

THE EXTENDED FAMILY.



Now there's a KODAK VERICOLOR Professional Film
for virtually every application.





New KODAK VERICOLOR 400 Professional Film.
High Speed.

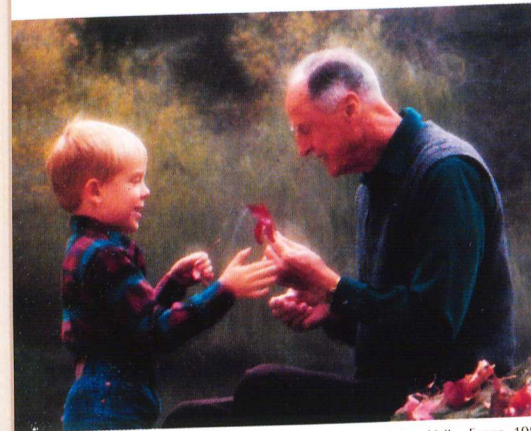
Jarney Stillings

High Speed.

New KODAK VERICOLOR 400 Professional Film brings a new level of speed to portrait photography.

This new addition to the family of VERICOLOR Professional Films gives you the qualities you expect from VERICOLOR III Professional Film, Type S, at a faster speed.

For years, VERICOLOR III Professional Film, Type S, has been the film of choice for most portrait photographers. Now, VERICOLOR 400 Professional Film combines the quality that has made VPS so popular with the speed needed to shoot in low-light situations like churches and shaded environments.



© Lisa Valles Evans, 1988

It's a winning combination, and one that's sure to please if you do candid wedding photographs, environmental portraits, or other portrait work where depth of field is important.

VERICOLOR 400 Professional Film also offers consistent color reproduction. And it features an excellent flesh-to-neutral scale.

It's designed for exposure by electronic flash or daylight, with exposure times ranging from 1/30 to 1/10,000 second. And like all films in the family of VERICOLOR Professional Films, it's processed in C-41 Chemicals.



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High Contrast.

KODAK VERICOLOR HC Professional Film. When you need high color saturation for more visual punch.

This member of the family of VERICOLOR Professional Films is intended especially for professionals looking for bright colors and enhanced sharpness—essential elements in today's increasingly popular glamour portraits.

In addition to portraits, for applications such as product photographs it delivers improved highlights and shadow details. And it adds needed contrast for intrinsically flat subjects such as low-level aerial views and architectural studies.

VERICOLOR HC Professional Film is also an excellent choice for copy work that requires increased contrast. It is balanced for daylight, electronic flash, or blue flashbulbs, in an exposure range of 1/10 second or shorter.

Like other members of the family of VERICOLOR Professional Films, this film is processed in C-41 Chemicals.

High Fidelity.

KODAK VERICOLOR III Professional Film, Type S. A long-standing tradition among portrait photographers.

VERICOLOR III Professional Film, Type S, is the world's leading film for portraiture, and it's easy to see why. It offers qualities like exceptional shadow and highlight detail. Excellent rendition of neutral tones. Accurate flesh-tone and hair-color reproduction.

It also provides high resolution and sharpness. Color saturation without excessive contrast. And very fine grain. If that's not enough, VERICOLOR III Professional Film, Type S, also offers the kind of dependability and consistency that have become legendary.

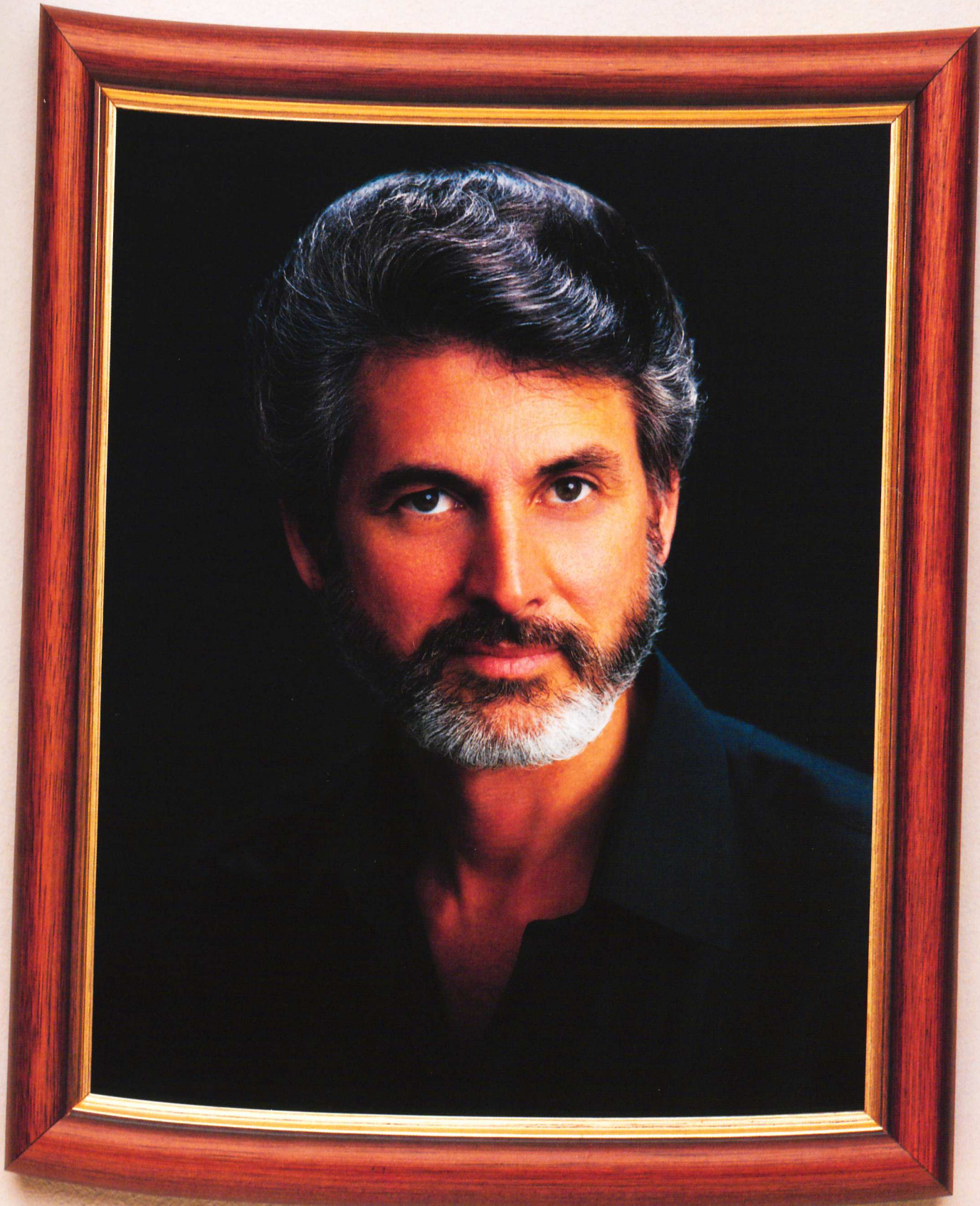
VPS also offers excellent exposure latitude, processing consistency, and prolonged post-processing dark-keeping storage.

It is designed for exposure by electronic flash, daylight, or blue flashbulbs, at exposure times of 1/10 to 1/10,000 second. And like other films in the family of VERICOLOR Professional Films, it's processed in C-41 Chemicals.



Terry Deglau

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KODAK VERICOLOR III Professional Film.
High Fidelity.

John Perrin



KODAK VERICOLOR HC Professional Film.
High Contrast.



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