an exceptional material with remarkable characteristics. True colors, wide exposure range, remarkable fineness of grain, natural reproduction of neutrals and skin tones. ETERNA 250, which I used for my *OKO* film gave very good results in underexposure, too." ■

	OKO
STOCK USED	ETERNA 250

OKO



Fujicolor Stock Posts High Sales in Czech Republic

Reported by Michael Bloch, President of FUJIFILM CZ, s.r.o.

In 2007, more than 50% of the feature-length films made in the Czech Republic were shot on the new ETERNA series of Fujicolor negative stock. We have thus managed to break through the long-lasting absolute dominance of Kodak color negative stock. This great success was possible thanks to systematically working with Directors of Photography, but the main credit – and I would like to emphasize this – goes to the premium quality of the new ETERNA color negative stocks. Thanks to the extraordinary characteristics of this filming material, new feature-length films produced in the Czech Republic, involving a wide range of prestigious Directors of Photography,

are receiving acclaim not only in our country but throughout Europe.

The popularity of the new ETERNA series is also evident in the area of TV commercials, where we can see great changes in the ratio of Fujifilm/Kodak negatives – the ratio is constantly improving in favor of Fujicolor film stock.

The Czech Republic is a small country and the capacity of its market (and therefore overall sales) cannot be compared with large European countries; however, each change in the ratio of color negative use in Fujifilm's favor must be seen as a great success. ■