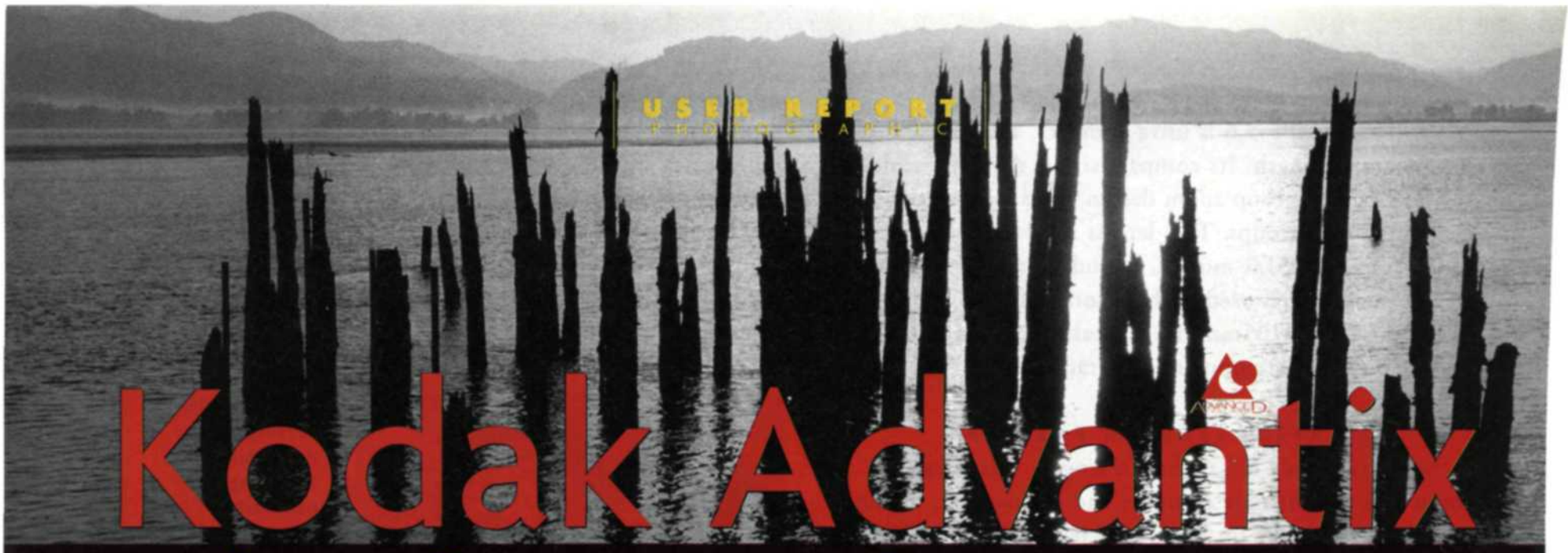
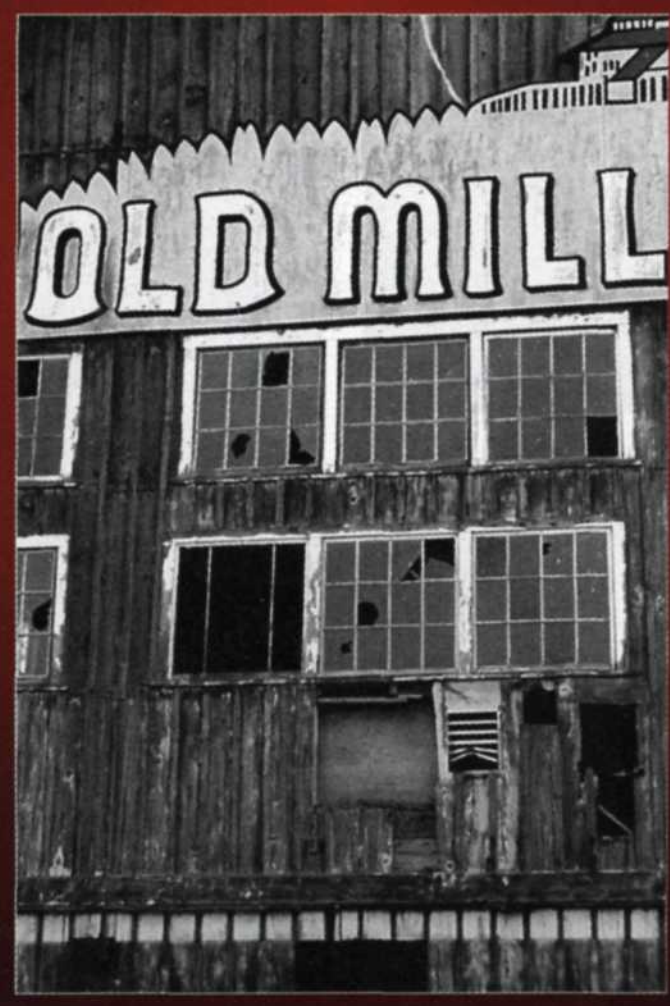


Kodak Advantix Black & White +400

The joys of black-and-white, using your regular APS color-print lab

by Jack & Sue Drafahl

At the Spring PMA show, Kodak announced its latest addition to the Advanced Photo System family: Advantix Black & White + 400, a chromogenic emulsion that is processed in the ubiquitous standard C-41 color-print film chemistry. Black & White + 400 combines the advantages of APS technology with the creative freedom that black-and-white photography offers—and you won't have to look for a special lab to process the new film because any one-hour photofinishing lab can do the job.



One of the unique features of high-end APS is mid-roll change capability. Now you can shoot a scene in color and then switch to black-and-white, without having to carry a second camera or shoot a whole roll before you can alternate film types. Since Black & White + 400 can be processed by any standard C-41 photofinisher, it can be printed on the same color paper as your color negatives. When the color printer is properly balanced for this new film, the tonal grays resemble those found in prints from conventional black-and-white films on conventional black-and-white paper. But you can even get creative and have different levels of warm tone dialed in to create a sepia-toned print.

You can also enjoy the three print formats available in the APS format. For those who want to stay with the standard 3.5x5 or 4x6 prints, the C (Classic) is the format to choose. The full-frame H format (the most popular APS format) will give you either 3.5x6 or 4x7-inch prints. The P (Panoramic) format is one of our favorites, resulting in either 3.5x10- or 4x11.5-inch prints. Larger prints for all three formats can be made in custom labs that specialize in APS negative printing.

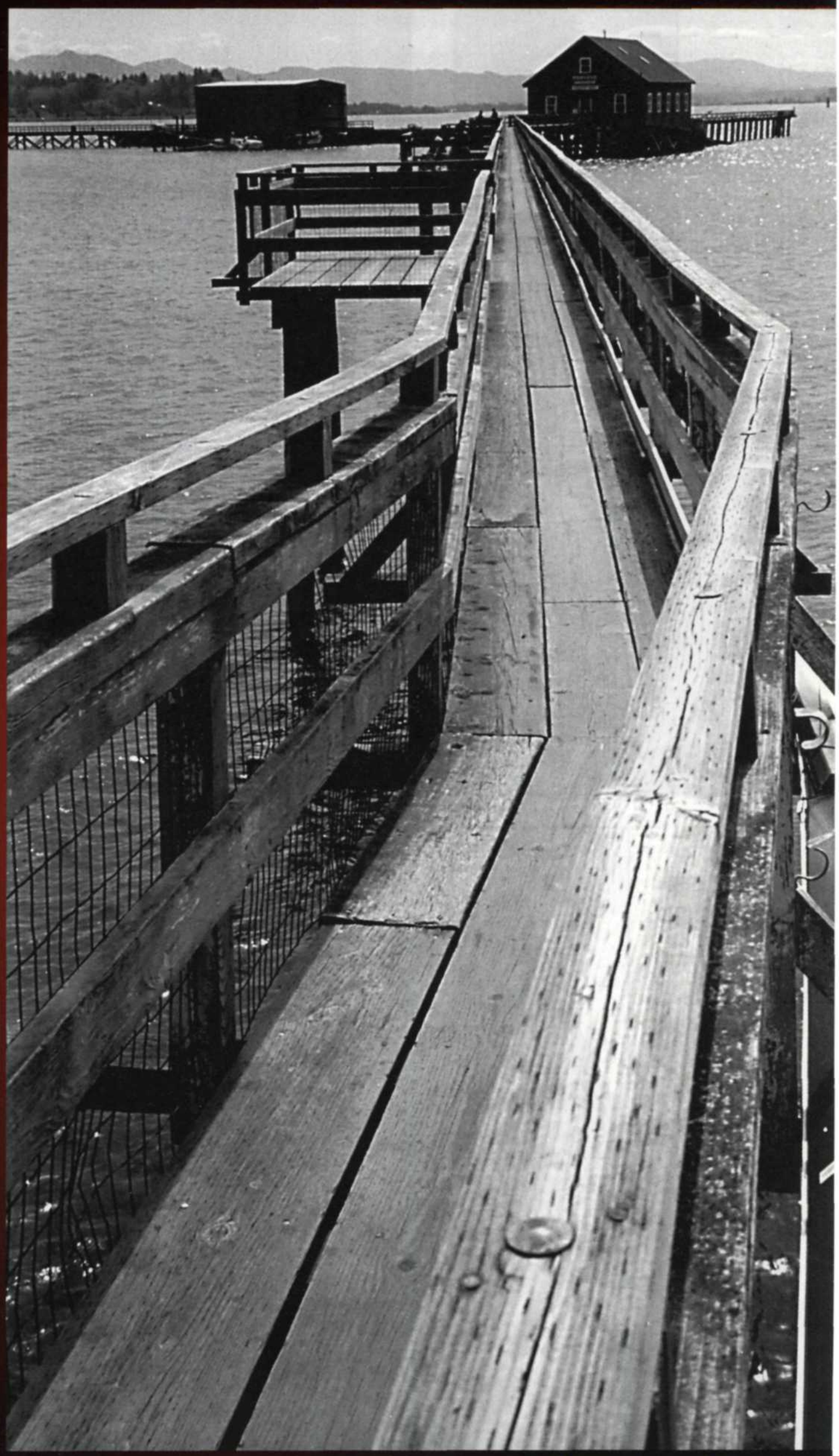
As with APS color films, important data about the image is stored on a transparent magnetic material. Depending on the capabilities of your APS camera, this may include format selected, camera orientation, illumination, and additional data recorded by some of the more-advanced APS cameras.

The Advantix Black & White + 400 emulsion itself has extremely fine grain and outstanding sharpness. This is due mainly to the use of T-Grain technology and the smooth grain pattern found in chromogenic films. The versatility of the ISO 400 film speed makes this film ideal for capturing everything from bright sun to dim lighting. The wide exposure latitude of +3 to –2 stops ensures that you don't miss a shot due to incorrect exposure.

If your concern is that you will lose some of your black-and-white controls, don't fret. You will find that nothing has changed regarding using filters. The same dark skies you got with a red filter on conventional black-and-white film will occur with this new black-and-white APS film. Green filters still lighten foliage and make the skin darker for portraits. Most APS cameras have a built-in flash for both direct flash and flash-fill. Kodak's Advantix Black & White + 400 makes shooting black-and-white as easy as using color negative film!

For best results, suggest to your lab that they use black-and-white paper rather than color paper to make your Black & White + 400 prints. If they can't do this, shop around—there are other labs that can meet your needs, particularly those aimed at professional photographers.

A second option takes APS film into the digital world of computer editing. Kodak's



Whatever the APS format—panoramic P (opposite page, top), classic C (opposite page, bottom) or full-frame H (right)—black-and-white gives you a new way to exercise your creative eye. Kodak's new Advantix Black & White + 400 film gives you a beautiful range of tones with a wide variety of subject matter.

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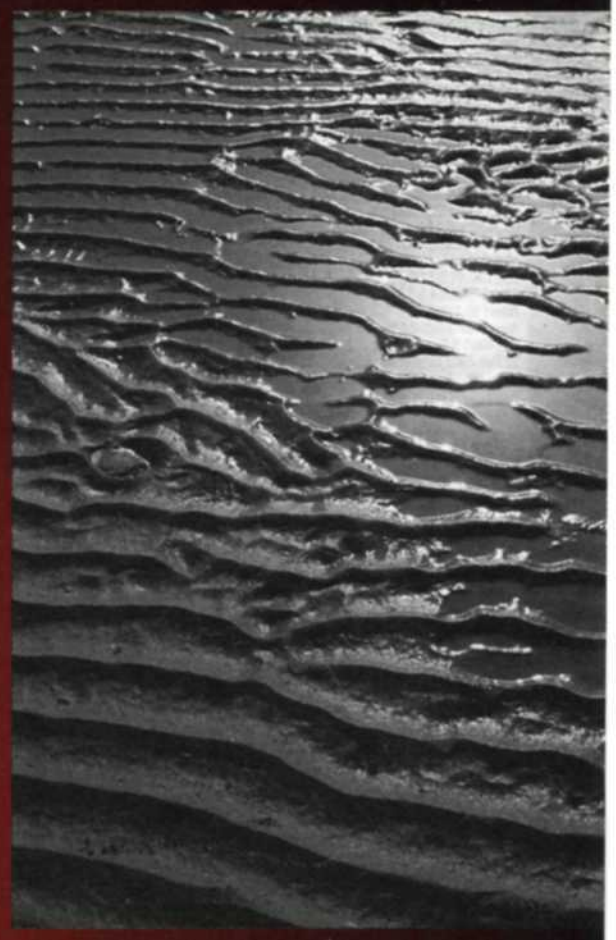
Advantix *(Continued from page 35)*

testing lives a lot easier. We first ran a quick test roll and processed it along with a couple of other C-41 color negative rolls. It indicated that no changes would be necessary as every exposure was almost perfect. Although we would like to take credit for this, it was due to the extreme range of the film, and the quality of the APS camera we were using. We tried all three formats, used flash, and tried our luck with some images in low light. Once the film was processed we took a loupe and gave it the critical eye. The grain was extremely fine, sharpness excellent, and the only shot we missed was when we accidentally pressed the shutter as we were climbing a hill. What more could we ask for?



Although the film is processed in color negative chemistry, the negatives print like standard black-and-white negatives when black-and-white paper is used. We tried them on color paper from a one-hour photo lab, and found those prints also quite acceptable, although a slightly different tone. Once we scanned some of the negatives into our computer, our black-and-white APS world grew as we created high-contrast images, sepia-toned, and played for hours trying various combinations until we ran well past our magazine deadline. Oh well, we were having fun.

Kodak's Advantix Black & White + 400 and the sophisticated APS cameras provide you with the proper tools to make images. The secret is to use your creative eye to take it one step further and create visuals. After viewing life in vivid technicolor it takes a little more effort to capture the sophisticated and subtle world of black, white and shades of gray. Thanks to Advantix Black & White + 400 Print Film you can now experience the world of black-and-white photography with the convenience of color print film.

For more information, contact Kodak at 800/242-2424; or check out their Internet website at www.kodak.com. ■

Advantix Film Drive FD 300 is a high-resolution APS film scanner that lets you bring your black-and-white film negatives into your computer. Then the sky is the limit as to what you can do to the image before you output it to your favorite inkjet printer. With this device and the new APS black-and-white film, you have more control than you ever had in the black-and-white lab, and it's all done on your computer desktop. High contrast, solarization, tone lines, bas-relief, reverse image, and increased gamma control are just a few of the adjustments you can make to your image before it is printed on digital paper.

Kodak sent us their Advantix 4700ix APS camera for putting this black-and-white film to the Drafahl test. The standard point-and-shoot controls on the 4700ix—zoom, internal flash, flash-fill, and autofocus—all made our film-

Wide exposure latitude yields beautiful prints even from incorrectly exposed negatives, but for best results, have your lab print Advantix Black & White + 400 images on regular black-and-white paper rather than on color paper.