

Fujicolor Superia Goes on Vacation

Superior 35mm color-print films

by Jack and Sue Drafaahl

Shortly after PMA this year, we got a call from our editor asking us to test the new Fuji Superia film line. We looked at our calendar and realized that we had a schedule conflict. We were going to be in Hawaii with our daughter Kristy on her last spring break before graduating from high school. It was to be our first vacation together in a long time. Then the light bulb came on and we decided to take all five Superia films with us to the island of Maui. The

promise of colorful flowers, white sandy beaches, neat critters, island culture, and water sports galore would provide the perfect film test.

A couple of days later a generous supply of Fuji Superia film was packed along with suntan lotion, swim suits, dive gear, and a variety of cameras and lenses. We quickly looked through the supplied data sheets and ran a quick test roll of each to fine-tune the exposure before getting on the plane to Hawaii. These initial

tests were very promising. Looks like this is going to be a great trip—sun, sand and Superia!

The information supplied from Fuji indicated that Superia 100 and 200 were new emulsions incorporating the new SureColor technology that improves sharpness and color accuracy, and provides smoother grain and a better exposure latitude. Both films use the New Real

This page:
New Superia 100 is a great outdoor film, capturing the colors both vividly and accurately. It's a very sharp film with extremely fine grain.



ALL PHOTOS BY JACK AND SUE DRAFAAHL

Tone (NRT), Super Uniform Fine Grain (SUFG), and High Sharpness technologies to maintain excellent skin tones. Superia 100 was labeled as a "Sunlight" film, and is intended for outdoor use where lighting is plentiful. Superia 200 is an "All-Around" film and is intended for use outdoors in sunlight and shade or with electronic flash.

Looking at the data on Superia 400, we found that it is a repackaged Super G Plus 400, which we knew to be an excellent film. Its new labeling included the phrase "For All Occasions." Superia 400 is recommended for use with point-and-shoot cameras, where high shutter speeds and small apertures help maintain image quality.

We looked at the specs on Superia Reala and found that it is very similar to the original Fuji Reala, but with some emulsion fine-tuning so it matched the levels of the other Superia films. Its new labels included the words "Fuji's Sharpest Film... Lifelike Colors." If you are into people pictures and want accurate flesh tones, this is the film to use. It's also great under fluorescent lighting.

After some additional research we were able to clear up some of the labeling confusion on Superia 800. At the end of development of the Super G Plus films, a new ISO 800 film was introduced with some incredible image-making qualities. Not long after that, the Superia film line was announced. Superia 800 was included in the line, but as PMA came and went, so did the name as it changed to Superia X-TRA. The emulsion was same but the name made a quick change. Its new labeling states that the film is intended as a "Film for All Occasions." This emulsion's high speed allows you to take great pictures in low-light situations and still maintain a very high level of quality.

The weather in Hawaii was great as our vacation—uh, we mean our film tests—began.
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Above & right: New Superia 200 is a fine all-around film, well suited to sunlight, shade and electronic flash.

Below left & right: Superia 400 is ideal for use in point-and-shoot compact cameras, indoors and out. But it's also great in serious shooting, producing beautiful results in a wide range of shooting situations, including underwater photography.



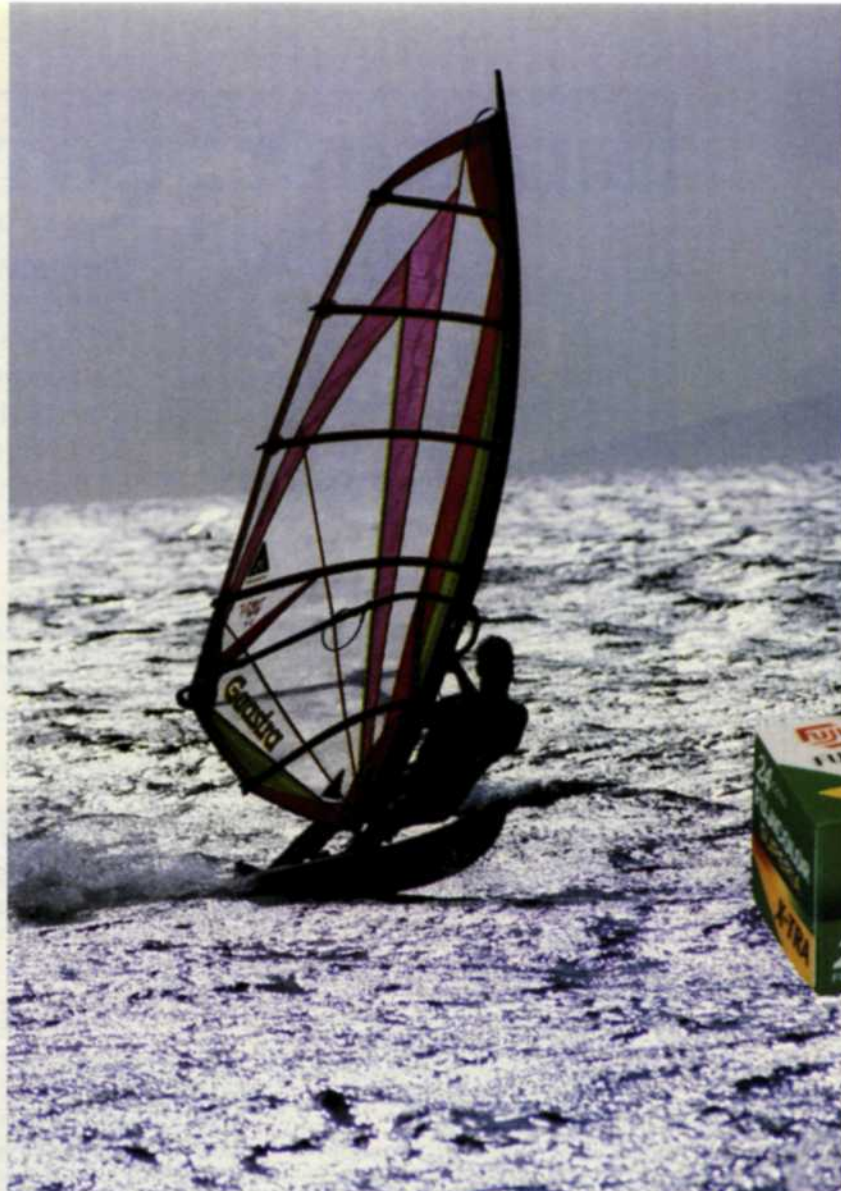
Everywhere we went, colorful flowers of every shape and size presented themselves as subjects. As we noticed several chameleons poking their heads through the foliage, more tests were made. A praying mantis even made an appearance but was not impressed with our electronic flash. The days quickly passed as we spent time at the beach capturing family members hamming it up with boogie boards and skim boards.

Everywhere we went, we found color. We captured the island flavor of a dancer showing us the hula steps. In the city of Lahaina, we found a sidewalk vendor taking family pictures with up to 10 colorful posing parrots. There was even a parrot that wore sun glasses! We even took a drive up to the windsurfer's beach which furnished us with high action scenes. Of course, no island paradise would be complete without the colors of a marvelous sunset.

We wanted to see how the some of the films worked underwater, so we used this as an excuse to go diving. On our dive at Turtle Town, we saw more sea turtles than we have seen on any assignment with *PHOTOgraphic's* sister publication *Skin Diver Magazine!*

This assignment was tough, but someone had to do it, so we burned up even more film. In fact, by the time the trip ended, we had only two rolls of film left. Either we had a good time, or the cameras got stuck on high-speed motor drive! Then it was time to pack and head back home.

The first processing run included one roll from each emulsion, as a final check. All five



Left & below right: Superia X-TRA's ISO 800 speed and superb image quality make it ideal for low-light and action shooting.

Below left & bottom left: Superia Reala is an improved version of Fuji's original Reala, famed for its sharpness and accurate colors under a wide variety of lighting, including fluorescents. This is a terrific people film, providing beautiful, realistic skin tones; and it's great any time color accuracy and image quality are paramount—e.g., when you want huge enlargements. The ISO 100 speed provides versatility.



orange emulsions looked similar and we found that the resulting color-printing filter packs of each were very close. The sharpness and grain structure were excellent for each film in its class, and the color saturation was the same as we visualized in the original subject.

We found only one drawback to the Superia film line. We had a hard time deciding which film to use. We used the key words on the box as a guideline, but found all five emulsions would do the job in most any situation. The quality of all the films was superb. It all comes down to selecting the film speed that will allow you to stop the action or provide you the necessary depth of field. We were especially impressed with the Superia X-TRA. The fine grain and great sharpness of this ISO 800 film were hard to believe.

For more information, contact Fuji Photo Film U.S.A., Inc., 555 Taxter Rd., Elmsford, NY 10523; 800/800-FUJI; or visit Fuji's website at www.fujifilm.com. ■

