

# KODAK'S HOT NEW X FILMS

## Ektachrome 64X and 100X

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### PHOTOGRAPHIC'S USER REPORT

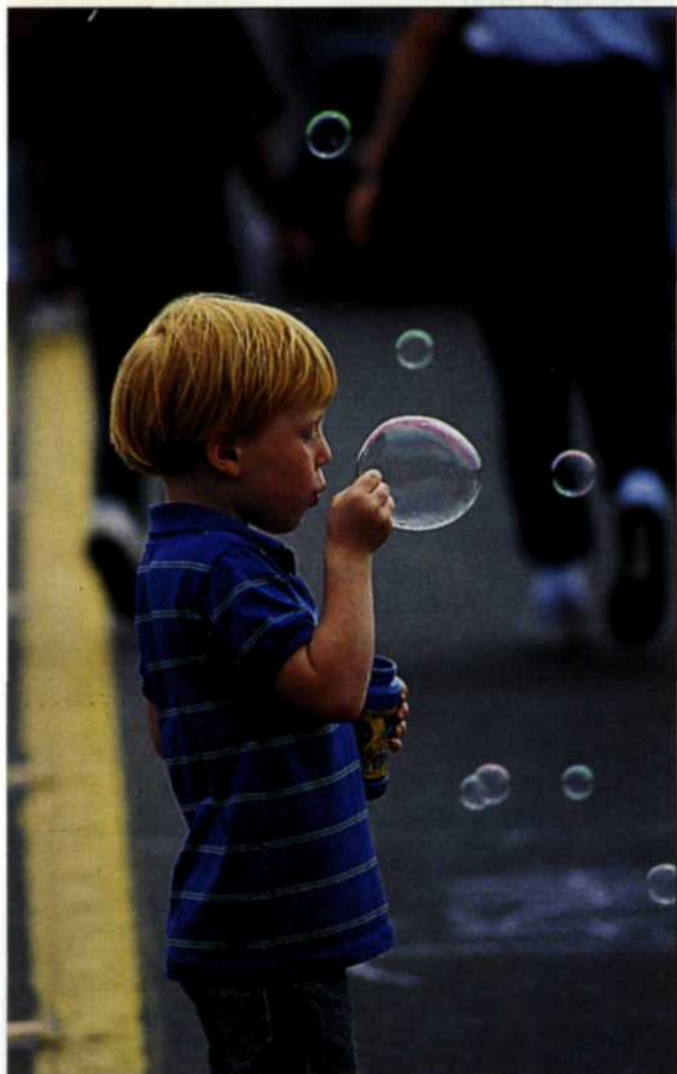
O.K., Kodak. You opened the door this time. You introduced two new films with a trademark that lets us take a few potshots. We are talking about Kodak's new Ektachrome 64X and Ektachrome 100X slide films. We couldn't decide whether to start this article by stating that it was our first review of two brand-X films, or that it was our first look at two X-rated films. Either way, we decided that if we wanted to keep on reviewing films, we probably should stick to the facts. We feel that the introduction of these two films will serve the needs of photographers who have wanted a warmer-looking Ektachrome without using filters to enhance their final shots.

#### WARMER EMULSIONS

Ektachrome 64X and 100X are both daylight-balanced films designed for the professional slide shooter. Each film



Ektachrome 100X



Ektachrome 100X



Ektachrome 100X

batch is aged until specific criteria are met so that each roll has similar color characteristics. This is very critical to the photographer who must shoot scenes in the studio and on location, yet maintain the same color balance from one slide to the next. Both films require E-6 processing, and should be processed as soon as possible after exposure. These professional films can be used under tungsten light with the addition of a No. 80A filter and proper exposure compensation for the filter.

Basically, Kodak's two new X-films should be considered the "New and Improved" versions of two excellent Ektachrome films already on the market—EPR and EPN—but with two basic differences. First, and most obvious, is the packaging. Both X films are in the standard professional Ektachrome film box, except that each ISO rating is followed by a large red X that has one short leg. This red X indicates the second change—the new X films are warmer versions of the film with the same name. But just how much warmer is difficult to say. If you were to compare the X films' color balance to the older Ektachromes and similar emul-



