

KODAK ADVANTIX Black & White + 400 Print Film



INTRODUCING . . .

New KODAK ADVANTIX Black & White + 400 Print Film is one of the latest members of the Advanced Photo System (APS) films. With this new 400-speed film, you can easily capture images under a variety of lighting conditions—daylight, typical action shots, low-light situations, or use for zoom photography or where you need an extended flash range—in black and white.

Discover your artistic capabilities. The elegant appeal of black-and-white photography continues to grow. Black-and-white film lends itself to helping you learn the graphic elements of an image—the form, texture, and contrast of a scene. This may take some practice. Learning to “see” things in shades of gray. But once you do, you can capture a stunning palette of different moods, emotions, and possibilities.

This special black-and-white film was designed using Kodak’s newest color negative film technology. Kodak refers to this technology as “chromogenic.” Because of this, you don’t need to search for a laboratory to process and print the film, like you would have to do with a conventional black-and-white film. This film can be processed and printed in the same locations as your color APS film.

After the film is developed, it will be printed on color print paper, such as KODAK EKTACOLOR Edge 7 Paper. Occasionally, the image tone may vary slightly from neutral because each finisher’s printing specifications may differ. The “color” (or gray tones) of your prints can range from cool, bluish black to a warm brown or olive black depending on the finisher. This subtlety will add an extra dimension to your images.

For a more dramatic effect, a custom photoprocessing lab can print this film to provide different print tints, tones, or hues (such as sepia, denim, cranberry, etc.). These unique tones provide another way for you to express your creativity.

Experience the world of black-and-white photography with the convenience of color print film. It’s a fun film for just about everyone!

FEATURES	BENEFITS
• Drop-in loading	• Easy to use • Printed at any photofinisher on color print paper
• May be developed and printed using standard color processes	• As easy to have processed as other KODAK ADVANTIX Films
• Versatile black-and-white film for all-around use	• Excellent for use under lighting conditions from bright sunlight to dim existing light
• High-quality, neutral-tone prints	• An opportunity to enjoy a different creative experience to that provided by high-quality color pictures
• Image tone options	• Some photofinishers will offer custom prints in a variety of print tones (sepia, denim, cranberry, etc.)
• Excellent image structure	• For outstanding enlargements
• Extremely fine grain and high sharpness due to KODAK T-GRAIN® Emulsions	
• Wide exposure latitude -2 stops underexposure to +3 stops overexposure when used at the recommended 400 speed	• Excellent stop action and depth of field capabilities • Greater “forgiveness” with overexposure errors • High-quality pictures with good shadow detail, even when the exposures are not properly exposed



Important

This film must be processed in KODAK FLEXICOLOR Chemicals, Process C-41, or compatible chemicals. It cannot be processed in conventional black-and-white chemicals.