

# KODAK PROFESSIONAL ENDURA

## Photographic Media

Applications Guide



**Kodak**





## 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 also 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 – color vibrancy, longevity, durability, neutral reproduction, and intense black reproduction. 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 – we build products to excel in professional printing applications: high performance, image stability, rich color, outstanding reproduction, and post-process treatments 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 professional 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.

### WHAT IS ENDURA MEDIA?

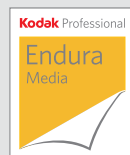
KODAK PROFESSIONAL ENDURA Media is our award-winning range of silver-halide (AgX) color-negative papers and display materials.

- ▶ **SUPRA ENDURA VC Digital Paper** – Extended color gamut with excellent flesh-tone reproduction designed for color-managed digital workflows
- ▶ **ENDURA Metallic VC Digital Paper** – Distinctive metallic gloss appearance with stunning visual impact and depth
- ▶ **ULTRA ENDURA Paper** – High contrast, intense blacks and bold colors for a broad range of commercial printing applications
- ▶ **ULTRA ENDURA High Definition Paper** – High gloss with iridescent sheen for high impact commercial printing applications
- ▶ **ENDURA Transparency Display Material** – Translucent base film for backlit display on illuminators without diffusers
- ▶ **ENDURA Clear Display Material** – Clear base film for backlit display on 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
- ▶ One to five years for commercial display



#### Wide color gamut

- ▶ Soft, smooth, realistic flesh-tone reproduction
- ▶ Rich, bright color saturation
- ▶ Intense blacks

#### Enhanced detail from highlights to shadows

#### Consistent results print to print

\*Based on product application including specific light levels and temperature conditions.

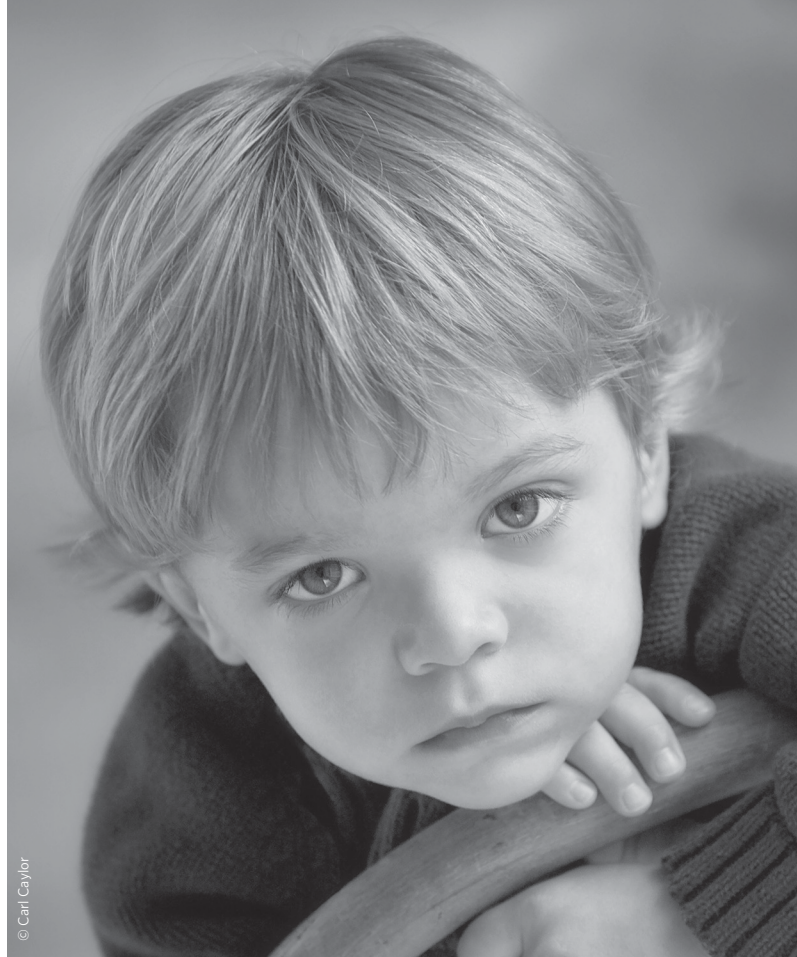
# WHY SHOULD YOUR IMAGES BE PRINTED ON TRUE PHOTOGRAPHIC MEDIA RATHER THAN OTHER OUTPUT TECHNOLOGIES?

Different output media technologies have both advantages and disadvantages. Silver-halide, also known as AgX, media offer state-of-the-art image quality professional output and extremely cost-efficient production available in the imaging market today. Over 80 percent of the silver-halide paper consumed in the global 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:

**State-of-the-art print or display longevity.** With either optical or digital printing systems, professional labs can provide state-of-the-art image stability and exceptional consistency by utilizing ENDURA Color-Negative Papers or Display Materials. To obtain good print longevity with inkjet, for instance, you need to ensure that your prints/display transparencies have been produced using specific inkjet media, specific inks and a specific inkjet printer. Assuming you, or your lab, can match the media, inks, and printer to get the longevity results you desire, you may find that the printed results cost significantly more to produce.

**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.











**Excellent 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.



© Carl Taylor

**Saturated continuous-tone color - for that distinctive photographic look and feel.** 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. The family of ENDURA (silver-halide/AgX) Media offers continuous-tone printing with millions of true 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 the 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	 DYE BASED INK PIGMENTED INK	 +  +  +  Light    Heat    Humidity    Air Pollution
	 MICRO-POROUS PAPER	 DYE BASED INK PIGMENTED INK	
CN PAPER	 COLOR-NEGATIVE PAPER	 PHOTOGRAPHIC DYES IN A SELF-CONTAINED UNIT	16 POTENTIAL INFLUENCERS/ MANY POTENTIAL OUTCOMES
		VERY LARGE VARIETY OF INK AND PAPER COMBINATIONS—HUNDREDS OF POTENTIAL VARIANCES	4 POTENTIAL INFLUENCERS/ A FEW POTENTIAL OUTCOMES
		VERY LIMITED VARIANCES—DYES AND PAPER ARE SELF-CONTAINED AND SPECIFICALLY MATCHED	



## 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, contact 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 also on the back page of 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 that will last a lifetime\*:

- ▶ 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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# 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 VC Digital Paper	ULTRA ENDURA Paper	ULTRA ENDURA High Definition Paper	SUPRA ENDURA VC Digital Paper	ENDURA Transparency Display Material	ENDURA Clear Display Material
<b>SPECIAL FEATURES</b>	Distinctive metallic/high gloss appearance Extreme sharpness, brightness, and color saturation Extra durable/tear resistant	Blacker blacks and whiter whites, bold colors	High gloss with luminous/iridescent sheen for high-impact commercial printing applications. No backprint.	Extended color gamut with excellent flesh-tone reproduction, designed for color-managed digital workflows.	Translucent-base film for use on illuminators without built-in diffusers.	Clear-base film for use on illuminators with built-in diffusers.
<b>CONTRAST*</b>	<b>MODERATE</b>	<b>HIGH</b>	<b>HIGH</b>	<b>MODERATE</b>	<b>HIGH</b>	<b>HIGH</b>
<b>SURFACE</b>	<b>F-GLOSSY</b>	<b>E-LUSTRE F-GLOSSY N-MATT</b>	<b>F-GLOSSY</b>	<b>E-LUSTRE F-GLOSSY N-MATT Y-SILK</b> (available in some regions)	<b>F-GLOSSY</b>	<b>F-GLOSSY</b>
APPLICATIONS						
<b>WEDDING / ALBUM PRINTS</b>	◆			◆		
<b>PORTRAIT / GLAMOUR PRINTS</b>	◆			◆		
<b>PRIMARY, HIGH SCHOOL &amp; SENIOR COMPOSITES AND PRINTS</b>	◆			◆		
<b>SPORTS OR TEAM PRINTS</b>	◆	◆		◆		
<b>ACTIVITY OR SPECIAL EVENT PRINTS</b>	◆	◆		◆		
<b>COMMERCIAL PRINT RUNS/ PRESS KITS</b>	◆	◆	◆	◆		
<b>WALL SIGNAGE</b>	◆	◆	◆	◆		
<b>FINE ART PRINTS</b>	◆			◆		
<b>FLOOR GRAPHICS (INDOOR)</b>		◆	◆			
<b>BACKLIT DISPLAYS (INDOOR) - WITH DIFFUSION</b>						◆
<b>BACKLIT DISPLAYS (INDOOR) - WITHOUT DIFFUSION</b>					◆	

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

Note: Laminates can preserve and protect large outdoor displays against the damaging effects of sunlight and pollution. Although AgX materials provide excellent 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).

Note: Reflective or front-lit papers are viewed with available light that reflects off the front surface of the print. Transmissive or backlit media is illuminated from behind, with the media enclosed in a lightbox or illuminator.





## ProLab Resource Center Premium Member

**Have we encouraged you, as a photographer, to try a professional lab 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)

**Have we convinced you, as a professional lab, to try 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)
- ▶ For detailed information on individual ENDURA Media, go to [www.kodak.com/go/endura](http://www.kodak.com/go/endura)
- ▶ For any further questions or clarification:

**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.

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PPI-1096 CAT No. 122 2397 4-2010



**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).



It’s time for you **AND** Kodak