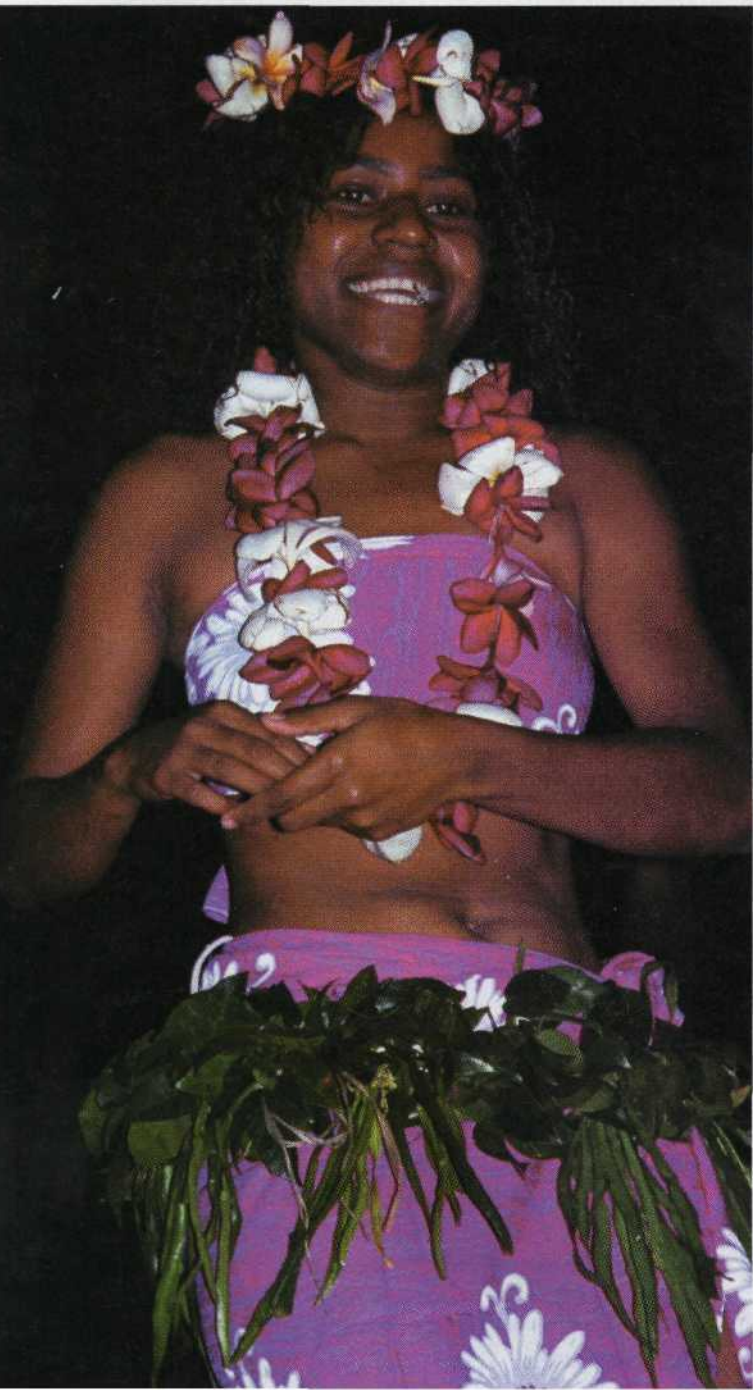


Fuji Nexia Goes to Fiji

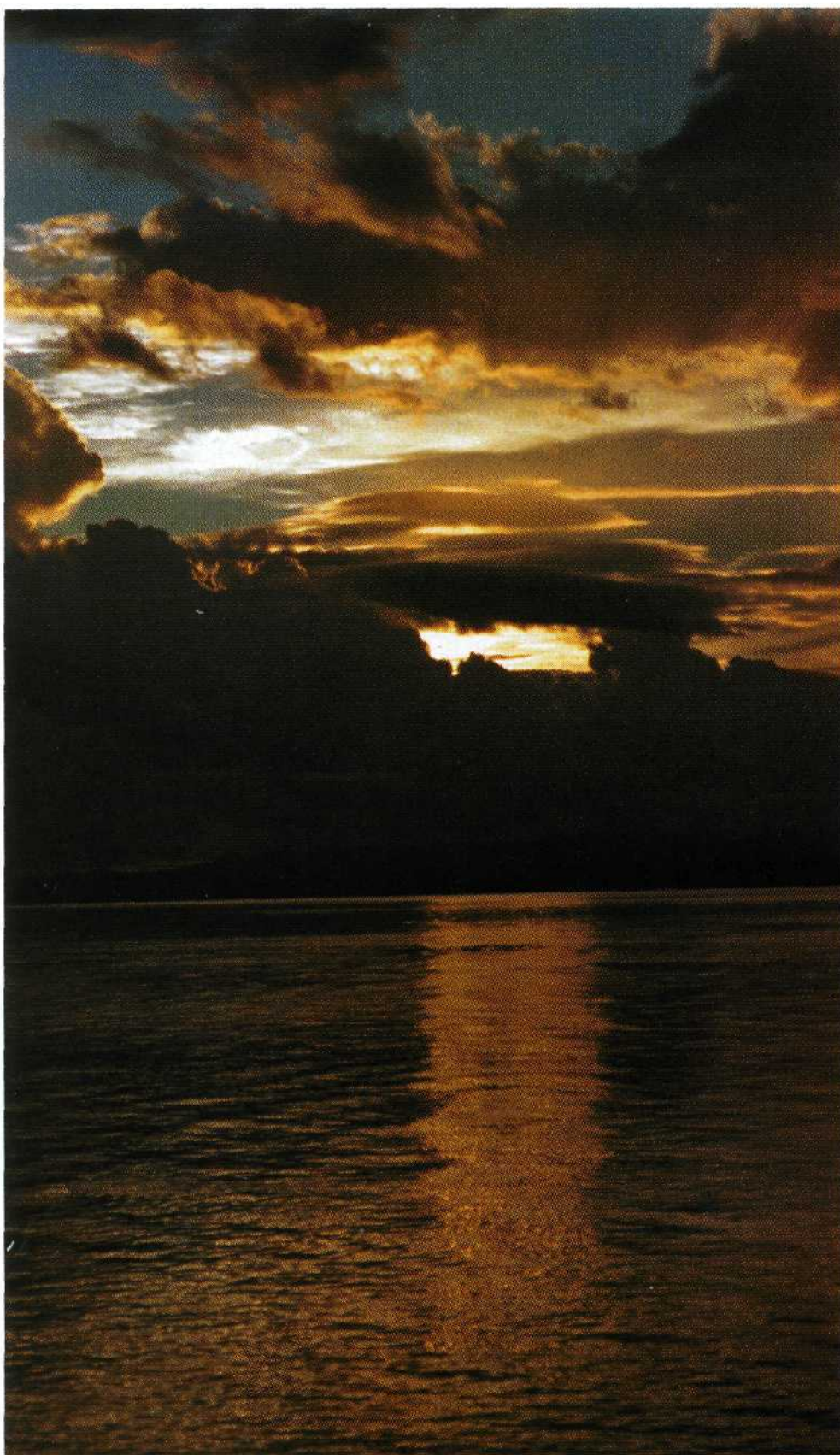


New Advanced Photo System films capture tropical treats

Text and photos by Jack and Sue Drafa



As we have mentioned before, the locations for our film tests are the luck of the draw for the film manufacturers. It all depends on what destination we have on our calendar when the film arrives on our doorstep. For this month's testing, we were headed to Fiji, one of our favorite places on Earth, to celebrate our 25th wedding anniversary. We were staying at the Jean-Michel Cousteau Fiji Island Resort, which was a great place to relax, celebrate and put Fuji's Nexia 24mm Advanced



under a variety of mixed lighting conditions. The result is an Advanced Photo System film that delivers improved performance, color brilliance and accuracy.

Fuji didn't just stop with one improvement in the Nexia film line. The new Nexia emulsion uses two-stage DIR couplers that release the inhibitors at two different times to provide better control over colors that are difficult to reproduce. Nexia also features optimized spectral sensitization which improves color rendition in the red and purple portions of the spectrum. Since Nexia is an APS film, it produces a negative 40% smaller than 35mm film. Fuji's new emulsion also includes the latest Super Uniform Fine Grain Technology to allow these films to compete with their bigger 35mm brothers.

Fuji Nexia film is available in a wide range of film speeds to provide an APS film for every situation. The D100 (Daylight) is a general-purpose film primarily for outdoor use, daytime portraits, scenics and indoor flash photography. The A200 (All-round) has fine grain and brilliant, natural colors, making it a great all-around film choice. The H400 (Hi-speed) is designed to capture fast action or work in low-light situations. It is the fastest of all the Nexia films and provides outstanding color

Nexia A200 is a great all-around film (that's what the A in its name stands for). It provides twice the speed of ISO 100 film, yet maintains excellent image quality. Note the beautiful natural colors and detail in the scenic at left, and the late-afternoon shot below. These are ideal subjects for this versatile film, but so are many others—A200 is a great choice whenever you want extra film speed and great image quality.

reproduction and sharpness.

All three Nexia films are available in 15-, 25-, and 40-exposure rolls (and 75-exposure 3-packs).

When we returned from our trip, we were in a big hurry to see our results. The advantage to the APS film system is that we get index prints, fast processing, and the finished film is protected inside the cassette. It is so easy to store the cassette and index print away together and distribute the prints for all to see. If we want reprints, we simply turn a print over to see the roll number and frame number neatly printed on the back. For the photographer who has trouble matching negatives and prints together, APS is an organizational dream come true.

Another advantage to the Advanced Photo System is you can choose from three formats when taking your pictures—Classic C (familiar 35mm 2:3 aspect ratio), Panoramic P (wide 1:3 aspect ratio) and full-frame H (9:16 HDTV aspect ratio). This was



Opposite page, top: **Fuji Nexia A200** is a dandy general-purpose film. Bottom left: **Nexia H400** is great for low-light and indoor shots, and extends the range of your flash unit compared to ISO 100 and 200 films.

Bottom right: **Nexia D100** is the film to use in bright light, producing the richest colors and finest grain.

friendliest people on this planet.

Since this wasn't supposed to be a working trip, we decided not to work very hard. We would just take pictures whenever we felt like it, of whatever interested us, and whatever the results constituted our film test.

Fortunately for Fuji, Fiji features an abundance of smiling faces, fragrant flowers, song, dance, and celebration. We were just in time for a traditional Fijian wedding and *PHOTOgraphic Magazine* was included on the guest list. A Fijian meke of song and dance provided us great photo opportunities with all the natives in full traditional garb. A village visit introduced us to some

Photo System films to the test.

We grabbed our clothes bags full of Nexia film, several cameras and some suntan lotion, and took the 10-hour flight from Los Angeles aboard Fiji's No. 1 airline, Air Pacific.

Our destination was Fiji—the island tropics with white sand beaches, incredible sunsets, crystal-clear azure waters and some of the

wonderful Fijian children who seemed to love having their pictures taken. Everywhere we looked, the island was ablaze with color just waiting to be captured by Fuji Nexia. We were saying just how much we love all the Fijian flowers that encompass every color of the rainbow, when magically, a huge bouquet of freshly picked flowers arrived honoring our anniversary. What more could we ask for?

Getting back to the issue of Fuji film, let us tell you a story. A few years ago, Fuji chose to tackle a photographic problem



head-on. Films were having a difficult time recording highly saturated greens with the conventional three-layer emulsion structure. They just couldn't accurately record the mixed lighting produced from fluorescent light. So, Fuji invented Reala—a one-of-a-kind, capture-any-lighting-situation 35mm color-print film. The technology was so successful that Fuji is now incorporating it in its ISO 100, 200 and 400 35mm color-print film and its 24mm APS Nexia line. It is called New Reala Technology and includes a fourth color-sensitive emulsion layer. The key to this new emulsion is its ability to duplicate what the human eye sees (including such difficult-to-reproduce colors as purple and lavender), and work successfully

Whether we were shooting full-frame H format (above), classic C format (top right) or wide P format (right), Nexia D100 delivered great shots outdoors, and with flash, even at close range. Skin tones are very accurate, as are colors in general. When you want to make big blow-ups of your pictures, or fine detail is vital, Nexia D100 is an ideal film choice.





a big help when we had the large group of Fijian children performing for us. We simply set the camera to panorama to ensure that no smiling faces would be left out of the picture. Just a flip of the switch and we had a standard framing for close-up portraits.

By now you are probably wondering about our test results. We got some great images, made some fantastic new Fijian friends, and had a lovely anniversary. We used the Nexia 100 in most of the sunlight situations, and when the lighting dropped a little, we moved to the 200 and 400 emulsions. We found the prints to be very well saturated, with good contrast, while maintaining a very fine grain pattern. Skin tones were very accurate and the vivid colors in the prints were just as we remembered. In most situations we used no flash, but sometimes conditions arose where we used flash or flash-fill. We found prints consistent from one image to the next, flash or not. The quality of each emulsion seemed to match so closely that the only way to accurately know which film was used was to check the roll number.

We also scanned several of the images into our computer via an APS scanner. Thumbnails of the entire roll came on the screen as soon as we loaded the cassette into the scanner. We simply selected the images we wanted to scan, cropped them, and batch-scanned them to the hard disk. Since the negative remained inside the cassette, it was very clean when scanned and required



When lighting conditions were more challenging, we switched to Fuji Nexia H400, the high-speed member of the film family. It responded well in existing light and with flash, as in this shot of our anniversary bouquet (right). Nexia H400 is the film to use with zoom-lens point-and-shoot cameras, which have very slow maximum apertures at the longer focal lengths—the higher film speed will give you a faster shutter speed, minimizing the blurring effects of camera shake. Despite the high speed, colors are still rich.

almost no dust cleanup before printing to inkjet paper.

Thanks to Fuji and the New Real Technology, the Nexia line of films provides the APS film user a wide choice of film speeds to solve most any photo situation. Be sure to make Nexia your travel companion on your next trip to Fiji or wherever you may roam.

For more information on Nexia films and other Fuji products, contact Fuji Photo Film U.S.A., Inc., 555 Taxter Rd., Elmsford, NY 1110523; 800/800-FUJI; on the Internet www.fujifilm.com. ■

