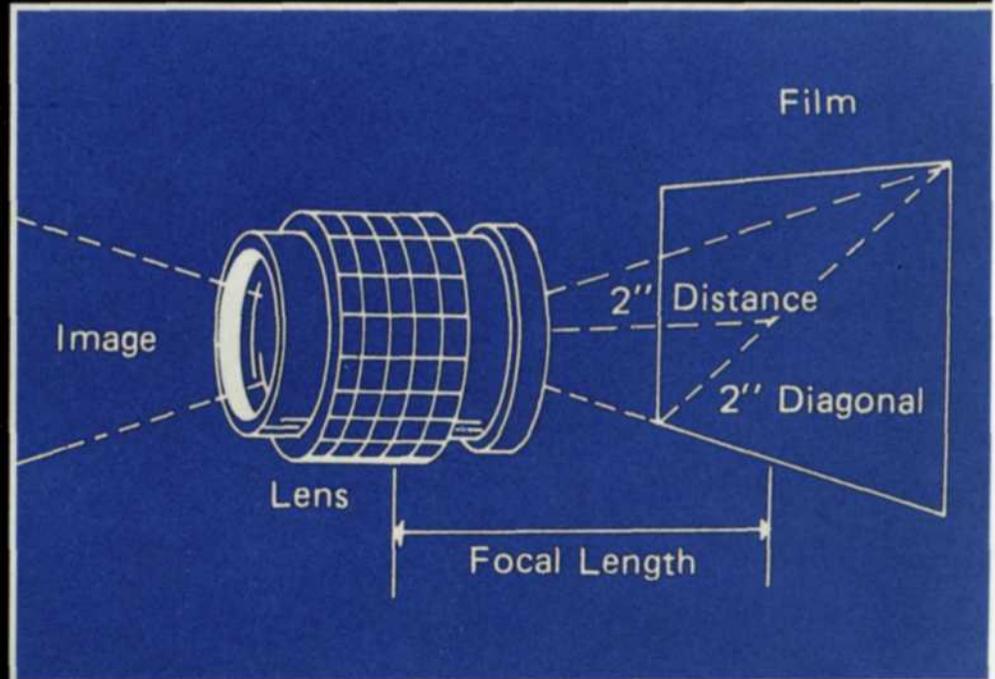


Polaroid films have become an invaluable tool for amateur and professional photographers alike. If—without these pack films—professional photographers had to rely on conventional films and processing to check lighting and exposure, they would lose time and clients. The amateur photographer uses Polaroid pack films to guarantee he or she hasn't missed that precious moment by having to wait for the film to return from the photo lab.

Polaroid's introduction into the 35mm marketplace was with Polachrome for color slides; Polapan for continuous-tone black-and-white slides; and Polagraph for high-contrast black-and-white slides. Now Polaroid announces two new additions to its growing family of 35mm films. The first is called High-Contrast Polachrome, and is designed for the user who found Polachrome too low in contrast. The second is a unique film called PolaBlue, which is designed to make blue-and-white lecture slides from black-and-white artwork.

ALL PHOTOS BY AUTHORS



POLAROID FILMS

High-Contrast Polachrome & PolaBlue in action! By Jack & Sue Drafahl

HIGH-CONTRAST POLACHROME

The High-Contrast Polachrome is a welcome improvement over the original Polachrome. Many Polachrome film users require a higher contrast color film when doing technical work such as computer graphics, original artwork, low-contrast studio applications or microscopy. The ISO rating of 40 is still somewhat slow, but for most technical applications speed is not important.

The most notable improvement shows when the film is used for microscope work. The resolution and contrast are ideal and make excellent slides for projection. The daylight balance does require the introduction of an 80A filter, however, but most microscopes use this filter as a standard attachment. The film's overall color balance with this filter is excellent, with a very clean white background. We actually found the H-C Polachrome to be better for this application than conventionally processed films.

Computer graphic applications with the High-Contrast Polachrome are endless. Full color test slides, pie charts, bar charts, and freehand drawing can now be plotted, photographed and presented within minutes of a slide presentation. (Refer to PHOTOgraphic's May, 1987, User Report, "Polaroid Palette Computer Image Recorder.")

The color saturation and sharpness of images shot on the computer are much more brilliant. If the computer graphics have a black background, you will notice the background has a slight green hue when viewed on the light box, but is neutral when projected with a slide projector.

One important point to remember with Polachrome film is that the viewing density is somewhat different than conventional films. Because the density of the Polachrome is darker, comparing it to other films on a light box may not do it justice and you may form an incorrect opinion. Actual evaluation of Polachromes is best done with a slide projector, which projects a much more intense light through the Polachromes. Flat art copied with the High-Contrast Polachrome is acceptable, but is not as effective as with computer graphics and microscope work. We did attempt to use it in normal daylight situations and found that only very low-contrast scenes would record with an acceptable contrast range.

Several considerations should be made when exposing High-Contrast Polachrome. If you use a through-the-lens flash system, you must make a correction to the ISO dial because of the black base density of the film. Unfortunately, each brand name camera system has a different correction. Polaroid recommends that if you plan to use a TTL flash, you should refer to page 78 of Polaroid's Instant Slide Manual for the setting on your camera.

We recommend running a test roll using your specific flash and camera, and bracketing a range of f-stops for each situation. When bracketing, use 1/2-stops, as whole stops may miss the exposure altogether. When metering tungsten or daylight, do not underexpose the film as its exposure latitude is very narrow on the underexposure side. We use a hand meter whenever possible and eventually used transparencies rated at ISO 40 and 32.

POLABLUE

Of all the 35mm films Polaroid has introduced, the one with the most potential is a film called PolaBlue. This film was created because of the great demand of lecturers (especially the medical field) who use lecture slides referred to as blue-and-whites. These slides are normally created by shooting black-

SPECIFICATIONS

FILM: Polaroid High-Contrast Polachrome
TYPE: High-contrast instant slide film
IMAGE OUTPUT: 35mm color slides
COLOR SENSITIVITY: 5500° K balance
RECOMMENDED METER SETTING: ISO 40
RECIPROCITY COMPENSATION: 1/8 sec., +1/3 stop; 1/4 sec., +2/3 stop; 1/2 sec., +1 stop; 1 sec., +1 stop; 4 sec., +1 1/2 stops; 16 sec., +2 1/2 stops
EXPOSURES PER ROLL: 12
RESOLUTION: 90 line pairs/mm
EXPOSURE LATITUDE: ± 1/2 stop
PROCESSING TIME: 2 minutes
PROCESSING TEMPERATURE: 65-80° F
PRICE: \$12.95; includes processing pack

FILM: PolaBlue
TYPE: High-contrast, orthochromatic, negative working film
IMAGE OUTPUT: White-on-blue images from black-and-white originals
COLOR SENSITIVITY: Insensitive to red, sensitive to most other colors
RECOMMENDED METER SETTING: Flash, ISO 8; tungsten, ISO 4
RECIPROCITY COMPENSATION: 1 sec., no compensation; 10 sec., +1/2 stop; 100 sec., +1 stop
EXPOSURES PER ROLL: 12
RESOLUTION: 90 line pairs/mm
EXPOSURE LATITUDE: ± 1/2 stop
PROCESSING TIME: 4 minutes
PROCESSING TEMPERATURE: 65-80° F
PRICE: \$12.95; includes processing pack
DISTRIBUTOR: Polaroid Corp., Cambridge, MA 02139

and-white art onto Kodalith film and then reduping onto color slide film using multiple exposures to achieve the white letters on a blue background. PolaBlue film eliminates the two-step process by allowing you to photograph the original art work, process the film for four minutes, mount the slide and project the end results. PolaBlue is an orthochromatic film, which means that black and red subjects will turn white, while white and other light colors will turn blue.

The first noticeable difference with PolaBlue film is that the base density is light gray. It is rated ISO 8 with electronic flash and ISO 4 with tungsten light. Most camera meters do not meter that low, so we recommend hand meters or a basic film test using your specific copy setup.

The quality of these brilliant lecture slides is the best of all the 35mm Polaroid films. Sharpness is very high and grain is extremely fine. Exposure latitude is again very narrow, ± 1/2 stop, so we recommend exposure on the over side if necessary. If you underexpose, the background becomes uneven and low in contrast; yet if you overexpose, the background becomes slightly darker until the letters eventually fill in.

Polachrome and PolaBlue can be processed in both the manual and power processors made by Polaroid. Development time is set for two minutes for Polachrome and four minutes for PolaBlue. Unfortunately, both H-C Polachrome and PolaBlue only come in 12-exposure rolls which doesn't make these two films as cost effective as the other 35mm Polaroid films. Let's hope that Polaroid adds to the 35mm film line with longer rolls of each of the films.

For professional photographers, Polaroid's 35mm films have become a solution for completing those impossible, yet inevitable rush jobs. For example, one slide show project required that we photograph the master of ceremonies for an evening's film festival, but his plane was delayed. Not to worry. We photographed him as he walked onto the stage. As the slide trays advanced, we processed the roll in the Polaroid autoprocessor, selected the best shot, mounted it in a glass mount, and dropped it into the tray about ten seconds before it was due to come onto the screen. Now that's impressive! And that's what Polaroid is all about. ■