

Incredible New ISO 50 Pro Slide Film

PHOTOGRAPHIC'S USER REPORT

One of the hottest new items introduced at the 1990 PMA convention in Las Vegas is Fujichrome Velvia, a super-quality ISO 50 professional color-slide film that is compatible with the E-6/CR-56 process. The name comes from the words "velvet" and "media," and this new extremely high-resolution, very-fine-grain, high-color-saturation film does indeed produce velvet-smooth textures and depth of color, and provides superb reproduction in print media.

TECHNO-SCOOP

Velvia is the first color-reversal film to employ a DIR compound, until now found only in recently designed color-negative films. This compound releases development inhibitors in response to image density during the black-and-white development stage, which enhances edges and interlayer effects, creating much greater sharpness and more vivid color reproduction. Fuji worked extensively with these couplers to keep even similar color hues from blending into each other. When these color failures had been eliminated and all the requirements demanded of a professional film had been met, then Velvia was produced.

The ultrafine grain found in Velvia is due to the use of Fuji's Sigma Crystal Technology. This process employs double-structured silver-hal-

ide crystals which increase the image sensitivity, yet minimize the actual size of grain in the final image (less than 0.3 microns in size). Even distribution of both flat and cubic grains minimizes irradiation and allows for a very tight grain pattern and amazing sharpness.

Image sharpness was also increased by using thinner emulsion layers. This was accomplished by employing a new color coupler that requires less dispersion oil for even coating. By using less oil, Fuji was able to reduce the total thickness of the film's 17 emulsion layers 15%, compared to Fujichrome 50 D Professional. Keep in mind that each time you reduce the emulsion thickness, you improve image sharpness, reduce color scattering, and get better image densities.

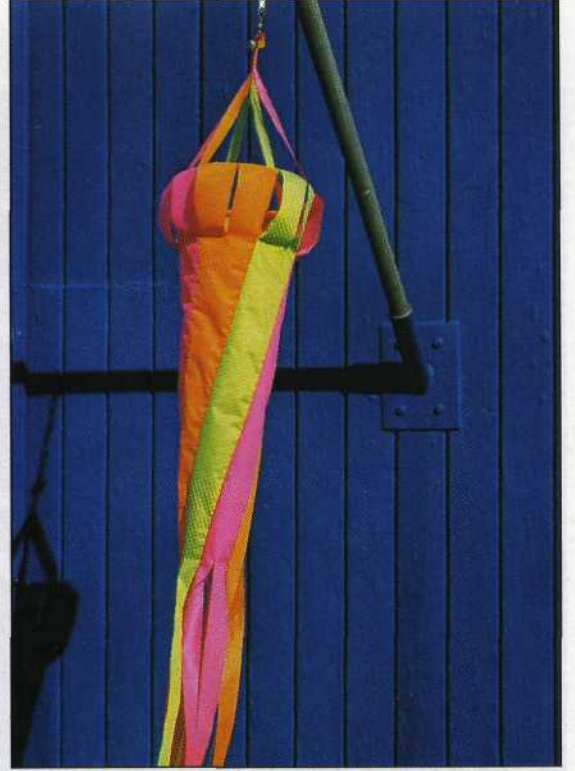
We ran tests using Velvia in sunlight, on overcast days, with flash, and using mixed lighting. Looking over our first results, we were

amazed by the smoothness of the grain structure, and the brilliant color saturation even in deep shade. Red flowers, green grass, and blue skies all were deeply saturated and very pleasing to the eye. Even with high color saturation, the Velvia was still able to hold an excellent exposure range. We found many images at ± 1 stop to be more than acceptable for professional applications.

In the studio we found Velvia to have an excellent color balance with small and large studio strobes. We were able to shoot the film without the correction filter we normally use when shooting subjects on white backgrounds.

Although Velvia is an ISO 50 film, it can be push-processed to ISO 100, which offers the professional photographer added flexibility to capture those difficult lighting situations. Because it can be processed by any professional lab, Velvia is destined to become the professional photographer's lower-ISO film choice.

At PMA we were given an opportunity to closely examine same-subject comparisons of Velvia and Fujichrome 50 D Professional film. A subjective analysis showed the 50 D to have less overall contrast, but a gentler range of tones. The color balance of the two films was about equal. The Velvia was noticeably sharper and fine detail virtually sized with recognition. Color saturation was decidedly in Velvia's favor,



Above: Velvia renders bold colors with maximum saturation.

Above right: Wind sock illustrates Velvia's strong contrast and bold color.

Below: Velvia renders fine detail incredibly well; shot of old railway car.

Below right: Velvia handles skin tones in open shade well.



ALL PHOTOS BY AUTHORS

Is Velvia a replacement for Fujichrome 50 D Professional? Probably not. Velvia appears sharper and produces bolder color, but its contrast may not be suitable to every subject. One of the comparisons we viewed at PMA was of a front-lit model with elegant jewelry. We preferred the 50 D rendition because of the subtly gradated skin tones. There was

if boldness and deep colors are your cup of tea.





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slightly too much differentiation between skin tones with the Velvia.

But in other applications, where contrast is not a deciding factor, Velvia would get the nod, *every time!*

Velvia should be available by the time you read this, through Fuji Professional dealers, in a variety of for-

Above: Macro shot of yarn shows Velvia's ability to render fine image detail with great clarity.

Above right: We used this backlit flower to test Velvia's tonal latitude in contrasty light. A full range of tones is evident.

Below: A landmark in Portland, OR photographed, again, in contrasty light.

Below right: A scene with minute detail is an ideal test for Velvia's resolution.

Bottom left: At 1:1, a film has to be very good to match the optics. Velvia is.

mats: 35mm, 120, 220, and sheet film up to 11×14 inches. Suggested retail prices are \$11.04 for 35mm (36 exposures), \$6.23 for 120, and \$23.67 for a 10-pack of 4×5. For further information regarding Fuji's new answer to the professional photographer's film demands, contact your local Fuji dealer or Fuji Photo Film U.S.A., Inc., 555 Taxter Rd., Elmsford, NY 10523. 