



FUJICHROME

Velvia

FOR PROFESSIONALS



DRAMATIC COLOR.



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The name Velvia is a combination of "velvet" and "media," coined to denote the "velvet depth of color and delicate, smooth texture" produced by this new color reversal film.

● **Ultrafine grain, superb sharpness and excellent resolution**

● **Vivid color reproduction and depth of tone**

● **Smooth skin textures and attractive flesh tones**

● **Neutral grays and dark deep shadows**

● CR-56/E-6 processing available worldwide ● Offers a full stop exposure latitude for push processing (ISO 100 proportional)
● Excellent printability: Quality that's apparent in the finished print. ● Full lineup; sizes range from 135 to 8 × 10.

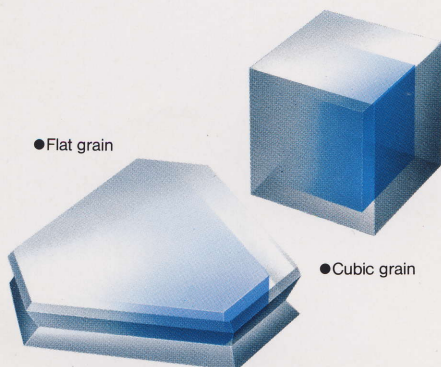
New Technology Delivers Matchless Performance

Sigma Crystal Technology

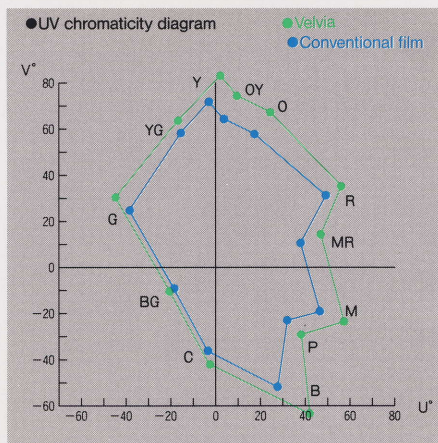
Fuji developed this original film technology which features double-structured light-sensitive crystals for enhanced latent image generation and extra-fine grain.

Improved for use in Velvia, this technology features an even finer internal structure which precisely controls the position of latent image generation, achieving adequate sensitivity with ultrafine grain.

Velvia incorporates both flat and cubic grains. Even distribution of these two different types of grain effectively minimizes irradiation, producing ultrafine-grained images of unsurpassed sharpness.

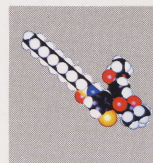


DIR Technology



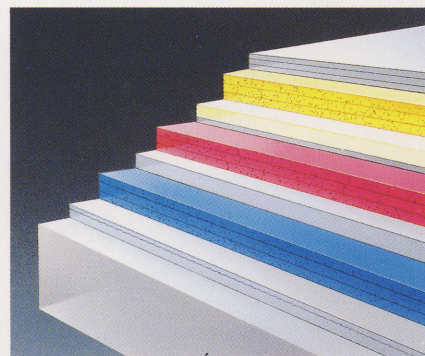
Velvia is the first color reversal film to incorporate a DIR compound, a technology normally utilized in color negative film. This DIR compound releases development inhibitors in response to image density during primary processing (black and white processing stage), greatly enhancing edge and interlayer effects. This gives Velvia truly exceptional sharpness and vivid color reproduction.

Ultrathin Emulsion Layers



● New coupler

Velvia employs a new coupler which needs a minimal amount of oil for stable distribution throughout the emulsion layers. This makes possible a 15% reduction in the thickness of the light-sensitive layers (Fuji data: 50D), minimizing irradiation to result in enhanced image sharpness. This coupler can be tightly packed, even in the thinner light-sensitive layers, creating higher maximum density. Fuji's own ultraprecision thin-film multilayered coating technology produces a 17-layer emulsion which makes world-class high-definition imagery a reality.



Examine The Details, Feel The Depth.



With Velvia, fine grain and high resolution bring out all the details, while rich tonality preserves a feeling of space and distance.

Textures So Real You'll Feel Like Touching.



Velvia's highly saturated coloring reproduces vivid, lifelike hues; excellent depth of tone contributes to a three-dimensional effect that's almost touchable.

Sheen And Shadow Combine For Amazingly Detailed Prints.



*Accurate portrayal of the entire range
of shading gradations ensures smooth, neutral
reproduction of grays and highlights metallic sheen.
Velvia captures textured surfaces and
intricate details like no other film.*

Skin That's Fresh And Creamy.



*A new coupler combines with new emulsion technology,
providing optimum layering effects for smooth, natural skin texture.
Fine grain and excellent definition produce clear, fresh tones.*

