

Q. Why bring back EKTACHROME now?

A. We've been looking for opportunities to expand our product portfolio. Film is our heritage, and we remain committed to meeting the evolving needs of today's film shooters. Our recent introduction of T-Max P3200 Film, and the tremendously positive response it has received, is a terrific example of how this can work. We believe E100 will be another great addition to our film lineup.

Q. Tell me more about the new E100 film?

A. E100 is based off the old E100G formulation, and features moderately enhanced color saturation, a neutral tone scale, and extremely fine grain.

Q. How is E100 different from other Kodak Pro Films?

A. EKTACHROME is a color reversal film. You get a positive image that can be viewed or projected immediately after processing. All the other KODAK PROFESSIONAL Films available today are negative-working films. To view an image, these films must be exposed, processed, and then either scanned and/or printed.

Q. What are the advantages of a color reversal film?

A. A color reversal film not only offers vivid color and extremely fine grain, but also significantly higher resolution and better sharpness. The finer grain carries through the scanning process, and the slide itself is a color reference which makes scanning easier.

Q. Are there any tricks to shooting color reversal film?

A. Color reversal film has a much narrower exposure range than negative working films -- roughly +/- a half stop. Proper exposure is critical, because that's not a lot room for error.



Q. How should photographers develop new E100?

A. New E100 film should be developed in E-6 processing chemistry, which is currently available in the market. We will be updating our KODAK PROFESSIONAL Film App to include Photo Labs offering E-6 processing.

Q. Will you be relaunching E-6 Chemistry?

A. The potential for future sourcing of E-6 chemistry by Kodak Alaris is under study.

Q. Can you make prints from the new E100 Film?

A. Of course! The new E100 Film yields spectacular prints and enlargements from scans. The complete range of KODAK PROFESSIONAL photographic media offers a variety of creative choices.

Q. Is there anything I need to know about scanning E100 film?

A. The key point is to use a transmission scanner, not a reflective scanner. Beyond that, use the color reversal / slide film scanner setting. The dye sets used in new E100 are no different than those found in older EKTACHROME films, so existing scanner terms will work fine.

Q. Will you be bringing back EKTACHROME paper?

A. No. EKTACHROME Radiance Paper and the associated R3 chemistry was discontinued many years ago due to lack of demand. Direct printing from a color transparency has been replaced by scanning and then printing to Color Paper and/or other materials.

Q. What formats will be available at launch?

A. EKTACHROME 100 will initially be available in single rolls packs of 135-36x format



Q. Will you be expanding to medium format and sheet films?

A. It's very likely that medium format (120) and sheet film sizes will also be made available, but these formats are on different support types, and will require some additional development work.