To the Delight of Photographers and Filmmakers Everywhere, New EKTACHROME Films to Begin Shipping

ROCHESTER, N.Y. September 25, 2018 – Eastman Kodak Company and Kodak Alaris announced today the availability of the highly anticipated KODAK EKTACHROME Film line.

KODAK PROFESSIONAL EKTACHROME Film E100, available from Kodak Alaris, will immediately begin shipping to distributors and stock house dealers worldwide. The new film will initially be available in 135/36x camera format and is expected to be a favorite among professional and enthusiast photographers alike.

KODAK EKTACHROME 7294 Color Reversal Film in the Super 8 format will also be available beginning October 1, 2018 from Eastman Kodak Company. Availability of EKTACHROME products in the 16mm format will follow later this year.

Resurgence in the popularity of analog photography and motion picture film has created demand for new film offerings. “We recently brought KODAK PROFESSIONAL T-MAX P3200 Film back to market, and the response was overwhelming,” said Dennis Olbrich, President – Kodak Alaris Paper, Photo
Chemicals and Film. “Based on the response we’re seeing to beta test images on social media, we expect the return of EKTACHROME E100 to be equally well received.”

“EKTACHROME Film was the choice for generations of filmmakers,” said Steve Bellamy, President, Eastman Kodak Company’s Motion Picture and Entertainment Division. “The distinct and unparalleled look of films like Tony Scott’s “Domino” and Spike Lee’s “Inside Man” could not have been achieved without EKTACHROME. We are extremely excited to reintroduce this film to those who know and love it, and to a new generation of motion picture artists.”

KODAK PROFESSIONAL EKTACHROME Film E100 and KODAK EKTACHROME 7294 Color Reversal Film are daylight balanced color positive films, featuring clean, vibrant colors, a neutral tone scale, and extremely fine grain. The distinctive look is well suited to a wide range of applications, such as product, landscape, nature and fashion photography. Kodak also anticipates a strong demand for Super 8 and 16mm products for use in commercials, music films, and features.

To learn more about KODAK PROFESSIONAL EKTACHROME Film E100, please visit www.kodakalaris.com/go/profilms Follow Kodak Alaris on Twitter @kodakprofilmbiz and Instagram @KodakProfessional Like us on Facebook www.facebook.com/kodakprofessional

To learn more about KODAK EKTACHROME 7294 Color Reversal Film in Super 8mm and for up to date information about 16mm EKTACHROME products, please visit Kodak at: https://www.kodak.com/US/en/motion/Products/Production/ektachrome/default.htm Follow Kodak’s Motion Picture and Entertainment on Instagram @Kodak_shootfilm and on Twitter @Kodak_ShootFilm.

About Kodak Alaris

Kodak Alaris is an independent, global, imaging and technology company on a mission to release the power of images and information around the world. Our digital scanners and intelligent state-of-the-art software services enable companies to unlock the potential of data and information, so they can achieve more. Our film, photographic paper, printing kiosks and consumer apps help people tap into the emotional power of the moments that define our lives.

About Kodak
Kodak is a technology company focused on imaging. We provide – directly and through partnerships with other innovative companies – hardware, software, consumables and services to customers in graphic arts, commercial print, publishing, packaging, entertainment and commercial films, and consumer products markets. With our world-class R&D capabilities, innovative solutions portfolio and highly trusted brand, Kodak is helping customers around the globe to sustainably grow their own businesses and enjoy their lives. For additional information on Kodak, visit us at kodak.com, follow us on Twitter @Kodak, or like us on Facebook at Kodak.
Q. Why bring back EKTACHROME now?

A. We’ve been looking for opportunities to expand our product portfolio. Film is our heritage, and we remain committed to meeting the evolving needs of today's film shooters. Our recent introduction of T-Max P3200 Film, and the tremendously positive response it has received, is a terrific example of how this can work. We believe E100 will be another great addition to our film lineup.

Q. Tell me more about the new E100 film?

A. E100 is based off the old E100G formulation, and features moderately enhanced color saturation, a neutral tone scale, and extremely fine grain.

Q. How is E100 different from other Kodak Pro Films?

A. EKTACHROME is a color reversal film. You get a positive image that can be viewed or projected immediately after processing. All the other KODAK PROFESSIONAL Films available today are negative-working films. To view an image, these films must be exposed, processed, and then either scanned and/or printed.

Q. What are the advantages of a color reversal film?

A. A color reversal film not only offers vivid color and extremely fine grain, but also significantly higher resolution and better sharpness. The finer grain carries through the scanning process, and the slide itself is a color reference which makes scanning easier.

Q. Are there any tricks to shooting color reversal film?

A. Color reversal film has a much narrower exposure range than negative working films -- roughly +/- a half stop. Proper exposure is critical, because that’s not a lot room for error.
Q. How should photographers develop new E100?

A. New E100 film should be developed in E-6 processing chemistry, which is currently available in the market. We will be updating our KODAK PROFESSIONAL Film App to include Photo Labs offering E-6 processing.

Q. Will you be relaunching E-6 Chemistry?

A. The potential for future sourcing of E-6 chemistry by Kodak Alaris is under study.

Q. Can you make prints from the new E100 Film?

A. Of course! The new E100 Film yields spectacular prints and enlargements from scans. The complete range of KODAK PROFESSIONAL photographic media offers a variety of creative choices.

Q. Is there anything I need to know about scanning E100 film?

A. The key point is to use a transmission scanner, not a reflective scanner. Beyond that, use the color reversal / slide film scanner setting. The dye sets used in new E100 are no different than those found in older EKTACHROME films, so existing scanner terms will work fine.

Q. Will you be bringing back EKTACHROME paper?

A. No. EKTACHROME Radiance Paper and the associated R3 chemistry was discontinued many years ago due to lack of demand. Direct printing from a color transparency has been replaced by scanning and then printing to Color Paper and/or other materials.

Q. What formats will be available at launch?

A. EKTACHROME 100 will initially be available in single rolls packs of 135-36x format
Q. Will you be expanding to medium format and sheet films?

A. It’s very likely that medium format (120) and sheet film sizes will also be made available, but these formats are on different support types, and will require some additional development work.