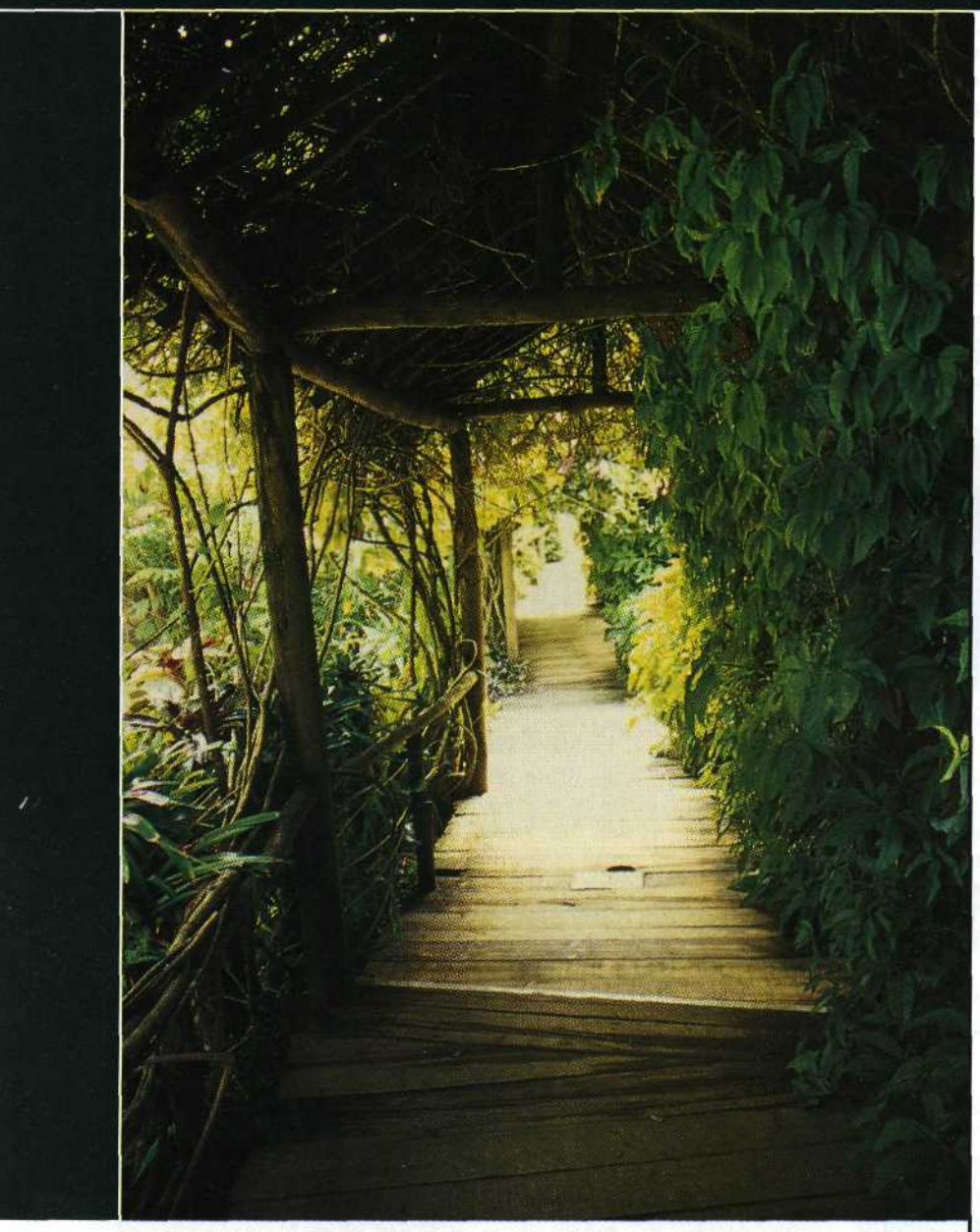
Kodak Elite Chrome Extra Color 100

If you like your colors rich, try this new slide film

by Jack & Sue Drafahl



Photography today is full of choices. You can bet that some manufacturer out there makes most anything your photographic heart desires. If you want a specific camera, flash or lens to do a job, rest assured that someone makes it. The same holds true for the film market. Competition among the film manufacturers has created an unending sea of film variations. Most are for general usage, but a few are targeted for the photographer who demands a film beyond the norm. Kodak now offers the fifth member of its Select Elite series of films: Elite Chrome Extra Color 100. It is a variation on Elite Chrome 100, but this new film offers increased saturation to give it that extra color.

You may wonder why Kodak would introduce a film that offers saturation beyond the limits of accurate color. The answer is that the creative world of photography has clearly demonstrated that not all subjects fit under one film application. Some films are designed to render perfect color in order to capture those important portraits and family pictures. Colorful flowers in your garden, spectacular landscapes, and the wonders of the mysterious underwater world demand vivid color renditions. Kodak aims to please all photographers, so now you have a choice of color saturation in your Elite chromes.

How is this extra color accomplished? Kodak has developed a special technology that combines ultra-fine, sub-microscopic silver-halide crystals, and "causer crystals" that release chemical components during processing to increase color saturation. Wow, what a mouthful! The film also employs Kodak's T-grain technology to maintain sharpness and fine-grain. The result is a true 100-speed film that offers outstanding sharpness, fine grain and enough color saturation to make your images pop. Your processed images can be used for projection, color prints, enlargements, or scanned into a computer system for digital applications.

Before we set out to do any testing we wanted to know more about this increased color saturation. We compared the image-structure charts presented for each Elite 100 emulsion and found that each set of curves was almost identical. We noted that the RMS granularity rating of the Extra Color was 11 while its Elite brother came in with an RMS of 10. This would indicate that the increase in color saturation also gave a very tiny increase in grain size. We ran our first test using our MacBeth color chart and found that the color saturation was indeed increased, but not by a large percentage. Elite Chrome 100 was already an excellent film offering very good color saturation, so the Extra Color

Left: **Kodak's new Elite Chrome Extra Color 100 slide film comes in a flashy box, and delivers flashy colors.** *Above left:* **The film also has snappier contrast, which is great for punching-up colors, but watch out when photographing contrasty scenes.**

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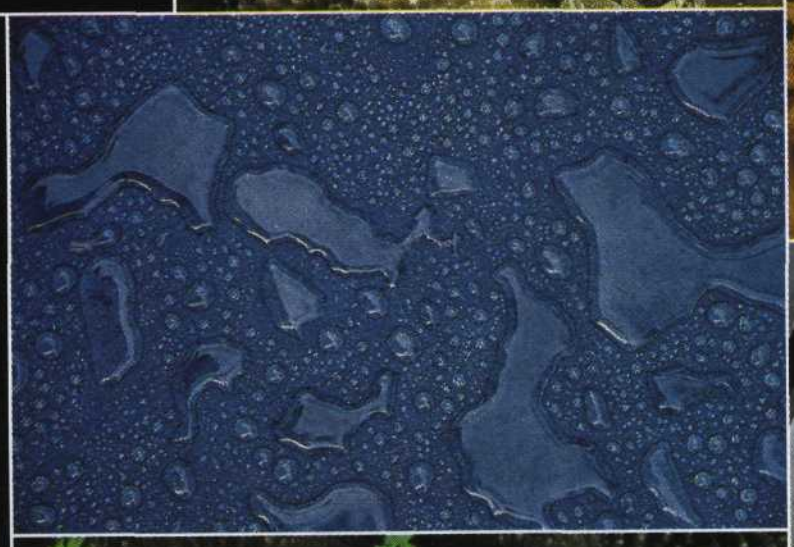
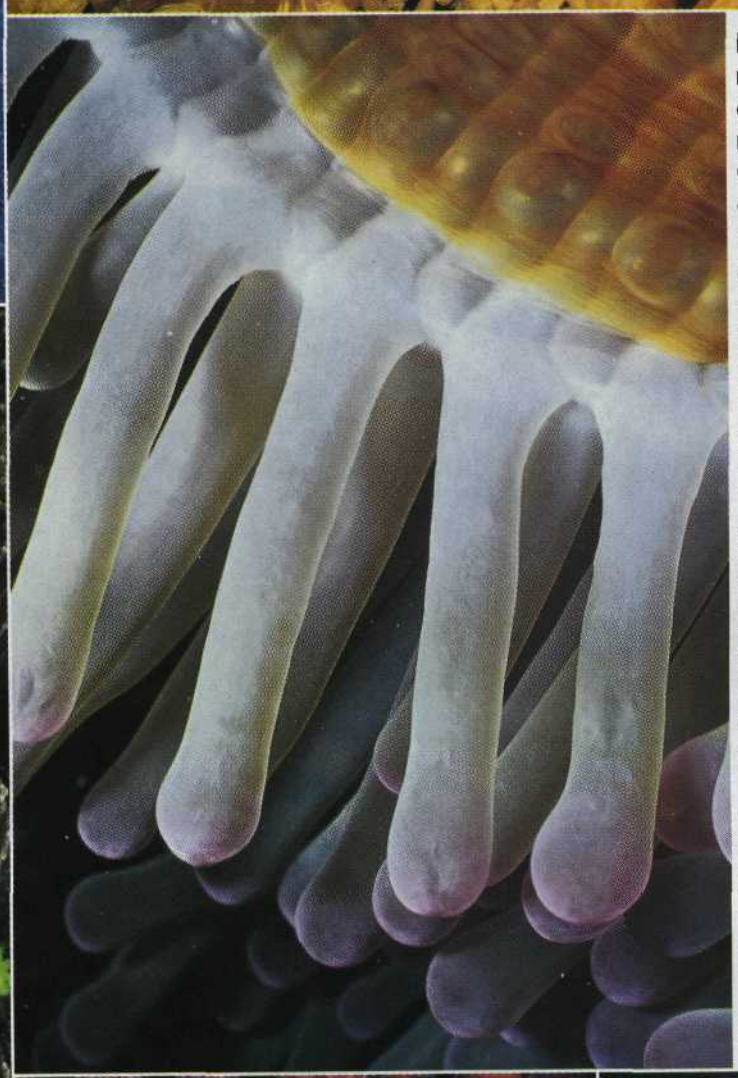
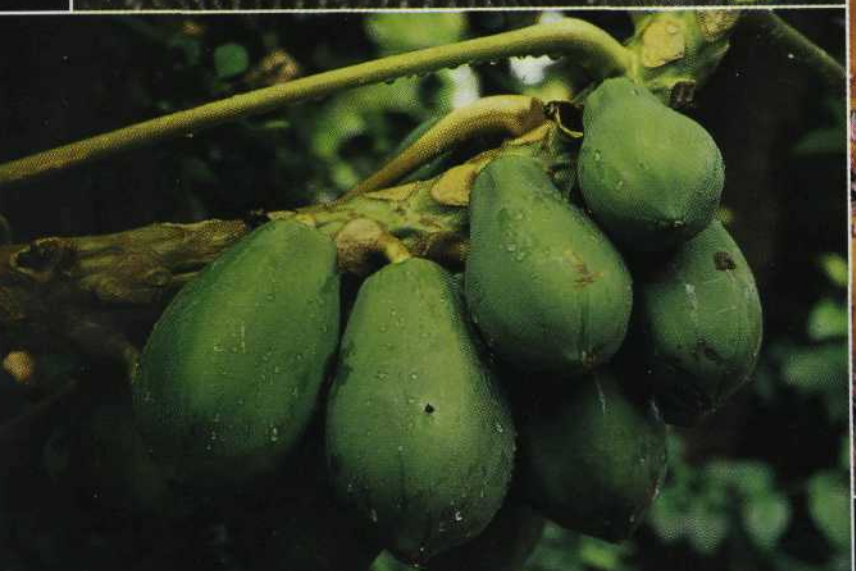
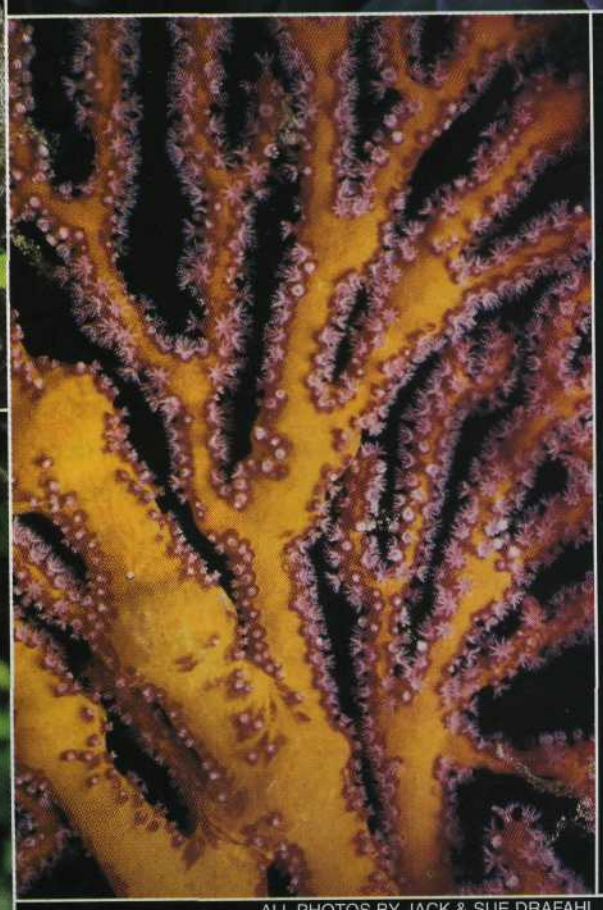




Extra Color means extra color—Kodak's new Elite Chrome film delivers what its name suggests, even in situations that "eat" color, like underwater photography. Despite the extra-strong colors, the film's neutral tones remain neutral—colors are rich, but there are no undesired color casts. This is a wonderful film to use when you want slides with vivid colors, or want to intensify weak colors in the scene.





ALL PHOTOS BY JACK & SUE DRAFAHL

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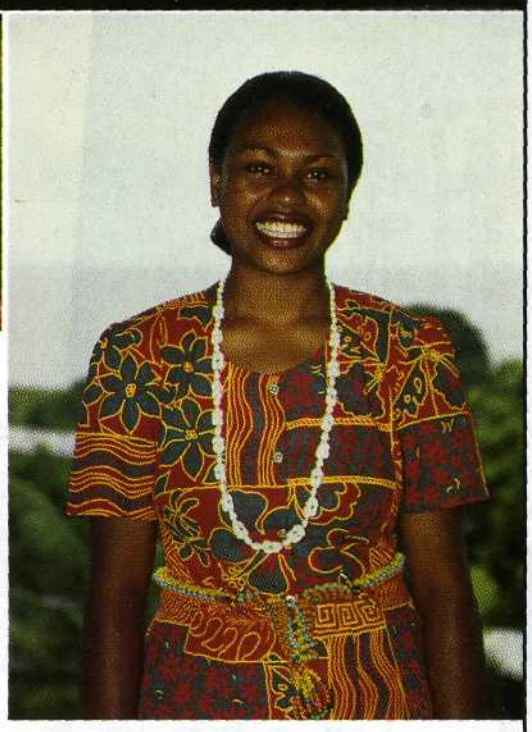

Top and above: **The added snap makes subjects really "pop."** *Right:* **While a little strong for people pictures (the "regular" Elite Chrome 100 is better for portrait shooting), the new film worked well for this fill-flash shot.**

just took the brilliant colors to a slightly higher level. The blues and cooler colors in both emulsions were almost identical, but the warmer colors, such as reds, were noticeably more saturated. The grain pattern was very tight and the images sharp, so they should make excellent enlargements.

We were having trouble deciding where to test this new film. Since it was designed for nature, landscapes and underwater photography, a trip to a tropical location sounded great, but we saw nothing on the horizon. Then magically, Rob Barrel and his sister Alexx Edwards, owners of a 120-foot yacht called the Nai'a, asked us aboard for a week in Fiji. Needless to say, they did not have to ask us twice. Fiji has colorful flowers, vivid sunsets, white sand beaches and some of the best diving in the world. We grabbed our bags filled with Extra Color Chrome 100 and hopped a 10-hour flight from Los Angeles aboard Air Pacific to Nadi, Fiji. What a great way to test film!

Since we were aboard a dive boat, we decided to test the film underwater first. One of our first stops was a dive spot appropriately called E-6 because of the large amount film shot and processed here. What better place to test a Kodak E-6 film than on E-6? This 3000-foot-high pinnacle reaches up from the ocean floor to within inches of the surface and offers a variety of colorful animals for our tests. A few days into our trip we made a brief stop at a local Fijian village. We were graciously treated to a *meke*, a traditional celebration of song and dance by villagers of all ages. As we listened to the music and sampled the Fijian drink called kava, we couldn't help noticing the colorful clothing worn by the meke participants. Although the Extra Color film was not designed for photographing people, what the heck, we seized the moment and took a picture or two anyway.

Once back on dry land in Fiji, our friends Piet and Karin van Zyl, managers for Tokoriki Island Resort, graciously asked us to visit. How could we say no to such good friends? It felt so good to walk the white sand beaches and watch the sun set into the azure waters. Everywhere we looked on this remote island paradise was teaming with extra color which made our film testing even easier.

On our last day in Fiji, we decided to visit a local orchid garden started by the late Raymond Burr (Perry Mason). Since our flight was hours away, we decided the perfect way to finish our film test was exploring the several hundred varieties of beautiful flowers the gardens offered.

Our Air Pacific flight returned us home before we left Fiji, a traveling phenomenon that occurs when you cross the international date line. The advantage was that it gave us a head start on all the E-6 film processing. Once all the film was dry and mounted, we took out a loupe and gave it the critical eye.

The photos of the flowers and the landscapes were great. We noted that the grain structure was very fine, and the contrast level seemed slightly higher than with its Elite 100 brother. Our exposure bracket of ±0.7 gave us acceptable results throughout. The images scanned very well into the computer and made some excellent prints.

The photos taken at the Fijian village proved as colorful as we remembered. Since the Fijians are dark-skinned people, this film performed well. You should probably use the "regular" Elite Chrome 100 for people with light skin or they may have a sunburned appearance with the Extra Color. That is why Kodak offers film variations.

Our big surprise came when we viewed the images taken underwater. Rick Sammon, another professional photographer and our good friend, had told us to try this new emulsion underwater. Now we understood why. The color saturation was excellent on these underwater images! Underwater photography comes with its own set of problems since water density cuts down the color saturation of most films. The Elite Extra Color Chrome emulsion compensates for the color loss in the water and makes photos that zing!

If you like extra rich colors in your images, Elite Extra Chrome 100 should be the film choice for most of your photo opportunities. For those other situations, Kodak has provided photo options. You now have the choice of five Elite Chrome family members as photographic tools to include in your camera bag. (Besides Elite Chrome 100, the other members of the family include Elite Chrome 200, 400, and 160T, the last balanced for tungsten lighting.)

For more information about Kodak films, contact Eastman Kodak Co., 343 State St., Rochester, NY 14650; 800/242-2424; on the Internet www.kodak.com. ■