



Fujicolor Nexia 800



Superfast Advanced Photo System color-print film

Text & Photos by Jack and Sue Drafafl



Fujifilm's newest film introduction challenges the laws of photographic physics. Whenever you reduce the size of the film format from 35mm to 24mm APS, and increase the ISO film speed, image quality automatically decreases. That's the theory at least, but it seems that Fujifilm has found away around this with its new Fujicolor Nexia 800, the first 800-speed 24mm Advanced Photo System film ever made. Nexia 800 film joins the Fujifilm family of Advanced Photo System films that already include Nexia 100, 200, and 400.

One of the reasons you have not seen an APS film at this film speed before now was that the grain would have been too large. Fujifilm gets around this problem with their Fine Σ (Sigma) Technology. The results are very thin, uniform size and shape, flat silver-halide crystals that produce an excellent grain pattern. This in turn, results in smoother tonal gradations and a higher degree of sharpness.

Like the other Nexia films, Nexia 800 includes Fujifilm's Fourth Color Layer Technology that enables the film to see much like the human eye. The fourth layer also allows the film to better record the green portion of the spectrum, especially under fluorescent lighting.

Yet, the benefits of Nexia 800 are much more than the ability to get great images. The compact size of APS cameras today makes it easy for a camera to fit in a shirt pocket or purse. Most have a zoom lens, built-in flash, and a protective shell when not in use. You can go just about anywhere with a camera, and now Fujifilm has made the film to take with you. With Nexia 800 there is no stopping you when the light level drops or the action speeds up. If you decide to use flash with ISO 800, your flash range extends to 22 feet from only 8 feet with an ISO 100 at the same f-stop.

"Combining the performance advantages of high-speed film with exceptional fine grain and sharpness, Fujicolor



Left: Image quality with Nexia 800 is good enough for everyday use, not just when you need added speed. **Opposite page, top:** Nexia 800 captured the fine lighting nuances in this shot of a shaded outdoor art display.

Nexia 800 promises to become the standard high-speed film of choice," said Joe Vaughey, Senior Brand Manager, Consumer Film, Fuji Photo Film U.S.A., Inc. "With this introduction of the Nexia 800 film, Fujifilm is giving a dramatic boost to our 24mm Advanced Photo System line and providing photographers with a great product. . . ."



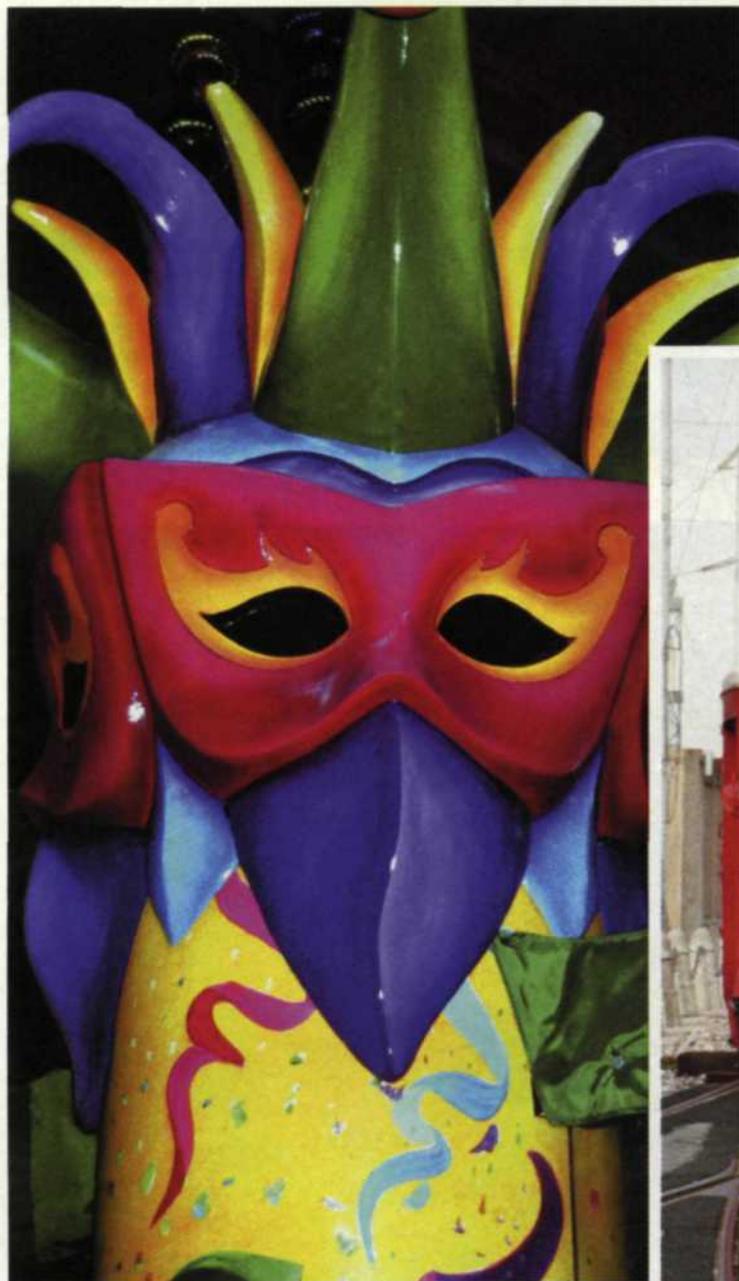
Above: Nexia 800 is especially handy when using the longer end of your camera's zoom range, where the really small apertures tend to reduce flash range and shutter speeds.



Above: Nexia 800's additional film speed extends the range of your camera's flash unit. Colors are beautiful, something that wasn't always the case with superfast films of the past.

Amateur photographers today want to take their cameras everywhere with them. Not only do they want to take pictures in sunlight, they want to capture the dance recital, soccer game, first day of school and the senior prom. They don't expect to take all the images on the same roll of film, but at least take them with the same camera. This is why the higher ISO films have gained in popularity. Photographers can load one roll of film and capture most any photo situation that arises. This versatility is why Fujifilm developed the ISO 800 Nexia.

In the past, photographers craving this emulsion



Above: This indoor flash shot shows another example of Nexia 800's terrific colors.

versatility had to sacrifice quality, but not so with this Nexia 800. Here you have the ISO range to capture the action and thanks to technological advancements, it is a win-win situation. Not only do you get vivid colors, you have exceptional grain and sharpness to boot. What more could you ask for?

We decided that Nexia 800 APS sounded like a great party film, so we hopped a plane and headed for one of the biggest party towns we know . . . New Orleans. This is a town where the Mardi Gras party lasts year round. We thought that Nexia 800 would be the perfect party film since lighting conditions can vary from moment to moment. It should even work great in sunlight and even for those flash or non-flash situations.

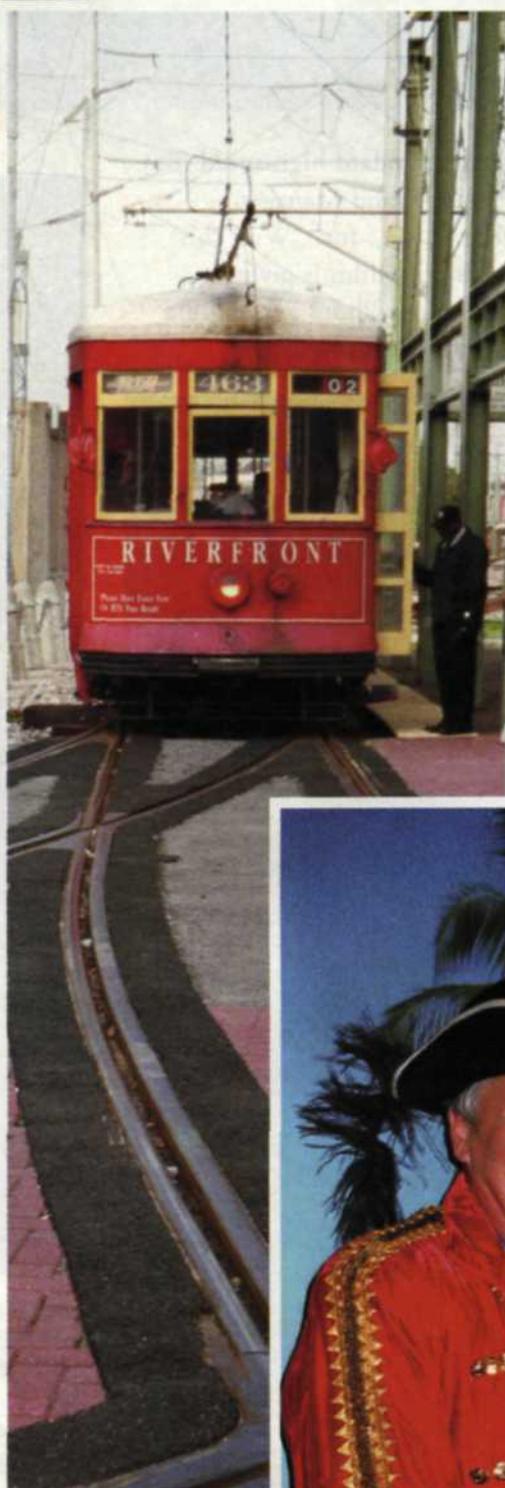
We put the film to work as we cruised the Mississippi for a night of dining and dancing aboard a sternwheeler. A cool moonlit night, slow-moving river, live band, great Cajun food, and some fantastic friends guaranteed good times for all. As the evening's action progressed, Nexia 800 had no problem keeping

up the pace. Wish we could say the same!

The next day we took a quiet stroll along the Riverwalk to test the film in sunlight. Then we moved indoors to see just how well it worked under fluorescent lighting. The color and design found in the Mardi Gras masks and beads were fabulous. What more could we ask for when conducting a color film test? We tried some flash pictures, available light, action and still life. Once the tests were concluded, we just had to wait for film processing to review our results.

We found the ability to change APS film midstream especially useful on this New Orleans trip where we had to pass through airport X-ray security. Most airports claim that X-ray doesn't damage film, or that only high-speed films are affected by these machines. Maybe once through the machine might not hurt it, but how many one-way trips

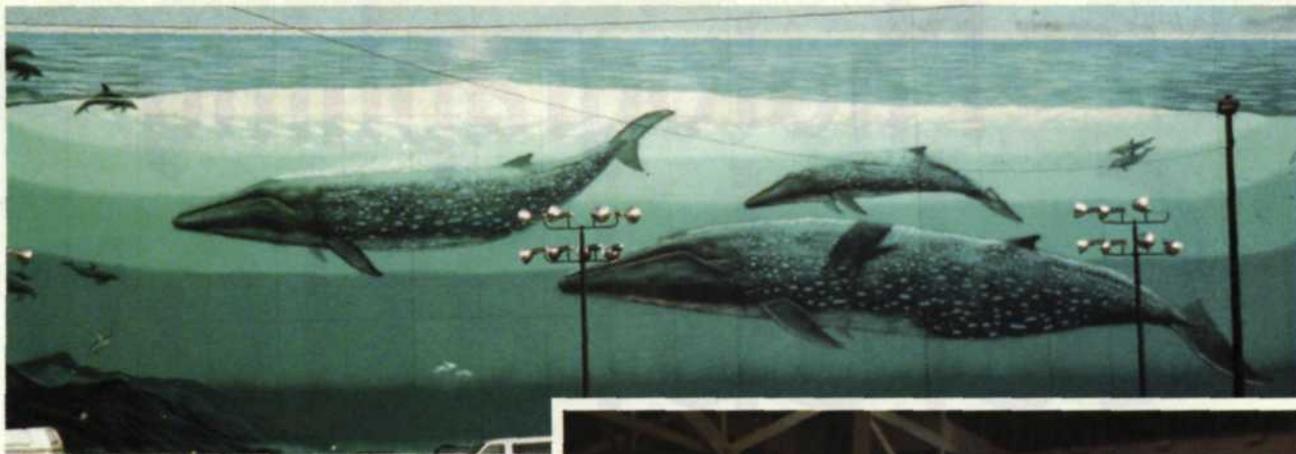
Left: Nexia 800 is a great point-and-shoot film, able to handle just about anything you'll encounter, indoors or outside.



Right: Nexia 800 works beautifully with daylight and with flash—and combinations thereof.



Right: Like all the photos shot for this article, this mural in overcast daylight was recorded on Nexia 800 film in a Fujifilm Nexia 320ix Zoom camera, here using panoramic P mode.



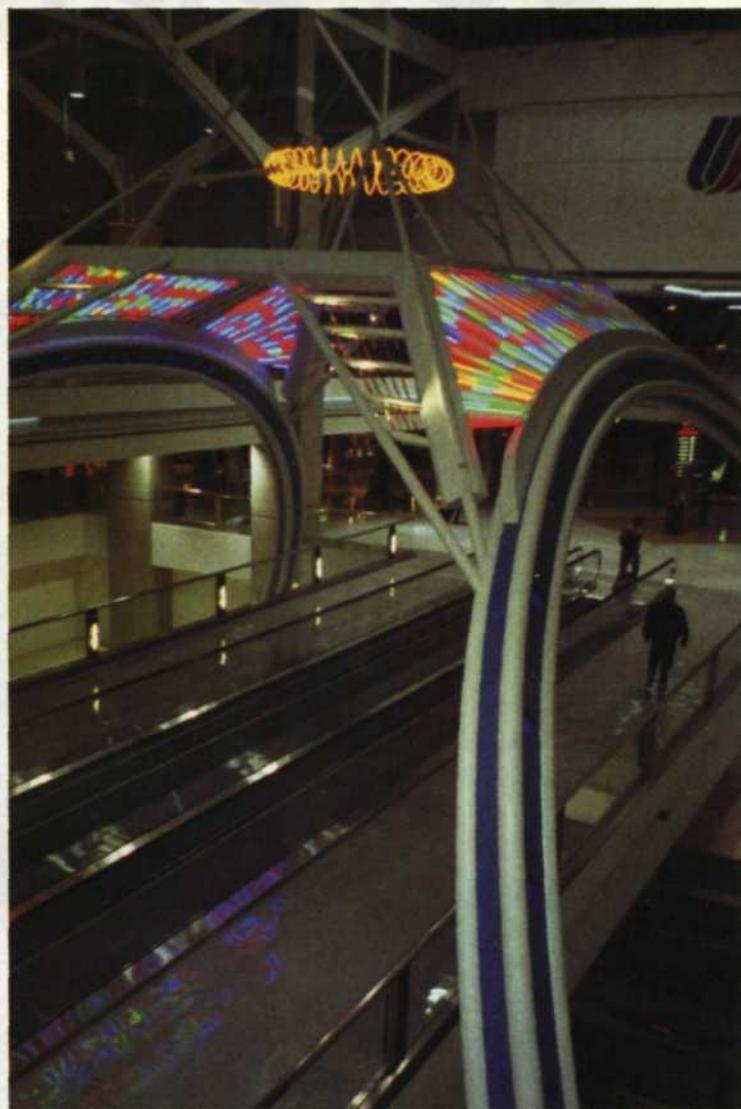
do you make? Since Nexia 800 is a high-speed film, we simply backed out the Nexia roll before we got to the security area. We put the semi-exposed roll in with all our other unexposed rolls and had them hand checked. Once we were past the check point, we simply reloaded and we were on our way.

It is always so exciting to view the results of your photo efforts. Who would have thought that a one-hour wait would sometimes feel like an eternity? As we quickly scanned through the images, we were impressed that we didn't miss any shots. Wow! This film seemed to capture all the lighting situations we threw at it. Even the photos taken under fluorescent light had been color corrected by the printer. The colors of the masks and beads were vivid yet realistic, just the way we remembered them.

We took the APS film canisters and scanned the images into our computer. That is the only way we can really analyze the grain structure. We kept enlarging the images until we saw grain, but it was really tough to find any grain in the images. How do they do that? We thought that all high speed films were supposed to be grainy. The only time we saw even a hint of grain was in an underexposed image.

Nexia 800 features a wide exposure latitude, delivers accurate color, and outstanding sharpness and grain for an ISO 800 film. It is designed to capture fast action shots while delivering high-quality images. After viewing our results, we think ISO 800 film is going to become very popular. It is available in 25-exposure rolls and a bonus 3-pack that contains a whopping 90 exposures (two 25-exposure rolls and one 40-exposure roll). So what's stopping you? Grab some Fujicolor Nexia 800 APS and capture it all!

For further information on Nexia 800 or any of the Fujifilm products, check them out at www.fujifilm.com. ■



Above: Dim available light is Nexia 800's forte, as this interior at Denver airport demonstrates. Faster film means sharper pictures, and with Nexia 800, you still get great colors.



Left: If you aren't sure what film to put in your APS camera—fast or slow or medium-speed—try Nexia 800. You'll be ready to get good shots in good light and bad.