

## Fujichrome Velvia 100 FEATURES

### 1. Ultra-high-saturated color

In addition to optimizing the spectral sensitivity of the three R, G and B light-sensitive layers, Velvia 100 introduces supplemental color extension layers that enhance the intensity of R, G and B. Incorporation of new-generation couplers for yellow, magenta, and cyan gives Velvia 100 high levels of color purity and stability, for intensely vivid color reproduction and exceptional image stability.

### 2. ISO 100 flexibility

Inheriting the rich color palette of Velvia 50, new Velvia 100 offers photographers the added flexibility of an ISO 100-rated film. This expanded latitude comes into its own under the constantly changing exposure conditions encountered in nature and landscape photography.

### 3. World-class super-fine grain

Incorporation of Multi-Structured Sigma Crystal Technology efficiently directs light captured during exposure to the light-sensitive nuclei of the grain, boosting latent image formation and achieving the optimum combination of high sensitivity and ultra-fine grain. Velvia 100 delivers super-fine RMS granularity of 8, giving it the ability to accurately render textures, dimensions, and subtle gradations, for images that seem to leap off the page.

### Velvia 100 vs. Velvia 100F

The photos here illustrate the differences between Velvia 100 and Velvia 100F. Incorporating new-generation couplers, both films produce exceptionally pure color. Velvia 100F accurately reproduces colors that challenged the limitations of previous emulsions, such as purples and moss greens. On the other hand, color extension layers incorporated in Velvia 100 produce rich, super-saturated color that renders subjects with a new level of vivid intensity.



Velvia 100



Velvia 100F

### Technologies incorporated in Fujichrome Velvia 100

#### 1. PSHC (Pure, Stable & High-performance Dye-forming Coupler) technologies

New-generation couplers incorporated in Velvia 100 combine high color purity and stability with excellent color formation efficiency, producing an ultra-high-saturated color palette with unprecedented color fidelity and exceptional image stability.

- X-Coupler technology: A unique cyan coupler developed by Fujifilm.
- V-Coupler technology: A magenta coupler extends the technology responsible for the remarkably improved color reproduction and stability of Fujifilm's color papers.
- S-Coupler technology: An enhanced yellow coupler that improves upon the already excellent color reproduc-

tion and stability characteristics of Fujifilm's current generation of yellow couplers.

Together with these X-, V- and S-Couplers, new Velvia 100 also benefits from dramatically reduced secondary absorption constituents, a primary cause of color impurities in other film products.

#### 2. CEL (Color-Extension Layer) technology

The multi-color correction layers that contribute to faithful color reproduction in Fujichrome Velvia 100F have been reworked to function as color extension layers in Velvia 100. In combination with the new-generation color couplers and optimized gradation and spectral sensitivity,

color extension layers give Velvia 100 the ability to record natural greens, the glory of morning and evening skies, and other dramatic colors with intensity.

#### 3. MSSC (Multi-Structured Sigma Crystal) technology

Based upon the highly regarded super-fine grain emulsion technology of Provia 100F, Fujifilm's proprietary Multi-Structured Sigma Crystal technology signifies a further advance in color reversal film grain structure. Velvia 100 achieves an RMS granularity of 8, while maintaining both ultra-high-saturated color reproduction and ISO 100 speed.

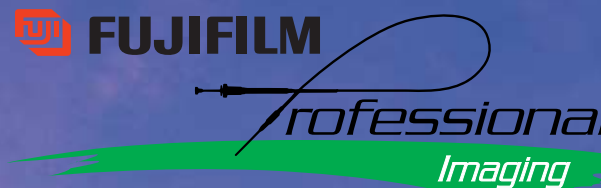
Fujichrome Velvia 100 Professional  
RVP 100  
Daylight Type ISO 100/21°



**Rolls**  
135 36-exp.  
135 36-exp. 20-roll pack  
135 30.5m (100 ft.)  
120  
120 5-roll pack  
220 5-roll pack

**Sheets**  
4 x 5 in. 10 sheets  
4 x 5 in. 50 sheets  
4 x 5 in. QuickLoad 20 sheets  
8 x 10 in. 10 sheets

Please contact your Fujifilm representative for specific format and packaging availability.



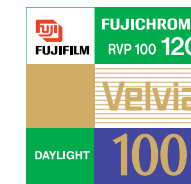
# COLOR THAT GOES BEYOND THE IMAGINATION



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FUJICHROME  
**Velvia 100**  
Professional





Dramatic color, ISO 100 versatility, exceptionally fine grain



The rich, saturated palette that made Fujichrome Velvia 50 the film of choice among professional photographers looking for dramatic color effects is preserved in a new emulsion offering the convenience of ISO 100 speed. Fujifilm's world-class emulsion technology gives new Velvia 100 super-fine grain and a speed rating of ISO 100. In addition to enhanced ability to render textures and dimensionality, unprecedented smooth gradation produces exceptional imaging performance. An evolved version of Fujifilm's ultra-high-saturated Velvia emulsion, Velvia 100 is especially suited for nature photography, landscape and night scenes, as well as commercial and product photography.