

KODAK PROFESSIONAL SUPRA ENDURA VC Digital Paper features vivid color, neutral tone scale, and excellent flesh tones, making it an excellent choice for portrait, wedding, and commercial applications.

## Digital Performance

KODAK PROFESSIONAL SUPRA ENDURA VC Digital Paper is optimized for use in digital printers. This paper offers high printer maximum density (D-max) capability, which results in blacker blacks. A larger color gamut allows for extended color reproduction. Contrary to what would be expected with increased color gamut, flesh reproduction is excellent. Intrinsic paper speed is built for printers using LED and laser print engines, which results in a more robust calibration processes. KODAK PROFESSIONAL SUPRA ENDURA VC Digital Paper can be used in combination with International Color Consortium (ICC) output profiles or with color-management tools within a printer.

## Implementing Color Management: Achieving Correct Colors, Including True Whites

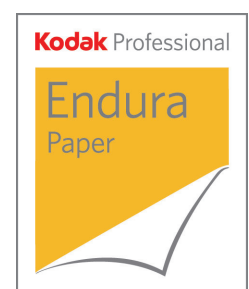
Color management offers control for a lab's preferred color balance in whites, highlights, mid-tones, and shadows.

Implementing color management into your lab's workflow helps to resolve the differences in colors that result when you reproduce the same image using different devices, platforms, applications, materials, and processes. Adding color management to your workflow and adopting the International Color Consortium (ICC) industry standard workflow will help you:

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- \* Compared to KODAK PROFESSIONAL SUPRA ENDURA Paper
- \*\* Based on product application including specific light levels and temperature conditions.

- ▶ Excellent flesh reproduction, as to be expected from Kodak
- ▶ Increased color gamut +10% \*
- ▶ State-of-the-art image stability \*\*
- ▶ Specifically designed for pro labs using color-managed digital exposure systems
- ▶ More robust calibration process \*
- ▶ Lower process developer replenishment rates \*
- ▶ Exceptional sharpness: type, graphics, images
- ▶ Brilliant image quality—print after print
- ▶ Also for use in traditional optical printers



- Easily establish consistent and predictable color throughout all parts of the color reproduction chain. This results in fewer remakes.
- Reduce materials and labor costs. In large-scale imaging operations, media waste and lost production time can result in thousands of wasted dollars or Euros per annum.

The Kodak ProLab Resource Center is available to support labs in marketing, business, workflow and technical support.

## Image Stability

SUPRA VC Digital Paper provides excellent print life, excellent image quality, and excellent performance in the lab, all in the context of the real-world requirements of end-users in the portrait/social and commercial display markets.

With the introduction of ENDURA Media in 2002, KODAK PROFESSIONAL Papers incorporated a patented coupler technology for thermal stability that performs two times longer than other silver-halide-based, color, photographic paper. For portrait and social applications that experience a totally thermal-driven environment (e.g., dark album storage), this means that prints will last over 200 years before noticeable fade occurs. In a typical home display environment, it means that prints will last over 100 years before noticeable fading occurs.