The next generation in professional color negative film.

FUJICOLOR PRO
Enhancing the power of photographic expression.

From Fujifilm, a company with a profound knowledge of the world of color, comes a whole new lineup of color negative film. The newly developed and totally repackaged Fujicolor Pro series delivers on the promise of achieving smoother, more realistic skin tones, unprecedented neutral grey balance, and finer granularity in color negative emulsions, while also optimizing digital scanning and printing characteristics to suit the digital age. Conventional thinking about color negative film is about to be overturned with the unleashing of the new Fujicolor Pro product line, which has the potential to become the new global standard in color negative film by providing professional photographers around the world with more expressive and creative strength than ever before.

Color negative film as high-tech equipment.

Fujicolor color negative film products constitute a savvy new, high-tech material that is simultaneously a sensor and recording medium. These enhancements enable photographers to dedicate more energy to composition. Once their photographs are shot, it’s then simply a matter of developing the film and scanning it to earn a rich resource of digital image information. Of course, conventional analog printing remains a deeply viable option with the developed film itself serving as a reliable image back up. Exceptionally high resolution and economic efficiency is sure to establish the Fujicolor Pro lineup as an indispensable, cutting edge tool for professional photographers.

A New World Standard
Opening up new horizons in professional use color negative film!
For a wide range of applications from wedding photography to portraiture, fashion and commercial work.

ISO: 160
Smooth, creamy skin tone reproduction
Neutral gray balance

Capturing the Beauty of the Most Resplendent Days

Portrait photography enters a new realm of quality.

Everybody hopes to capture the landmark events of their lives in the most beautiful ways imaginable, and the Fujicolor Pro series gives professional photographers an unprecedented new means for delivering on that promise. There is the Pro 160S, which stands out as a color negative film with superlative strength in rendering natural colors and gentle contrasts. It maintains a consistently optimized neutral gray balance at varying exposures and boasts a beautiful fine grain smoothness with an RMS granularity of 3. The unique strengths of Pro 160S are perhaps most strikingly apparent in close-up portrait photography and print enlargements, thanks to Fujifilm’s unique Interlayer Effect and 4th Color Layer Technology, which help render sublimely smooth skin tones. A wide exposure latitude also makes Pro 160S exceedingly easy to use and capable of producing expected results under a variety of light sources, whether natural, tungsten, fluorescent or flash lighting. Excelling over a wide range of applications, the Pro 160S is ideally suited for wedding, portrait, fashion and commercial photography.
Remarkably high contrast and color vividness are the hallmarks of Fujicolor Pro 160C color negative film. It is as if a veil is lifted to reveal the true inherent beauty and resplendence of the world’s colors. Just as with Pro 160S, Pro 160C offers the same exceptionally fine grain, RMS granularity of 3*, superb gray balance and outstanding sharpness while also boasting an effective exposure latitude of -1 to +3 stops without diminishing gradation linearity and neutrality. Overall color sensitivity and balance remains essentially unchanged over this range, even in long exposures of up to 32 seconds. Pro 160C is equipped with Fujifilm’s proprietary 4th Color Layer Technology to add a cyan-sensitive layer (to the conventional red, green and blue-sensitive layers) and render colors more realistically, just as the eye sees them. Fujifilm’s sophisticated Pro 160C design raises the bar in color negative film quality, giving photographers an ideal medium for handling a wide range of assignments, from architecture and interiors to studio portraiture and fashion photography.

For architecture and interiors to studio portraiture, fashion and commercial photography.

ISO: 160
High contrast and vivid color reproduction
Neutral gray balance

Bottom left & right: Matsumoto Performing Arts Centre, designed by Toyo Ito & Associates, Architects.
Impressing the Impressionists

Has a color negative film ever captured color with greater accuracy and sensitivity?

Fujicolor Pro 400H is a color negative film for the ISO 400 speed range that reaches a new plateau in performance stability. Its expressive strength lies in its ability to create profound impressionistic images that can faithfully live up to the photographer’s creative vision. As with the Pro 160S and Pro 160C films, Fujifilm’s own 4th Color Layer Technology gives Pro 400H the inherent power to consistently render all hues from highlight to shadow with a remarkable level of color fidelity, capturing the three-dimensionality and texture of a person’s skin or the folds of a dress. Pro 400H is also wonderfully easy to use and its high ISO 400 speed-sensitivity enables it to excel over a broad range of photographic conditions, particularly those where light is limited. Its versatility in faithfully rendering natural colors under mixed or varied light sources, too, makes Pro 400H an ideal medium for weddings, indoor and outdoor photography, portraiture and commercial work.
The Art of Color Weaving

Greater vividness, greater depth and the speed to handle every conceivable assignment.

Fujicolor Pro 800Z offers the highest speed and color saturation for a color negative film in the Fujicolor Pro series, delivering outstanding contrast and color clarity up to the most minute detail, while reproducing skin tones with an eye-popping consistency and accuracy. Not only does the high ISO 800 speed-sensitivity give Pro 800Z the ability to reach unprecedented depths in the rendering of color and detail, it is exceptionally easy to use even when shooting fast-moving subjects. Embedded 4th Color Layer Technology works to faithfully bring out subtle shades of color and complicated patterns. Pro 800Z is capable of achieving singular performance under a variety of light sources, such as at a wedding ceremony or party when the lights have been dimmed, imbuing it with the versatility to excel over a broad range of applications from interior work to fashion show photography.
An unprecedented level of digital printing resolution. The Fujicolor Pro color negative film series has been optimized to meet the needs of the digital age, enabling high-resolution scanning and printing levels not previously achieved. This is due to an effective combination of neutral gray balance for well-rendered skin tones, a wide exposure latitude of -1 to +3 stops (for smooth gradation), and exceptionally fine grain.

Greatly improved digital scanning attributes to spearhead the times. The four films in the new Fujicolor Pro series make a more significant leap in enabling superior scanning consistency and quality than ever before, thanks to films’ combined strengths of unsurpassed neutral gray balance and smoother skin tone rendition. This reduces the need for post-scanning color correction to accommodate each film, thus streamlining their easier and more efficient digital workflow and enabling photographers to capitalize on the great information-carrying capacity of the Fujicolor Pro color negative film line.

As illustrated in the above graph in which the directional arrow signifies scanning attributes with better linearity and print quality, the scanning characteristics of Pro 160S and Pro 160C have been dramatically improved due to the achievement of better tonal consistency and a reduction in discrepancy between designated grayscale regression lines and actual color negative density.

Single-channel print processing for all four films. All four films in the new Fujicolor Pro series can be printed under identical conditions in a single print channel** due to the unification of their negative densities, reducing waste in defective prints as well as the labor required in final processing. The films’ common color properties also simplify the work process and color balance adjustments, providing a huge boon to labs through improved productivity.

**Although the printing process has been simplified due to the unification of Fujicolor Pro series’ negative densities, minor individual adjustments may still be required due to differences in film attributes such as those in photographic conditions and settings.

Single-channel print processing for all four films.

Greater freedom and ease for photographers. Single-channel print processing for all four films, regardless of their differences in speed and contrast give photographers greater flexibility in their choice of film and making it easier for labs to come up with the image quality photographers envision.

Digital Printing Optimized for the Digital Age

Greatly improved digital scanning attributes to spearhead the times.

As illustrated in the above graph in which the directional arrow signifies scanning attributes with better linearity and print quality, the scanning characteristics of Pro 160S and Pro 160C have been dramatically improved due to the achievement of better tonal consistency and a reduction in discrepancy between designated grayscale regression lines and actual color negative density.
Next generation color negative film: the culmination of Fujifilm technology and innovation

RMS granularity of 3 for finer grain structure (Pro160S, Pro160C).

The Fujicolor Pro series features Fujifilm’s proprietary Super Nano-structured Sigma Grain Technology, which succeeds in further minimizing silver halide grains to a precision-controlled degree and reducing granularity to RMS 3. The finer grain structure shows up as striking differences in smoothness and visibility of grain in all photographs of the same size taken with the new Fujicolor Pro series film, and those taken with film to date, and is particularly notable in close-up photography and enlargements.

4th Color Layer Technology for color as the human eye sees it.

All of the Fujicolor Pro films incorporate Fujifilm’s proprietary 4th Color Layer Technology, adding a compensatory layer (to the conventional red, green, and blue-sensitive layers) for a more natural rendering of delicate skin tones and emotions, just as the eye sees them; and a more natural and balanced reproduction of color in varied lighting—whether daylight, tungsten, fluorescent, flash, or mixed lighting.

Generous exposure latitude, markedly improved ease of use.

The greatest difference between color negative films and color reversal films or digital cameras can be found in their respective exposure latitude—allowing unprecedented high-resolution scanning. With the Fujicolor Pro series, even challenging exposures within a very wide range of -1 to +3 stops in the middle of a cloud will achieve the same optimized gray balance, skin tone rendition and overall color as when each type of subject is adjusted to its optimal exposure. This latitude enables a natural and consistent balance of hues.

Smaller, natural reproduction of skin tones.

The reproduction of smooth, evenly-toned skin is the hallmark of the Fujicolor Pro series, which renders all hues consistently from highlight to shadow, regardless of density. Only in this respect considering the exceptionally fine grain with this breed of the line, Fujifilm has newly developed SuperNoestive SR, Cubage Technology and 4th Color Layer Technology whereby the rendering of visible skin colors and the “edge effect” resulting in dramatically improved image sharpness, revealing details from highlights to shadows and giving everything from translucent to very tan skin a dynamic, seeker realistic.

Unsurpassed gray balance.

Fujicolor Pro films reproduce neutral gray tones over an even wider exposure range, ensuring clean and smoothly flowing skin colors from highlight to shadow without running the risk of magenta mixing with blue, achieving an even three-dimensional feel just as the eye perceives it.

Ostensibly broadcast of only 160C 12.5times (1250%)

Enlargement ratio 12.5times (1250%)

New PRO 160S

Sharpness, revealing details from highlight to shadow and giving everything from translucent to very tan skin a dynamic, seeker realistic.

Schematic diagram of film structure incorporating the 4th Color Layer

Base Film

Blue-sensitive layer

Green-sensitive layer

Cyan-sensitive layer (4th Color Layer)

Red-sensitive layer

Relative Contrast of Fujicolor Professional Negative Films

ISO 800

PRO 800Z

• Highest speed (ISO 800) daylight-type fine grain color negative film, suitable for all types of portraiture and reportage photography. 
• Outstanding natural color fidelity under a variety of light sources.

ISO 400

PRO 400H

• Highest speed (ISO 400) daylight-type fine grain color negative film, suitable for all types of portraiture and reportage photography. 
• Outstanding natural color fidelity under a variety of light sources.

ISO 160

PRO 160S

• Medium speed (ISO 160) daylight-type fine grain color negative film, suitable for all types of portraiture and reportage photography. 
• Outstanding natural color fidelity under a variety of light sources.

PRO 160C

• High-speed (ISO 800) daylight-type fine grain color negative film, suitable for all types of portraiture and reportage photography.

Contrast

Lower

Higher

Simple and safe Easy End-Seaal.

The adoption of an Easy End-Seaal (up to 120/220 film rolls to feed into a film reader) users to easily wrap up a used roll of film simply by pulling on a paper tab, thereby doing away with tasks that entail Nickering and as such ensuring a cleaner and sanitary setup. Changing film is as more efficiently done, reducing refill time so that photographers can get back to work.

The new Fujicolor Pro products line

NPZ 800

PRO 800Z

PRO 400H

ISO 160

PRO 160S

PRO 160C

NPZ 400

PRO 800Z

NP 400

Renamed

NP 800

Renamed

*Note: Values show RMS granularity as measured by Fujifilm’s tests. As color negative film is tested by a different system than color reversal film, RMS granularity figures cannot be compared directly.
The convergence of advanced Fujifilm technologies for the world’s professional photographers.