

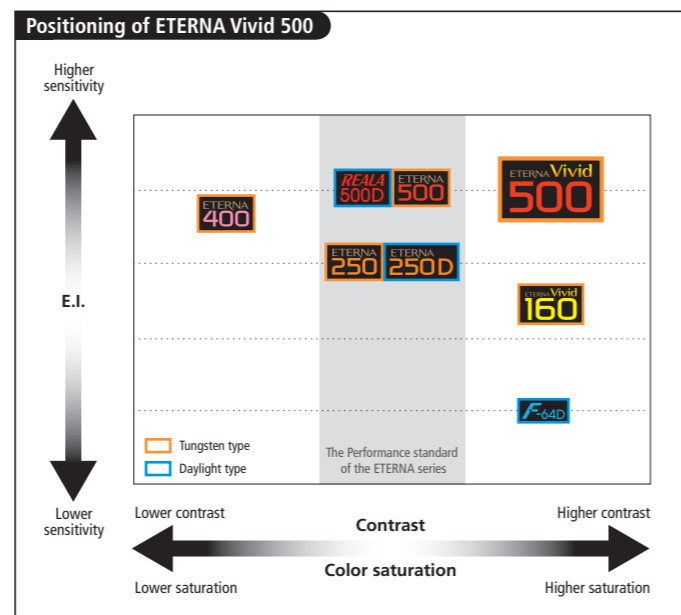
ETERNA Vivid 500: Expanding the Expressive Range of High-speed Film

Since its introduction in 2007, ETERNA Vivid 160 has been highly acclaimed by filmmakers and image creators across the globe for its unique vivid color tone with high contrast and saturated colors. The higher its reputation becomes, the more creators demand: "If we could only have a high-speed stock which offers the unique color tone of Vivid 160, we could use it to challenge even wider shooting conditions." The new ETERNA Vivid 500 is Fujifilm's response to the mounting expectations of the world's imaging creators.

Shooting with both the new ETERNA Vivid 500 and ETERNA Vivid 160 makes image reproduction possible with the high contrast and brilliant color characteristics unique to "ETERNA Vivid" under a wider range of shooting conditions from day scenes to night scenes.

Expanding the horizon of motion picture film possibilities with its advanced technologies, Fujifilm supports all filmmakers and image creators across the globe by developing and supplying innovative films.

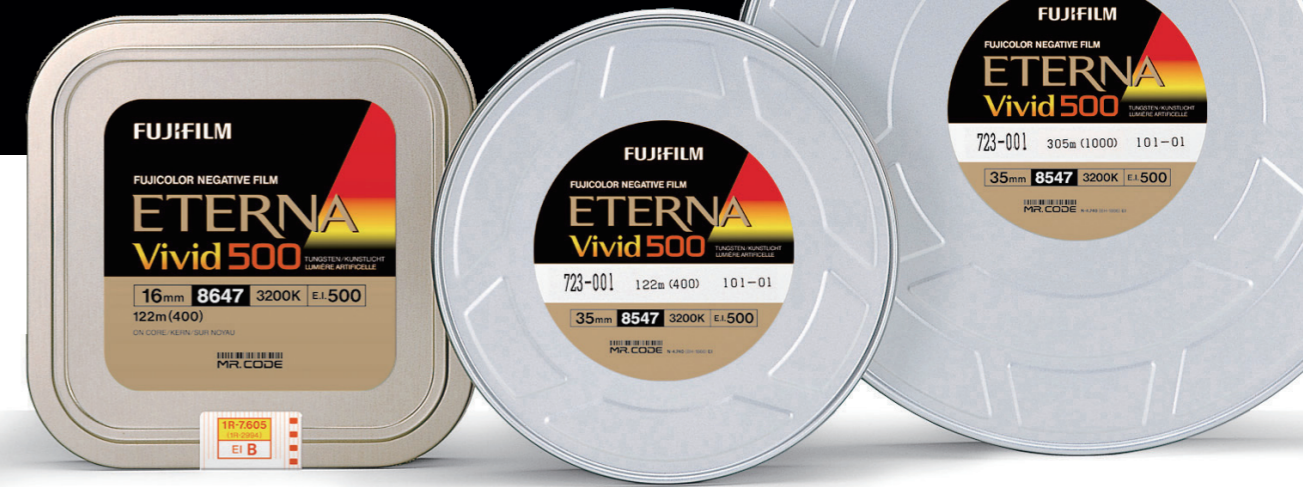
New ETERNA Vivid 500 inherits its saturated color, high contrast and superior sharpness from the acclaimed ETERNA Vivid 160. Offering excellent matching with Vivid 160, this E.I. 500 color negative film expands the parameters for shooting sharp, intense color into the realm of night scenes, producing distinctive images under a range of challenging shooting conditions. Exceptional image quality is maintained even during telecine transfer for TV work or digital processing of motion picture footage. Exhibiting superior high-speed performance, ETERNA Vivid 500 ushers in a new era in cinematic expression.



FUJICOLOR NEGATIVE FILM

ETERNA Vivid 500

NEW



35mm Type 8547
16mm Type 8647

Performance Features of ETERNA Vivid 500

- > **High color saturation**
An evolved version of ETERNA series' Super Efficient DIR-Coupler Technology promotes adhesion and separation of colors, creating a rich, translucent palette.
- > **High contrast**
The highest contrast in the ETERNA series of motion picture color negative films combines with a highly saturated palette to produce rich, vivid color and crisp, deep blacks.
- > **Optimized gradation balance**
ETERNA Vivid 500 produces balanced, attractive skin tones and grays across a wide range of exposure conditions.
- > **A Seamless Match with Vivid 160**
Sharing the intense, translucent palette of Vivid 160, ETERNA Vivid 500 makes it possible to create seamless footage during editing.
- > **Enhanced telecine characteristics**
Excellent linear response and color balance facilitate color adjustment during telecine transfer. Optimized orange mask density and sharpness balance result in improved scanning characteristics. In addition to exceptional sharpness, these improvements also minimize noise during film scanning.

Three Technologies Achieve Dramatic Image Quality

- > **Super Nano-structured Σ Grain Technology**
Fujifilm has developed a technology that precisely controls the light-sensitive structure of the silver-halide grain to nanoscale, resulting in extremely fine grain. Photons generated by exposure to light are concentrated in the photosensitive nucleus via electron accumulators. The grain is designed with a precise electron accumulator structure that efficiently concentrates photons to form the latent image. The grain configuration is precisely engineered to a thickness that minimizes reflections, effectively limiting light scatter and boosting sharpness.
- > **Super-Efficient DIR-Coupler Technology**
Existing DIR Couplers, which control the image formation process by releasing development inhibitors during development, produce improved definition and color reproduction. Now, a DIR coupler has been developed to work effectively with the Super Nano-structured Σ Grain, resulting in further enhancements in color and sharpness.
- > **Super-Efficient Coupler Technology**
A yellow coupler has been developed for enhanced color formation effect during processing. This highly efficient color formation makes it possible to create a thinner layer of emulsion, minimizing dispersion of light and creating crisp, clear images with little distortion.

For further information about the ETERNA Vivid 500, please visit the website. http://www.fujifilm.com/products/motion_picture/index.html