



Meet the newest member of the VISION3 Family:

KODAK VISION3 250D 5207/7207 Film

Taking filmmaking to the next level, KODAK VISION3 250D Color Negative Film 5207/7207 is now available. This latest film incorporates all of the advances and imaging characteristics unique to the VISION3 family of films.

"We introduced KODAK VISION3 technology in response to our customers' requests for an expanded range of capabilities from capture all the way through post-production and distribution," says Ingrid Goodyear, general manager of Worldwide Image Capture Products for Kodak's Entertainment Imaging Division. "By extending the VISION3 portfolio, we continue to raise the bar by giving our customers more workflow efficiencies combined with all the existing advantages of film - image quality, resolution, unrivaled dynamic range, flexibility and archivability."

The new film is designed to retain the richness in colors and contrast that are characteristic of KODAK VISION3 technology with more details in the extreme highlight areas. Like KODAK VISION3 500T 5219/7219, the 5207/7207 film also incorporates proprietary Advanced Dye-Layering Technology (DLT), which renders finer-grain images in underexposed areas and produces cleaner film-to-digital transfers for post-production. Complementary to the 500T product, this new medium-speed, daylight-balanced emulsion offers exceptional imaging in natural daylight, artificial daylight, and a variety of mixed lighting situations, while maintaining pleasing flesh tones and color reproduction.

Cinematographers around the world have tested the new

emulsion in extensive dynamic range environments, including overexposing the negative in extreme, bright-light situations.

"What I like about the (KODAK VISION3) 5207 is its intense rendering of color, its strength when it is underexposed, and its ability to reach into the highlights," says Fred Murphy, ASC. "It has warmer, richer, better skin tones than its predecessors. It is also good to have a relatively fast stock that gives you strong images in falling light, urban canyons or gloomy day exteriors."

Ben Nott, ACS adds, "Cinematographers today are very often faced with increasing pressure to perform, to produce excellent images with less money and less time. The great thing about this stock (7207) is that it will support us in this endeavor. Its speed enables us to shoot in reasonably low light. The extended latitude and the ability to get detail out of highlights through telecine make a very persuasive case for shooting film."

To learn more about KODAK VISION3 250D Color Negative Film 5207/7207, go to www.kodak.com/go/motion.

