

# Konica's Centuria Film Family

Text & Photos by Jack and Sue Drafa

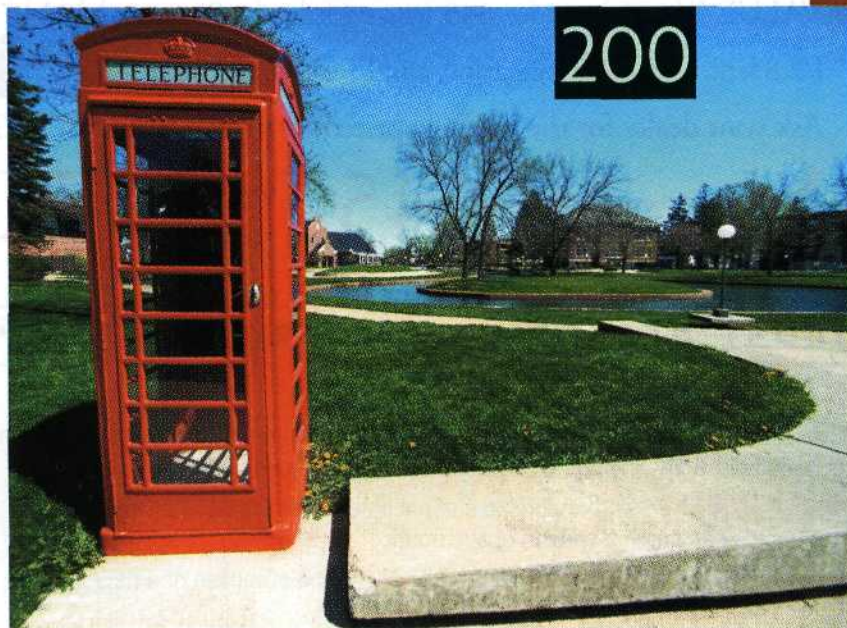


## New color-print films in ISO 100, 200, 400 & 800

Each new film test we conduct brings us one month closer to the turn of the century. This time Konica has created a new series of film appropriately named Centuria and refers to it as the "Film of the 21st Century." The Centuria film series includes four new emulsions of ISO 100, 200, 400 and 800. The showpiece to this new group is Konica's first-ever 800-speed film. This film speed fills the gap between ISO 400 and Konica SR-G 3200, the world's fastest color-negative film.

Konica, and other film manufacturers have learned the advantages of creating a film family or series. The key to their success is the versatility multiple film speeds offer when the photographer is facing a wide variety of photo situations. The family concept allows the incorporation of similar technologies across a wide range of film speeds, so that switching from one to the next provides similar results with all family members. This continuity has only been possible within the last couple of years thanks to great technological advances in film design and production.

Since we are talking about technological advances, the technologies that make Centuria films what they are include Centuria Crystal, Coupler, and DIR coupler. A 30% grain reduction over the older VX films is accomplished using this new Centuria Crystal Technology. This is why the Centuria



Konica's new Centuria consumer color-print films produce brilliant colors, especially the slower ISO 100 and 200 versions. The two slower Centuria films are perfect for nature, macrophotography, flowers, scenics, and anything in full sunlight. Centuria 200 offers an extra stop of film speed, making it ideal for shooting in a bright overcast, or when you need more depth of field.

800 emulsion has grain patterns better than ISO 400 films of days gone by. The Centuria Coupler technology is used to increase sensitivity and improve image stability. Sharper images with better color balance are the results of the new Centuria DIR Coupler. Together the three Centuria technologies incorporated in the four new emulsions provide the photographer all the photographic tools necessary to cover just about any situation they may encounter.

A closer look at the film's technical data sheets demonstrates just how close in specifications each emulsion is to the others. For example, the 100, 200 and 400 films have an RMS granularity of 4 while the 800 emulsion is rated at RMS 5. This indicates that the grain structure for the first three films should be almost identical, while the 800 Centuria will have slightly larger grain. From that you might think that the resolving power of the four films would follow the same path, but not so. The ISO 100 film stands all by itself by resolving 125 lines per millimeter on a standard 1000:1 high-contrast resolution chart (63 lpm on a 1.6:1 low-contrast resolution chart). The other three



**The faster Centuria films are capable of producing bright colors, too. And they provide added speed for shooting in a heavy overcast, deep shade, and with long lenses. Centuria 800 is great for low-light, fast action, mood lighting and flash at a distance. Both are beautiful.**

400

800



emulsions, 200, 400, and 800 all have the same resolving power of 100 lpm (50 lpm for the low-resolution chart). Even before we run a roll of film through the camera, we can deduce from this info that the 100 will have the best quality, the 200 and 400 will be almost impossible to tell apart, and the 800 will very close match the quality of the middle two films.

With its lineup of four films, Centuria offers a film for everyone, anytime, day or night. We see the following key words applying to these films:

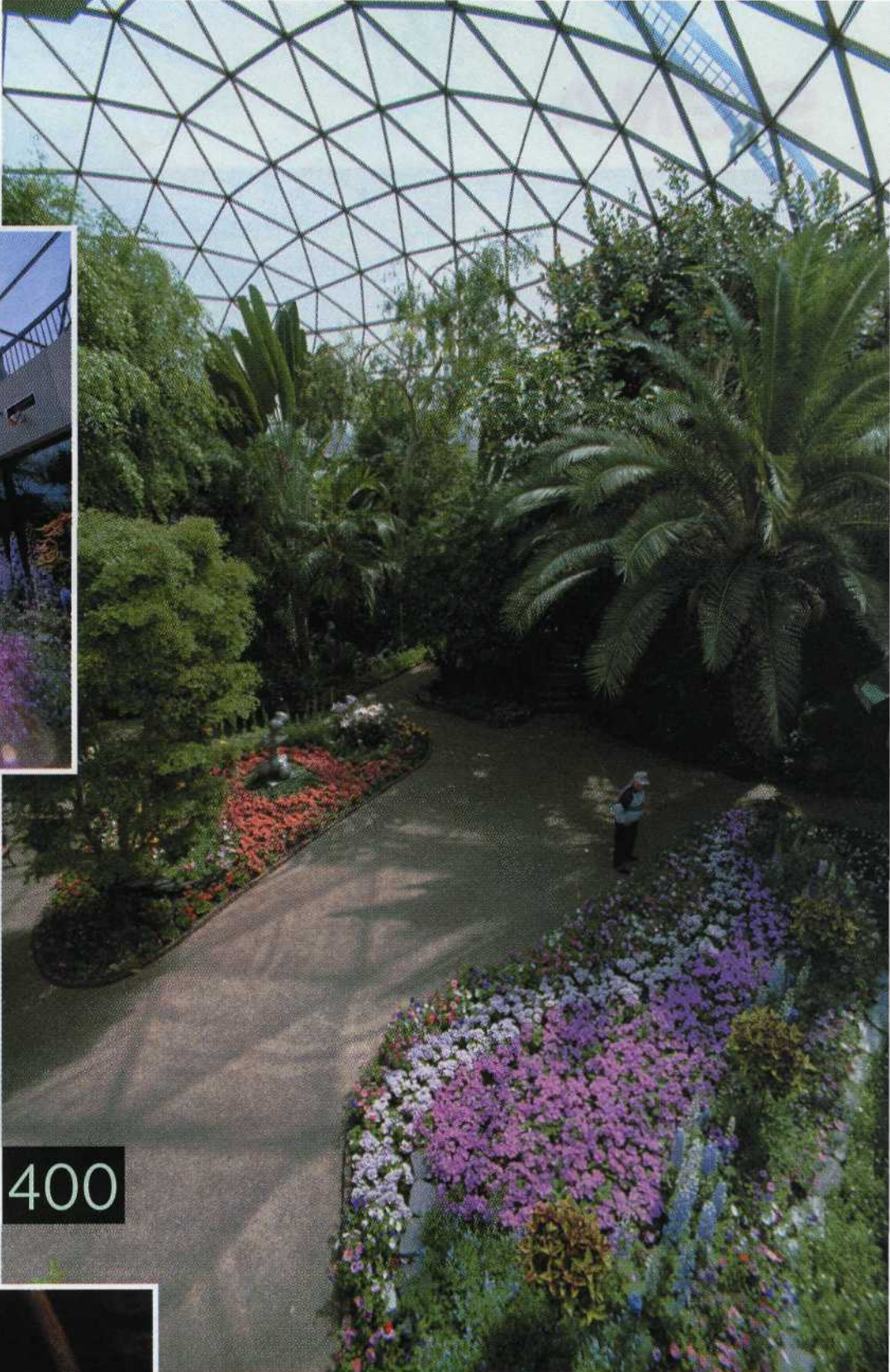
**Centuria 100**— nature, macro, flowers, scenics, flash portraits, full sun, still life.

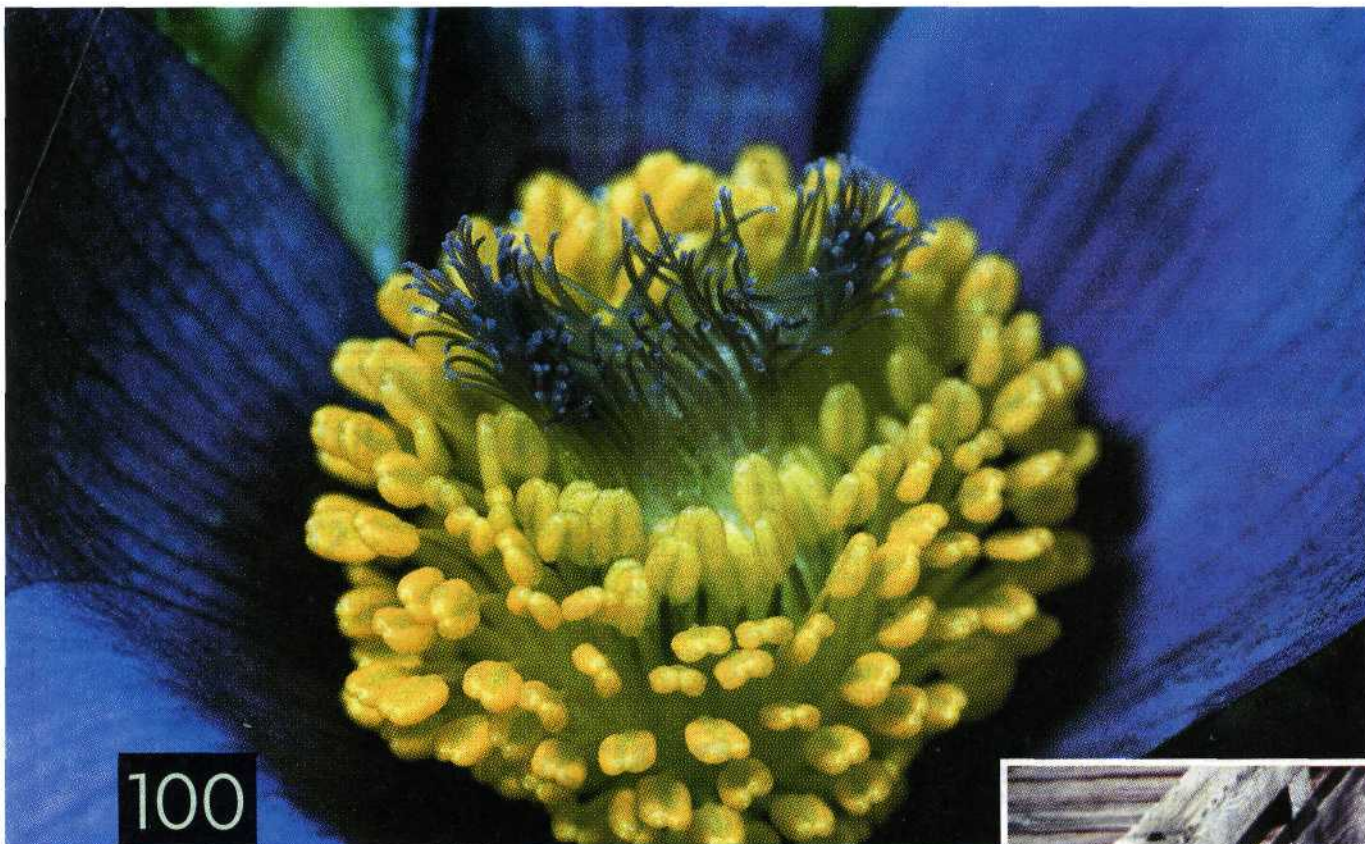
**Centuria 200**— bright overcast, panoramas, extreme macro, increased depth-of-field, portraits.

**Centuria 400**— overcast, deep shade, long lenses, kids in motion, group flash.

**Centuria 800**— low light, high action, small apertures, early morning, mood lighting, indoors, available light, sports, flash at a distance.

Usually when we do a film test, we concentrate on one main location. The locale choice depends on where in the world we are scheduled to go when the film arrives. At the





No test would be complete today without checking a film's compatibility with digital photography. More and more photographers are scanning their images into the computer. They can then print individual photos, include text, group pictures together, or send a greeting card over the Web. We use several types of scanners in our digital lab, but find both the new Nikon LS-2000 and the older Nikon AF-3510 give us a good evaluation

## Centuria

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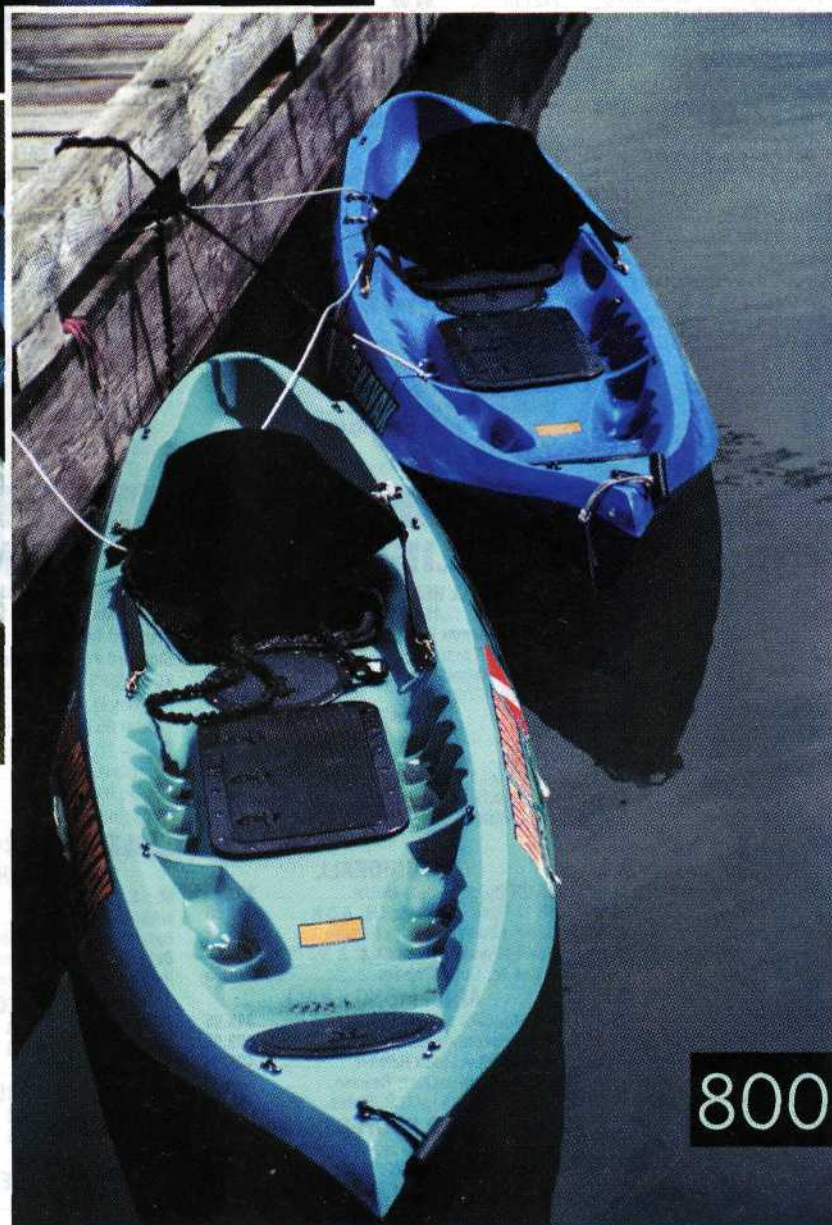
time this test was due, we were scheduled in different parts of the country, so decided to photograph both in the Midwest and on the West Coast. Time was short, as it always seems to be, so Konica shipped us plenty of film to make our life easier. Spring had finally decided to show itself, so we spent hours roaming through fragrant flower beds using sunlight, macro flash, and a dash of overcast sky. The weather cooperated and we had a great time cruising the country roads and visiting town square. A brief visit with our very active niece and nephew gave us great photo opportunities to see if the two middle emulsions could keep up the pace. Finally a few interiors and overcast days allowed us to put some of the ISO 800 rolls to the test.



**Blues are tough for some films, but Centuria handles them very well, in all speeds. Wide latitude (2½ stops under to 3½ stops over) makes it hard to miss an exposure, and the wide range of speeds means you can always have the "right" film.**

Needless to say, we ran out of time long before we ran out of film, but the wide range of shooting situations gave us a good feel for the potential of these four emulsions.

Once we were back in the lab, the processed results confirmed our suspicions. The emulsions all looked and printed the same. The ISO 100 was definitely the best for quality, while the 200 and 400 were separated only by the ISO markings on the rebate edge. We did notice a slight increase in grain size with the ISO 800 emulsion, but it was well within the range of films with ISO 400. It is really tough to miss an exposure with a six-stop latitude of -2.5 to +3.5 stops.



of how images scan. The LS-2000 is auto everything, while the AF-3510 uses a lot of manual controls. We found the images all scanned in using only one setting for all four emulsions which made scanning and editing a breeze.

Konica Color Centuria 100, 200 and 400 are available in 12-, 24- and 36-exposure 35mm cassettes, and Centuria 800 is available in 24- and 36-exposure cassettes. The versatility of these films covers a wide range of activities from fast action sports to capturing baby's first smile. For further product information contact Konica at 800/MY-KONICA or visit the company's Web site at [www.konica.com](http://www.konica.com). ■