



*Professional*  
COLOR NEGATIVE FILM **PRO 160S**

*Professional*  
COLOR NEGATIVE FILM **PRO 160C**

*Professional*  
COLOR NEGATIVE FILM **PRO 400H**

*Professional*  
COLOR NEGATIVE FILM **PRO 800Z**

*The next generation in professional color negative film.*

**FUJICOLOR PRO**

Professional  
COLOR NEGATIVE FILM **PRO 160S**

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COLOR NEGATIVE FILM **PRO 160C**

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## A New World Standard

Opening up new horizons  
in professional use color negative film!

### 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 gray 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.



# 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.

For a wide range of applications from wedding photography to portraiture, fashion and commercial work

Professional **PRO 160S**  
COLOR NEGATIVE FILM

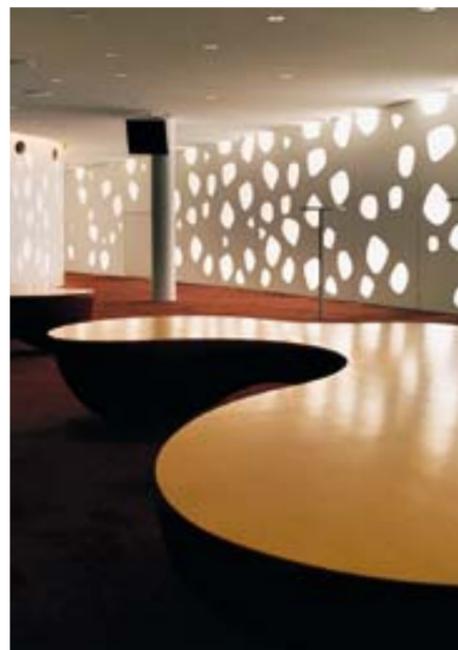
ISO: 160  
Smooth, creamy skin tone reproduction  
Neutral gray balance



## Color to Dazzle the Eyes

The harmonious fusion of high contrast and gradation for an unprecedented profundity of expression.

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

Professional **PRO 160C**  
COLOR NEGATIVE FILM

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



# 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.

For  
a wide range  
of applications from  
wedding photography  
and  
portraiture to  
commercial work

Professional **PRO 400H**  
COLOR NEGATIVE FILM

ISO: 400  
Smooth, natural skin tone  
reproduction  
Neutral gray balance



# 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.

For a variety of applications from wedding and party photography to interiors and other location work, and fashion show photography

Professional **PRO 800Z**  
COLOR NEGATIVE FILM

ISO: 800  
Outstanding contrast,  
color saturation  
and gradation





## Digital Printing Optimized for the Digital Age

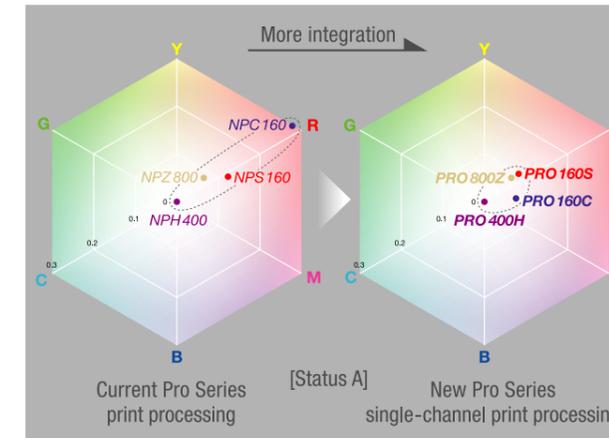
### An unprecedented level of digital printing resolution.

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-nuanced skin tones, a wide exposure latitude of -1 to +3 stops (for smooth gradation), and exceptionally fine grain.



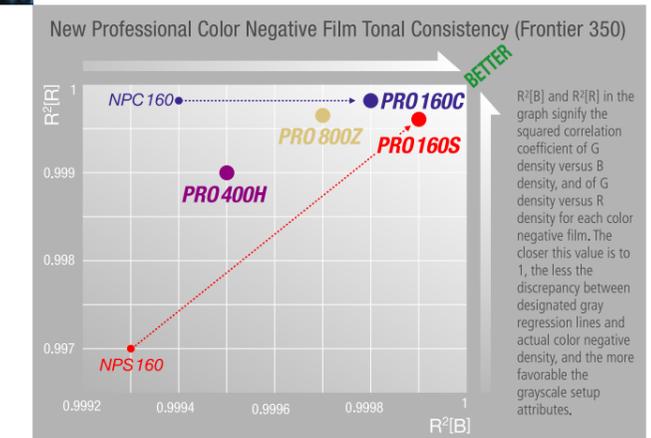
### Greatly improved digital scanning attributes to spearhead the times.

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 the films' combined strengths of unprecedented neutral gray balance and smoother skin tone rendition. This reduces the need for post-scanning color correction to accommodate each film, thus creating an 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.



### Greater freedom and ease for photographers.

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



### 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 tonality or to differences in photographic conditions and settings.



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



## 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—enabling unprecedented high-resolution scanning. With the Fujicolor Pro series, even changing exposure times within a very wide range of -1 to +3 stops in the middle of a shoot 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 neutral and consistent balance of hues.



## Unsurpassed gray balance.

Fujicolor Pro films now reproduce neutral gray tones over an even wider exposure range, assuring clean and smoothly flowing skin color, from highlight to shadow without running the risk of magenta mixing with white or green with black. The result is a three-dimensional feel just as the eye perceives it.

Top: National Theater Okinawa, designed by Shin Takamatsu Architect and Associates Co., Ltd.



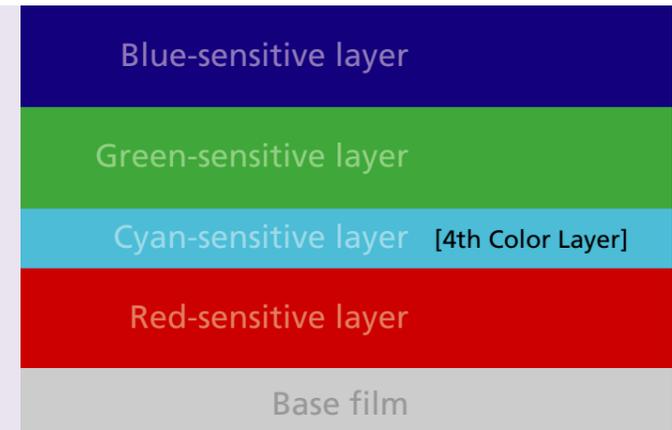
## Smooth, natural reproduction of skin tones.

The reproduction of smooth, creamy skin tone is the hallmark of the Fujicolor Pro series, which renders all hues consistently from highlight to shadow, regardless of density. One can perceive in this smooth consistency the exceptionally fine grain and rich tonality of the four films. Fujifilm's newly developed Super-efficient DIR Coupler Technology and 4th Color Layer Technology enhance the rendering of subtle skin colors and the "edge effect," resulting in dramatically improved image sharpness, revealing details from highlight to shadow and giving everything from translucent to very tan skin a dynamic, lifelike realism.



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

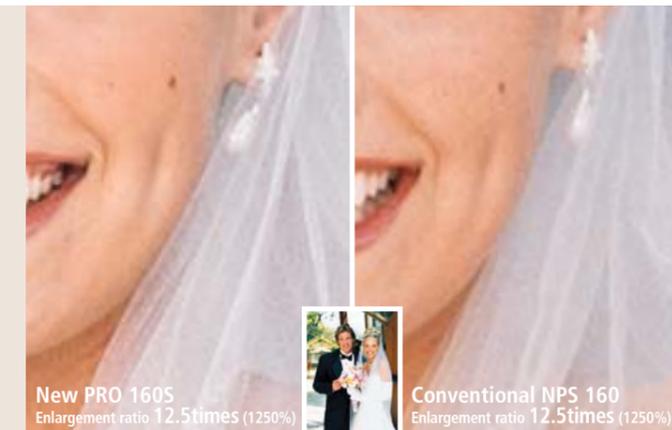
All of the Fujicolor Pro films incorporate Fujifilm's proprietary 4th Color Layer Technology, adding a cyan-sensitive layer (to the conventional red, green, and blue-sensitive layers) for a more natural rendering of delicate skin tones and neutrals, just as the eye sees them; and a more natural and balanced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



Schematic diagram of film structure incorporating the 4th Color Layer

## 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 miniaturizing 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 between photographs of the same size taken with the new Fujicolor Pro 160S or Pro 160C and those taken with film to date, and is particularly notable in close-up photography and enlargements.

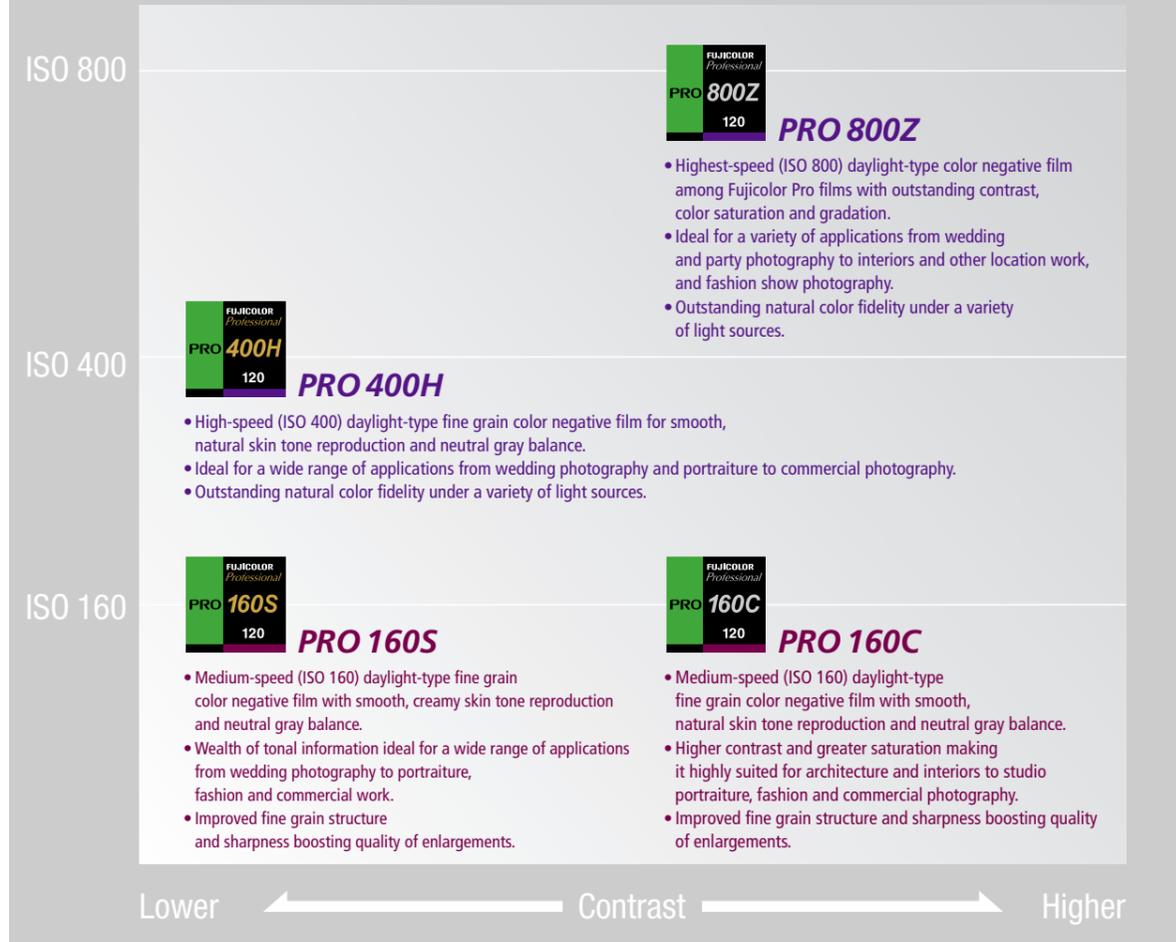


New PRO 160S  
Enlargement ratio 12.5times (1250%)



Conventional NPS 160  
Enlargement ratio 12.5times (1250%)

## Relative Contrast of Fujicolor Professional Negative Films



## Simple and safe Easy End-Seal.

The adoption of an Easy End-Seal deployed in 120/220 roll film enables users to easily wrap up a used roll of film simply by pulling on a paper tab, thereby doing away with seals that require moistening as well as ensuring a clean and sanitary wrap. Changing film rolls is also more efficiently done, reducing refill time so that photographers can get back to work.

## The new Fujicolor Pro products line

Current Product Lineup	New Product Lineup
NPS 160	PRO 160S <i>NEW</i>
NPC 160	PRO 160C <i>NEW</i>
NPH 400	PRO 400H <i>Renamed</i>
NPZ 800	PRO 800Z <i>Renamed</i>

\*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.*