



## ETERNA Vivid 500 Launching Events Held in Japan



Between July 24 and 29, 2009, ETERNA Vivid 500 new product launching events were held in Tokyo, Kyoto and Osaka, attended by many movie-related persons.

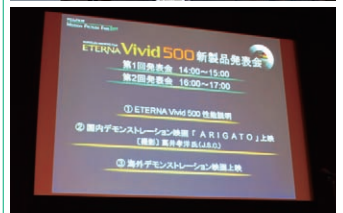
Following technical explanations about the ETERNA Vivid 500 and the screening of films comparing the film stock's performance, demonstration

movies were shown that had been shot on ETERNA Vivid 500. The first movie to be shown was *ARIGATO* ("Thank You")\* shot by DOP Takahiro Tsutai JSC, and this was followed by the screening of an omnibus film\* produced in Los Angeles by the three cinematographers, Phedon Papamichael ASC, Kramer Morgenthau

ASC, and Dion Beebe ASC, ACS.

The movies were highly evaluated by attendees, as expressed by comments including "the color reproduction is vivid and has a translucent palette" and "blacks are deep and crisp." Fujifilm is planning to organize launching events for the new emulsion for filmmakers throughout the world. ■

\* For more information about *ARIGATO* and the omnibus film by the three U.S. DOPs, see page 5 and pages 3-5, respectively.



Kiyotada "Kevin" Masuda, General Manager of Motion Picture Film, International Marketing, Photo Imaging Products Division of FUJIFILM Corporation speaking at the launching event (middle photo above).

### Views of Technical Staff on the New Emulsion

## "ETERNA Vivid 500 expands the expressive range of high-speed film"



Takao Uchiyama, Motion Picture Film Technical Staff, Imaging Materials Production Division of FUJIFILM Corporation gives a technical summary of the ETERNA Vivid 500 at the launching event.

In March 2007, immediately following the start of sales of the ETERNA Vivid 160 with its characteristics of high color saturation and high contrast, Fujifilm received many requests from users from all around the world who wished to have a high speed film that incorporated similar characteristics.

Although there were considerable technological hurdles to realize a high film sensitivity corresponding to E.I. 500 while maintaining the high color saturation and high contrast, we were able to support the requests of imaging creators this time through conducting repeated technical trials based on the

three technologies for achieving dramatic high image quality that have been introduced to the ETERNA series.

Among the three technologies for realizing high quality imaging, we particularly optimized the grain and coupler technologies in the highly sensitized emulsion, seeking a balance that would allow the maximum expression of each effect. As a result, we could succeed in extending the high saturation and high contrast capabilities while maintaining an outstanding grain size that is the same as in the highly evaluated ETERNA 500.

Further, in the color reproduction, in addition to creating highly saturated colors, we took particular care to ensure that the colors of the subjects being filmed were correctly and favorably reproduced. We placed special attention on recreating the color formation of black. During the trial product testing, I remember how delighted I was to hear users commenting during the market evaluation that they could "feel the richness of the black". I believe that the results of carrying out repeated tuning while placing the highest priority on actual shooting evaluations have become apparent in the performance of this film stock.

I hope very much that users will be able to experience for themselves the characteristics of ETERNA Vivid 500 described above. By filming in combination with ETERNA Vivid 160, which offers high saturation and high contrast at a different film speed, or with ETERNA 400 delivering contrasting characteristics of remarkable shadow detail along with soft and smooth gradation, I believe that filmmakers and creators will be able to experience the width of the expressive range realized by the ETERNA color negative series.

In the future, Fujifilm will continue to develop ETERNA series products to further pursue the possibilities of film expression with the aim of realizing top-grade imaging expression. ■