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#### WHAT IS ENDURA MEDIA?

KODAK PROFESSIONAL ENDURA Media is our award-winning range of silver-halide (AgX) color negative papers and display materials.

- ▶ **ENDURA Metallic Paper** – high contrast with a unique metallic/high gloss appearance
- ▶ **ULTRA ENDURA Paper** – blacker blacks and whiter whites, bold colors
- ▶ **SUPRA ENDURA Paper** – moderate contrast with natural/pleasing flesh tones and saturated colors
- ▶ **SUPRA ENDURA VC Digital Paper** – expanded color gamut and excellent flesh-tone reproduction
- ▶ **ENDURA Transparency Display Material** – printing film with translucent base for illuminators without built-in diffusers
- ▶ **ENDURA Clear Display Material** – printing film with clear base for illuminators with built-in diffusers

#### ENDURA MEDIA FEATURES AND BENEFITS

##### State-of-the-art print-life longevity\*

- ▶ 100 years in typical home display
- ▶ 200 years in typical dark storage
- ▶ 1-5 years for commercial display



##### Wide color gamut

- ▶ Soft, smooth, realistic flesh-tone reproduction
- ▶ Bright blues, cyans, purples, and reds
- ▶ Rich, bright color saturation
- ▶ Intense blacks

##### Enhanced detail from highlights to shadows

##### Optimized for optical and digital printing devices

- ▶ Consistent results and easier print-matching

\*Based on product application including specific light levels and temperature conditions; testing conducted as specified in ANSI Publication IT9.9-1996 and ISO Publication 10977, "Stability of Colour Photographic Images - Methods for Measuring," including use of illustrative endpoint criteria of 30% dye fade.

In independent, long-term testing of ENDURA Media against the previous generation of KODAK PROFESSIONAL Media, ENDURA Media was found to exhibit significantly improved image stability in terms of color balance and dye fade. These independent results confirmed the internal Kodak testing and, in fact, revealed that Kodak's published estimates concerning image longevity were conservative.

<sup>1</sup>The Image Permanence Institute at the Rochester Institute of Technology.

## YOU DEMAND QUALITY OUTPUT. WE HAVE PROFESSIONAL PHOTOGRAPHIC MEDIA DESIGNED TO DELIVER EXCEPTIONAL PERFORMANCE.

Your prints and displays, wherever they appear, should consistently reflect the unique professionalism you put into your work. Make sure that the output materials you use or specify enhance your quality and reputation.

The wide range of KODAK PROFESSIONAL ENDURA Media offers a variety of versatile photographic products to meet your needs. Our award-winning silver-halide media has set the standard by which output materials are judged. They offer you amazing quality, unsurpassed longevity, and exceptional durability—a winning combination. Not only can you expect great results, but you can be confident that your professional creativity and quality will last.

**Exceptional performance.** With ENDURA Media, there are no tradeoffs. They meet the most stringent requirements—from color vibrancy, longevity, durability, neutral reproduction, to intense blacks. The portfolio of ENDURA Media delivers durable continuous-tone photographic output for a range of applications, from portraits to backlit commercial displays.

**Quality.** Our standards for media quality are the same as those that have made Kodak a leader in photographic products for over 100 years. We don't just look at one set of features – but multiple different criteria. High performance, image stability, rich color and outstanding reproduction, to name just a few.

**Reliability.** Our ENDURA Media goes through rigorous testing:

- ▶ Physical characteristics
- ▶ Exposure parameters
- ▶ Stability and robustness – taking into account multiple environmental characteristics, not just one
- ▶ Ease of use both in the production process within the pro lab and in many post-exposure finishing processes

Your work deserves the best. That's why we take steps to ensure that our products meet your high expectations.

# WHY SHOULD YOUR IMAGES BE PRINTED ON TRUE PHOTOGRAPHIC MEDIA RATHER THAN OTHER OUTPUT TECHNOLOGIES?

The different output media technologies have both advantages and disadvantages. AgX or silver-halide media offer the highest image quality professional output and extremely cost efficient production available in the imaging market today. Over 75 percent of the silver-halide paper consumed in developed markets is used to print digital images via digital printers. ENDURA Media uses advanced silver-halide technology that offers several technical and aesthetic advantages over the alternatives.

### Superior print or display longevity in many situations.

To obtain good print longevity with, for instance, inkjet, you need to ensure that your prints/display transparencies have been produced using specific inkjet media, specific inks and a specific inkjet printer. And assuming you, or your lab, can match the media, inks, and printer to get the longevity results you desire, you may find out the printed results cost significantly more to produce. ENDURA Color Negative Papers or Display Materials can be used by a professional lab to provide unsurpassed image stability with optical and digital printing systems with exceptional consistency.

### Maximum predictability due to fewer production variables.

You'll get consistent print quality, matched prints between digital and optical output, excellent reproduction of skin tones, realistic color saturation and color accuracy, while allowing bolder colors to be prominent and eye-catching.

**Superior productivity especially for mid to large volume photo-quality print runs.** You'll also find that you, or your lab, depending on the workflow and application, can be more



efficient in producing a significantly higher volume of output in shorter times with ENDURA Media.

**True, saturated continuous-tone color - that distinctive photographic look and feel.** And although other output technologies have made great strides in producing photo realistic output, they still use a range of dyes or inks that may not be best suited for your application. Only the family of ENDURA ('AgX'/silver halide) Media offers continuous-tone printing with true millions of colors designed to provide impact for many different applications. Although the difference may seem minor, for true professional quality it is vital to be able to capture those subtle details as well as the more vibrant tones.

## CONSIDERATIONS WHEN COMPARING THE PREDICTABILITY OF AGX AND INKJET MEDIA

	COMPONENTS	VARIANTS	FACTORS AFFECTING PRINT LIFE
INKJET PAPER	SWELLABLE PAPER MICRO-POROUS PAPER	DYE BASED INK PIGMENTED INK DYE BASED INK PIGMENTED INK	Light +  Heat +  Humidity +  Air Pollution  <b>16</b> POTENTIAL INFLUENCERS/ MANY POTENTIAL OUTCOMES
		VERY LARGE VARIETY OF INK AND PAPER COMBINATIONS— HUNDREDS OF POTENTIAL VARIANCES	
CN PAPER	COLOR NEGATIVE PAPER	PHOTOGRAPHIC DYES IN A SELF-CONTAINED UNIT  VERY LIMITED VARIANCES— DYES AND PAPER ARE SELF-CONTAINED AND SPECIFICALLY MATCHED	<b>4</b> POTENTIAL INFLUENCERS/ A FEW POTENTIAL OUTCOMES

## SELECT YOUR SPECIFIC APPLICATION — PORTRAIT OR COMMERCIAL

We'll guide you to the KODAK PROFESSIONAL ENDURA Paper or Display Material that best suits your individual needs.

If you are interested in evaluating these products in your lab operations, call either a distributor of KODAK PROFESSIONAL Products in your country or Kodak direct, or see our complete offerings of output media at [www.kodak.com/go/endura](http://www.kodak.com/go/endura). Details are available later in this guide.

If you are interested in having prints or displays produced on KODAK PROFESSIONAL ENDURA Media, go to a Pro Lab. To find one today, go to [www.kodak.com/go/prolablocator](http://www.kodak.com/go/prolablocator).\*

### PORTRAIT/SOCIAL APPLICATIONS

Quality results today and for generations to come

- ▶ Weddings / Album prints
- ▶ Portraiture / Glamour prints
- ▶ Primary, High School, and Senior composites and prints
- ▶ Sport or Team prints
- ▶ Activity or Special Event prints

### COMMERCIAL APPLICATIONS

With long-lasting performance and rich, bright color saturation, this extensive portfolio of photographic media can satisfy your commercial imaging and display needs.

- ▶ Commercial Print Runs / Press Kits
- ▶ Wall Signage
- ▶ Point of Purchase Displays
- ▶ Fine Art Prints
- ▶ Floor Graphics
- ▶ Backlit Displays - with diffusion
- ▶ Backlit Displays - without diffusion

\*This service is not available in all countries.

Note: Dependent on application, lamination may be necessary to add adhesion, protection, or special textures. Details upon request.



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© Isabel Gomes & Lawrence Gurd  
Captured on KODAK PROFESSIONAL PORTRA 800 Film



© Brian Steege



© Ken Buschner, 2003



© Bill Forshee  
Captured on KODAK PROFESSIONAL PORTRA 160VC film

#### ▶ Kodak Assured Performance

You know Kodak for its high-quality, high-performance products, services and solutions. You've also come to expect that Kodak will set industry standards and test all the system elements for compatibility. Call your Kodak account executive or distributor of KODAK PROFESSIONAL Products to get everything you need to make each job one you can stand behind with confidence and pride. To see the complete family of photographic output media, visit us at [www.kodak.com/go/endura](http://www.kodak.com/go/endura).

\*Contrast ratings reflect results in optical printing situations. Digital printing can generally be calibrated to provide very similar contrast results.

<sup>†</sup>Sizes may vary from country to country.

Note: Laminates can preserve and protect large outdoor displays against the damaging effects of sunlight and pollution. Although AgX materials provide the highest-quality photographic materials, for short-term outdoor displays, inkjet media presents a good alternative. For information on this type of media and sizes, visit [www.kodak.com/go/endura](http://www.kodak.com/go/endura) and [www.encad.com](http://www.encad.com).

# KODAK PROFESSIONAL ENDURA Photographic Papers and Display Materials

▶ Your trusted photographic source for high-performance imaging media.

KODAK PROFESSIONAL Reflective Media					KODAK PROFESSIONAL Transparency Media	
MEDIA	ENDURA Metallic Paper	ULTRA ENDURA Paper	SUPRA ENDURA VC Digital Paper	SUPRA ENDURA Paper	ENDURA Transparency Display Material	ENDURA Clear Display Material
SPECIAL FEATURES	Unique metallic/high gloss appearance Extreme sharpness, brightness, and color saturation Extra durable/tear resistant	Blacker blacks and whiter whites, bold colors	Expanded color gamut and excellent flesh-tone reproduction	Exceptional flesh tones and saturated colors	Translucent-base film for use on illuminators without built-in diffusers.	Clear-base film for use on illuminators with built-in diffusers.
CONTRAST*	HIGH	HIGH	MODERATE	MODERATE	HIGH	HIGH
SURFACE	F-GLOSSY	E-LUSTRE F-GLOSSY N-MATT	E-LUSTRE F-GLOSSY N-MATT Y-SILK (available in some regions)	E-LUSTRE F-GLOSSY N-MATT Y-SILK (available in some regions)	F-GLOSSY	F-GLOSSY
SIZE†	<b>Sheets:</b> 279 x 35.6 cm (11 x 14 in.) <b>Rolls:</b> 10.2 cm x 176 m to 127 cm x 50 m (4 in. x 577 ft to 50 in. x 164 ft)	<b>Sheets in most surfaces:</b> 20.3 x 25.4 cm to 76.2 x 101.6 cm (8 x 10 in. to 30 x 40 in.) <b>Rolls:</b> 10.2 cm x 176 m to 182.9 cm x 30 m (4 in. x 577 ft to 72 in. x 100 ft)	<b>Rolls:</b> 7 cm x 176 m to 127 cm x 50 m (2.7 in. x 577 ft to 50 in. x 164 ft)	<b>Sheets in most surfaces:</b> 12.7 x 17.8 cm to 76.2 x 101.6 cm (5 x 7 in. to 30 x 40 in.) <b>Rolls:</b> 7 cm x 176 m to 127 cm x 50 m (2.7 in. x 577 ft to 50 in. x 164 ft)	<b>Rolls:</b> 50.8 cm x 50 m to 182.9 cm x 30.5 m (20 in. x 164 ft to 72 in. x 100 ft)	<b>Rolls:</b> 50.8 cm x 50 m to 187.9 cm x 30.5 m (20 in. x 164 ft to 74 in. x 100 ft)
APPLICATIONS						
WEDDING / ALBUM PRINTS	◆		◆	◆		
PORTRAIT / GLAMOUR PRINTS	◆		◆	◆		
PRIMARY, HIGH SCHOOL & SENIOR COMPOSITES AND PRINTS			◆	◆		
SPORTS OR TEAM PRINTS	◆	◆	◆	◆		
ACTIVITY OR SPECIAL EVENT PRINTS	◆		◆	◆		
COMMERCIAL PRINT RUNS/ PRESS KITS	◆	◆	◆	◆		
WALL SIGNAGE	◆	◆	◆	◆		
FINE ART PRINTS	◆		◆	◆		
FLOOR GRAPHICS (INDOOR)		◆				
BACKLIT DISPLAYS (INDOOR) - WITH DIFFUSION						◆
BACKLIT DISPLAYS (INDOOR) - WITHOUT DIFFUSION					◆	



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## ▶ What they're saying . . .

*"KODAK PROFESSIONAL ENDURA Paper is an excellent product that provides our photographer customers with more flattering portraits and superb color accuracy. In particular, ENDURA Metallic Paper has opened up many new opportunities for us — it has enabled us to provide a differentiated portrait service, and allows our studio and our photographers to charge a premium for a unique look."*

**— Lab Owner Gareth Davies, Davies Colour, United Kingdom**

*"For backlit indoor applications, we use KODAK PROFESSIONAL ENDURA Transparency and Clear every time. The quality surpasses that of inkjet alternatives — tone reproduction is far more accurate and consistent, we see less banding, and D-max is also higher. Printing with ENDURA Media is also far more cost effective, especially for long print runs for indoor display applications."*

**— Owner Hiroshi Sawada, Loyal Color Lab Ltd, Tokyo, Japan**

*"Because we focus on wedding and social photography, it is imperative that our output media delivers consistent results across a range of multiple exposing devices. The family of ENDURA Papers delivers just that — which is what our customers expect from a Pro Lab."*

**— Elcid Melconian, President Tri Color Imaging, Medford, New York**

*"Customers specifically ask for KODAK materials. It is the brand. ENDURA Media thrives on its name, on its performance, and on its support. It is easy to work with in post-production, and is preferred by the end customer."*

**—Brieke Fach-Fotozentrum & Visuelle Kommunikations GmbH**

# Kodak

ProLab Resource Center  
Premium Member

### Do you require a Print or Display Service using ENDURA Media? - Go to the Pro Lab Locator\*

A professional image deserves a professional lab - especially a Premium Member of Kodak's Pro Lab Resource Center. Pro Labs understand your business. They are up to date on new technologies, products, and services. And they can give your work the added quality that helps distinguish you from others. These labs are staffed with professionals who are committed to outstanding quality and service. They use high-end digital output devices and maintain tight quality control of all the elements that can affect final print quality.

It is now even easier than before to find a Premium Member of Kodak's Pro Lab Resource Center that can cater to your individual needs and provide you with the quality you have come to expect from KODAK PROFESSIONAL ENDURA Media. Visit the Pro Lab Locator\* at [www.kodak.com/go/prolablocator](http://www.kodak.com/go/prolablocator)

### Do you wish to try or purchase ENDURA Media?

For information on where to buy these products, contact Kodak in your country or a distributor of KODAK PROFESSIONAL Products. Note: Sizes and catalog numbers will vary by country.

### Are you looking for technical information?

- ▶ For information on defining print life, see KODAK PROFESSIONAL ENDURA Papers (The Critical Balance of Light and Thermal Stability), at [www.kodak.com/go/endura](http://www.kodak.com/go/endura)
- ▶ For up-to-date printer calibration routines for ENDURA Media, go to [www.kodak.com/go/drivers](http://www.kodak.com/go/drivers)

#### U.S.

Kodak Information Center  
800 242-2424, ext. 19 or  
[www.kodak.com/go/professional](http://www.kodak.com/go/professional)

#### OUTSIDE U.S.

Please contact your distributor of  
KODAK PROFESSIONAL Products  
[www.kodak.com/go/professional](http://www.kodak.com/go/professional)

\*This service is not available in all countries.

Note: The guidelines in this publication are for use with KODAK PROFESSIONAL ENDURA Media and Display Materials.

**Kodak** Professional  
Imaging Solutions