

NEW **KODAK PROFESSIONAL PORTRA** FILM
ALWAYS DELIVERS BEAUTIFUL SKIN TONES. NOW REENGINEERED FOR FINER GRAIN.



Kodak Professional
Imaging Solutions



“PORTRA VC Films give you punchy color and neutral skin tones. If there’s any bright color in the frame, I would always want to shoot VC.”

— Allyson Lubow





© Isabel Lawrence Photographers, 2006

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NATURAL SKIN TONES. IDEAL COLOR. PHENOMENAL DETAIL.

For years, professional photographers have preferred KODAK PROFESSIONAL PORTRA Film. Its unique T-GRAIN® Emulsion technology consistently delivers smooth, natural reproduction of the full range of skin tones, plus exceptional color and tone scale. Thanks to new Micro-Structure Optimized T-GRAIN Emulsions, you can now expect finer grain at all speeds and greater enlargement capability. And PORTRA 160VC Film and PORTRA 400VC Film now provide a more ideal combination of higher color saturation and lower contrast, for optimal performance in high-color applications. Wherever your camera takes you—flash or daylight, indoors or out, candid or posed—KODAK PROFESSIONAL PORTRA Film lets you capture your vision more truthfully, more beautifully, and with greater impact.

KODAK PROFESSIONAL PORTRA Film

- For a wide range of applications from wedding photography and portraiture to fashion, studio, and location work.



A close-up photograph of a bride with dark hair, wearing a white lace wedding dress and a sheer white veil. She is looking down at a large bouquet of flowers, which includes several large purple peonies and a few blue roses. The background is a soft, out-of-focus green, suggesting an outdoor setting. The lighting is natural and soft, highlighting the textures of the lace and the delicate features of the bride's face.

“The film’s natural, romantic colors are the perfect choice for flattering portraits — when we’re dealing with different ethnicities, and lots of subtle color. For a more elegant, yet natural feel, 160NC is definitely the way to go.”

— Isabel Gomes



CAPTURE EVERY BREATHTAKING DETAIL.

The lighting is exquisite because you've made it so or because the sun and the elements all around you have seemingly aligned. In either case, capture and reveal every intricacy with KODAK PROFESSIONAL PORTRA 160-Speed Films — now reengineered to deliver finer grain. Choose PORTRA 160NC Film for natural color and low contrast to expose the subtle splendor of the moment. Choose PORTRA 160VC Film for more vivid color and slightly higher contrast to bring out rich, vibrant details. Whichever film the scenario calls for, expect the ideal level of color saturation and contrast to match the situation.

PORTRA 160NC Film

- For subtle color and natural skin tones in controlled lighting situations.

PORTRA 160VC Film

- For enhanced color in flatly lit situations, or when color is predominant.



“When we need the color to really pop, the 400VC is great. The faster film speed comes in handy for lower light or just shooting indoors by a bright window. And, the vivid color really made the dress stand out beautifully in that subdued setting.”

— Lawrence Gund





© Isabel Lawrence Photographers, 2006

© Gabrielle Revere, 2006

CONTROL THE SITUATION EVEN WHEN YOU CAN'T CONTROL THE LIGHT.

The new generation of KODAK PROFESSIONAL PORTRA 400-Speed Films lets you capture every spontaneous moment—now with exceptionally fine grain. Freeze the action, stop down for extra depth of field, or pick up added detail in shadow areas—even in unpredictable light. Choose PORTRA 400NC Film for lower contrast, and colors and skin tones that look real and natural in a variety of lighting situations. Choose PORTRA 400VC Film for vibrant color and slightly higher contrast to add snap to images shot in flat or overcast light. In all instances, enjoy true spontaneity, true flexibility, and true creative freedom.

PORTRA 400NC Film

- ▶ For subtle color and natural skin tones in low-light situations or with on-camera flash.

PORTRA 400VC Film

- ▶ For enhanced color in low light.





“The grain holds up beautifully, the colors are very true and it’s a wonderful bonus being able to shoot without flash in lower-light conditions. It allows us to be less obtrusive while still being able to get lovely, natural shots.”

— Isabel Gomes



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SUPERIOR UNDEREXPOSURE LATITUDE FOR LESS-THAN-PERFECT CONDITIONS.

Capture stunning images in the most challenging lighting conditions. KODAK PROFESSIONAL PORTRA 800 Film is now enhanced to deliver all the advantages of a high-speed film along with finer grain, higher sharpness, and more natural skin tones and color reproduction. PORTRA 800 Film delivers best-in-class underexposure latitude, with the ability to push to 1600 when you need extra speed. It is ideal for long lenses, fast action, and low light, enabling you to capture shadow details without flash. PORTRA 800 Film—for perfectly stunning results with less-than-perfect light.

PORTRA 800 Film

- For enhanced color and natural skin tones in the most difficult lighting situations.





INNOVATING HOW BEAUTY IS CAPTURED.

© Dror-Forshée, 2006



© Gabrielle Revere, 2006



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KODAK PROFESSIONAL PORTRA FILM



"We can't imagine our lives without photography and we can't imagine photography without PORTRA Film. There is something inherent in a negative that is special. And we love its permanence."

— Isabel Gomes & Lawrence Gund
Isabel Lawrence Photographers



"I enjoy the latitude with highlight and shadow detail that PORTRA Film gives. There is a beauty to film that is irreplaceable. For me, film is a truer version of reality."

— Allyson Lubow



"I feel like nothing compares to film. And for me, PORTRA is the best film on the market. The grain structure is very, very tight, and the sensitivity to skin is right on the mark. I'd shoot every job with it. I have been shooting every job with it."

— Gabrielle Revere



"We love the beauty of film. The richness, tonal range, and detail make it a great choice for our work. The new PORTRA Film offers amazing aesthetic details."

— Hagit Dror & Bill Forshée

TECHNOLOGY

BENEFIT

New Micro-Structure Optimized T-GRAIN® Emulsions

Noticeably finer grain

Kodak's Proprietary Advanced Development Accelerators

Enhanced scanning performance

Antenna Dye Sensitization (High-speed films)

Allows for greater enlargement

Human Eye Spectral Sensitivity

Beautiful, natural skin tones

High-Efficiency Masking Coupler

Superb color reproduction, even under mixed lighting

Improved DIR Coupler Technology

Optimized sharpness

Distinct edges, fine detail

Precision Sensitometry with extended latitude

Best-in-class underexposure latitude

True-to-speed exposure accuracy

Captures a greater range of brightness

More highlight and shadow detail

Unified Film Emulsion Technology

Single-channel printing across speeds and formats

Album compatibility

"It's great having the variety of film speeds and subtle color vs. vivid color. We wouldn't think of shooting without having all of them at our disposal. They're great tools to have in your camera bag."

— Isabel Gomes & Lawrence Gund

KODAK PROFESSIONAL PORTRA Film.

Choose KODAK PROFESSIONAL PORTRA Films for natural skin tones, ideal color, and finer grain in every situation. Day or night, studio or location, candid or posed, KODAK PROFESSIONAL PORTRA Films deliver:

SPECTACULAR SKIN TONES

Reengineered PORTRA Films deliver smooth, natural reproduction of skin tones, plus exceptional color saturation.

FINER GRAIN

New Micro-Structure Optimized T-GRAIN® Emulsions now enable PORTRA Films to deliver finer grain than ever before.

OUTSTANDING SCANNING RESULTS

With finer grain and an emulsion overcoat specially designed for scanners, PORTRA Films reproduce beautifully.

SUPERB COLOR IN MIXED LIGHT

No matter the lighting conditions, even under fluorescent, you can expect beautiful, natural color.

BEST-IN-CLASS UNDEREXPOSURE LATITUDE

No other color film gives you so much latitude (-2 to +3 stops). Shoot with confidence even under challenging lighting conditions.

TRUE-TO-SPEED ISO RATINGS

There's no need to test or compensate. Set the meter to the box speed and start shooting.

MATCHED PRINTS

PORTRA Color Negative Films give you beautifully matched prints across all speeds and formats, due to Single-Channel Printing Technology.

Kodak is committed to providing professional photographers the tools they need to express their individual artistic viewpoint. You can count on Kodak to continue to celebrate, promote, and perfect our portfolio of film so that you can continue to capture your vision truthfully, artfully, perfectly.

**FOR MORE INFORMATION, VISIT WWW.KODAK.COM/GO/PORTRA
TO FIND A PRO LAB, VISIT WWW.KODAK.COM/GO/PROLABLOCATOR**

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PORTRA 160NC Film

- ▶ natural colors
- ▶ extremely fine grain
- ▶ low contrast
- ▶ ideal for controlled lighting



PORTRA 160VC Film

- ▶ vivid colors
- ▶ extremely fine grain
- ▶ medium contrast
- ▶ ideal for controlled lighting



PORTRA 400NC Film

- ▶ natural colors
- ▶ very fine grain
- ▶ low contrast
- ▶ ideal for a wide range of lighting conditions



PORTRA 400VC Film

- ▶ vivid colors
- ▶ very fine grain
- ▶ medium contrast
- ▶ ideal for a wide range of lighting conditions



PORTRA 800 Film

- ▶ well-balanced color saturation
- ▶ very fine grain
- ▶ superb sharpness
- ▶ ideal for long lenses and low light



BW400CN Film

- ▶ very fine grain
- ▶ smooth tonal transitions
- ▶ process C-41
- ▶ delivers black-and-white prints on color paper



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