

What's different about the new KODAK PROFESSIONAL PORTRA 400NC and 400VC Films?

We've extended the use of our proprietary Advanced Dye-Layering Technology (DLT) to noticeably reduce the grain on both of these films. The result is improved scanning performance and greater enlargement capability.

Didn't you just improve these films?

Kodak has unmatched expertise in both film and digital imaging. In the past 16 months, since we introduced the new generation of PORTRA Films, we've sought ways to refine and improve the films to provide even better options for professional photographers. These new 400NC and 400VC films, now with even finer grain, enable photographers to create stunning images with spectacular skin tones.

Why is Kodak continuing to make improvements to film?

Kodak is a leader in bringing film innovation to market, delivering unparalleled choice to professional photographers. For more than 100 years, Kodak has provided the world's greatest photographers with the best films products. These new films, combined with our recent launch of the new KODAK PROFESSIONAL T-MAX 400 B&W film, continue that tradition.

How can I tell if I have the newest generation of PORTRA 400-speed films?

- New packaging materials (cartons will have a new callout)





- The 120/220 foil hot stamp makes it easy to identify the new film:



- The edgeprints of the new films will be updated as follows:

Current PORTRA Film Edgeprint:	New Edgeprint:
KODAK 400NC-2	KODAK 400NC-3
KODAK 400VC-2	KODAK 400VC-3

When will the new 400-speed films be available?

New generation PORTRA 400-speed Films will be available worldwide on a stock-turnover basis beginning in Q1 2008.

Will CAT Numbers change?

No.

What sizes will be available?

PORTRA 400NC is available in 135, 120, 220, 35 mm long roll and sheets.

PORTRA 400VC is available in 135, 120, and 220.

Do I need to do anything different to print or scan these new PORTRA Films?

No. The new films are designed to be printing and scanning compatible with the existing family of PORTRA Films.