

# KODAK EKTAR 25

## King Kodachrome, Make Way for the Queen

by Jack and Sue Drafaahl



In the Kodak kingdom of film, Kodachrome has always been King. No other film has been able to match its sharpness, color, and grain structure. Professionals flocked from miles around to get it. But wait, Kodak is pleased to announce Ektar, the Queen of color negative film, and a viable companion in image quality to King Kodachrome.

Instead of improving a well established film and making it even better, Kodak introduced a brand-new film. The last time Kodak had an ISO 25 color negative film was in 1942—Kodak's first introduction to the color negative world. Kodak looked at two of the critical elements in making a color negative film, speed and exposure latitude, and threw them out the window. This daring step allowed Kodak to create a film so incredible that even Kodachrome 25 slide film users are going sit up and take notice.

This revolutionary new film was made possible when Kodak created a whole new color negative technology. They removed several film layers, allowing for less light scatter and better image sharpness. Each remaining layer was specially designed to maximize sensitivity and sharpness. The magenta (green-sensitive) layer is composed totally of T-grain, while the yellow (blue-sensitive) layer uses a combination of T-grain and cubic silver grains. The remaining cyan (red-sensitive) layer is totally made of cubic grain.

Kodak then improved the DIAR (Developer Inhibitor Anchimeric Releasing) couplers in the film so that the edges of solid colors become even sharper, allowing little diffusion of one color into another. What all this high film technology means is that the more advanced photographer can now achieve large-format quality using a small-format film.

### APPLICATIONS

Ektar 25 was found to have a variety of professional applications where quality is critical. In the studio we discovered using small-format film allowed us the possibility of using more lenses with greater depth of field, more shots per shooting session, supe-

rior color saturation, and all while maintaining the quality of larger format films.

Copywork in the studio usually involves larger format films because the smaller formats cannot hold the resolution, and tend to fall apart in flat lighting. Our first copy tests using the Ektar 25 proved that small format can now do the work of at least the 2¼ systems, and sometimes even the 4×5 camera.

Extreme enlargements of landscapes have traditionally been reserved for



PHOTO BY BILL HURTER

the larger formats, with the exception, of course, of Kodachrome 25. Now a second small format enters the field of landscape photography. This allows the landscape photographer to carry less weight, while taking more lenses, and again getting more shots of each subject.

The advantage of the Ektar 25 over its mate, Kodachrome 25, is in the final product. Ektar 25 can be directly printed up to very large prints in one step (second generation) while Kodachrome 25 is usually made into an expensive internegative, and then enlarged into a large print (third generation), or printed directly through costly Cibachromes.

Special applications such as photomicroscopy, medical photography, computer graphics, and super macro-photography can now be raised to new standards through the use of Ektar 25. Tests in these specific areas resulted in

such an improvement in quality that we saw no end to the other fields of photography that could be improved by this new film.

In the photo lab, Ektar 25 is a dream. No need to figure a new color

*Ektar 25 has an unusually wide range of professional applications where image quality is critical.*

balance when printing Ektar, as it has the same balance as the Kodacolor Gold films. If you need large transparencies, Ektar 25 can be enlarged onto print film, and the result is beautiful 4×5, 5×7, or 8×10 transparencies.

### EXPOSURE AND OTHER LATITUDES

With all good things come some trade-offs. First, the latitude of Ektar is narrow, somewhat like that of Kodachrome 100. We found acceptable results from +2 stops to -1 stop of exposure. Another drawback is the grain. It is so fine that it is almost impossible to focus on when making small and medium-size enlargements. (What a thing to have to complain about!) The low ISO of 25 may cause some problems for those photographers who don't like tripods, but do enjoy shooting in low light.

This film was designed for advanced amateurs. Ektar is not for point-and-shoot photographers who are looking for a film to correct their shooting mistakes. Ektar does not have that type of exposure latitude. Besides, many of the point-and-shoot cameras do not even have DX coding down to ISO 25.

Keep in mind that this film was designed for what Kodak calls "the discriminating photographer." If you are looking for quality, and the finest grain of any color print film, then sound the trumpets for Queen Ektar 25! King Kodachrome and Queen Ektar, may they reign forever in the Kodak film kingdom. ■

Instead of improving existing films, Kodak has introduced brand-new films with characteristics so impressive, you'll swear you're shooting with large format.



Above left: We set up an 18% gray background to photograph the Ektar 25 film and box. The paints used to illustrate Ektar's brilliant colors are children's water-base fluorescents. The image was made with a Nikon N8008, AF Macro-Nikkor lens, and White Lightning 1200 strobes on Ektar 25 film.

Above: Madame Xiao An Yang of the Peking Opera was photographed on stage in Portland, Oregon using the N8008, SB-24 flash, and Ektar 25 film. In printing this image, it was impossible to find any grain to focus on. We ended up using specular highlights. (Peking Opera; produced by International Attractions, Inc., Don Hughes producer.)

Left: High-magnification macro work is usually not the province of 35mm films, particularly color negative films. Ektar 25 holds both sharpness and color crispness under soft light, making the images look as if they were made on large-format film. The stamps are collector's editions from the African country, Burundi.