

# Kodak Advantix 400

Fast new  
APS film  
for the new  
millennium



by Jack and Sue DrafaHl

**K**odak begins the new millennium with the introduction of a new Advantix 400 Advanced Photo System color-print film. With new breakthroughs in emulsion technology, amateur photographers can now take advantage of the higher speed films, and still maintain the print quality the lower speed films offer.

This new film replaces Kodak's first ISO 400 APS product introduced in 1996. This new improved version incorporates the 35mm Max technology featuring high ISO film speeds, wide exposure latitudes, and excellent image quality. Its incredible versatility makes it easy for users to get great pictures. Thanks to the sophisticated level of APS cameras on the market today, the amateur photographer will now be able to capture even more special moments in time.

So, why is it Kodak's strategy to move the amateur market to faster films? The answer goes to the roots of photography itself. When you analyze the specifications of the early color films, you will find that using higher speed emulsions generally meant big trade-offs. The faster films allowed you to take photos in lower light and use higher shutter speeds, but the image quality wasn't as good as that of the slower films. Today's advanced technologies have changed everything by offering T-grain, improved dye couplers, sophisticated inter-layer effects, and more durable emulsions.

To fully understand how this new high-speed film will improve your photography, we need to go back to Photo

Kodak's new Advantix 400 is a tremendously versatile color-print film for Advanced Photo System users that has the speed and performance to handle just about any shooting situation. It's a great general-purpose film for shooting indoors or out, by existing light or with flash. The extra film speed gives you sharper pictures when you use the telephoto end of your camera's zoom lens, and when shooting in dim lighting, because it causes the camera to use faster shutter speeds, reducing the effects of camera shake.



PHOTOGRAPHY BY JACK, SUE, AND KRISTY DRAFAHL

101. High film speed means that the film requires less light to obtain good exposures. The gain in film speed from ISO 100 to ISO 400 is two stops of exposure. This translates into two increases in shutter speed or two sizes smaller in lens aperture. Since shutter speed controls action blur, this means that moving subjects will be much clearer than with ISO 100 film thanks to the increased shutter speed. If the two-stop increase is applied to the aperture, then the depth of field will increase accordingly, so that more in the picture will be in focus. Since many APS cameras automatically set both shutter speed and aperture, you will probably get a combination effect—a faster shutter speed and a smaller aperture for more depth of field. Either way, the direct effect is an improved image quality.

We have translated this information into some examples of situations we have encountered using ISO 400 vs. ISO 100 film.

**Flash Pictures Indoors:** Our Kodak APS camera had a maximum flash distance of eight feet with ISO 100 film, but this extended to 16 feet with the ISO 400 film. We found the Advantix 400 film especially useful when we wanted to

Technology incorporated from Kodak's 35mm Max films gives the new Advantix 400 Advanced Photo System film excellent performance in natural and artificial light. Colors are realistic and beautiful indoors and out. The ISO 400 film speed gives you extra depth of field or extra action-stopping power, extends the range of your flash unit, and lets you shoot hand-held in dimmer lighting, while still getting excellent image quality. This is as close to a "one emulsion does it all" film as there is for the Advanced Photo System.

shoot across the room in the telephoto zoom mode (zoom lenses in point-and-shoot cameras have very small maximum apertures at the tele end of their range). Photographing kids from a distance gave us more-natural, less-posed pictures.

**Low-Light Photos Without Flash:** In one situation the light level was low, and the flash distance too great, so a hand-held, no-flash setup was the solution using this ISO 400 film. If we had used an ISO 100 film, we would have needed a tripod and restricted subject movement. Since the subject was fast moving, the effective shutter speed increase from ISO 100 to ISO 400 was from  $\frac{1}{5}$  second to  $\frac{1}{60}$ , just enough to stop the action.

**Sunlight with Subjects in Foreground and Background:** In one outdoor situation, we had some subjects close to the



camera with others some distance from the camera. The problem was keeping them all in focus. The difference in depth of field was a range of 6–11 feet with ISO 100, to 3–22 feet with ISO 400 film. The increased depth of field with the Advantix ISO 400 film rendered sharp images of the subjects both near and far.

**Camera Shake:** Getting old is an unavoidable part of life. One of its repercussions may be camera shake that can affect your image quality. Switching to this new ISO 400 film will increase the shutter speed, thus decreasing the effects of camera shake. Keep in mind that the ISO 400 film only helps reduce the effects of camera shake. You must gently squeeze or push the shutter properly and use a tripod to help reduce camera shake.

## Field Testing

Our field tests for the new Kodak Advantix 400 film included a new twist. As professional photographers, we tend to shoot professional subjects for our film tests, even when using cameras and film designed for the amateur. Our daughter, Kristy, was home from college, so we decided to include her as another shooter for this film test. We handed her an APS camera, several rolls of film, and sent her on her way. We told her to take a couple of her friends hiking and shoot whatever she wanted along the way. Since she has no desire to become a professional photographer (thank goodness, two in the family is too many already), we were not sure what results we would get. Our premise was that by including her images, we would get a better idea of how

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amateurs might use this new film. Upon reviewing her images, we were very impressed. We guess that 20 years of hanging around and listening to all our photo jargon had unintentionally rubbed off....or maybe it was just the increased advantage of an ISO 400 film had something to do with it!

### Technical Evaluation

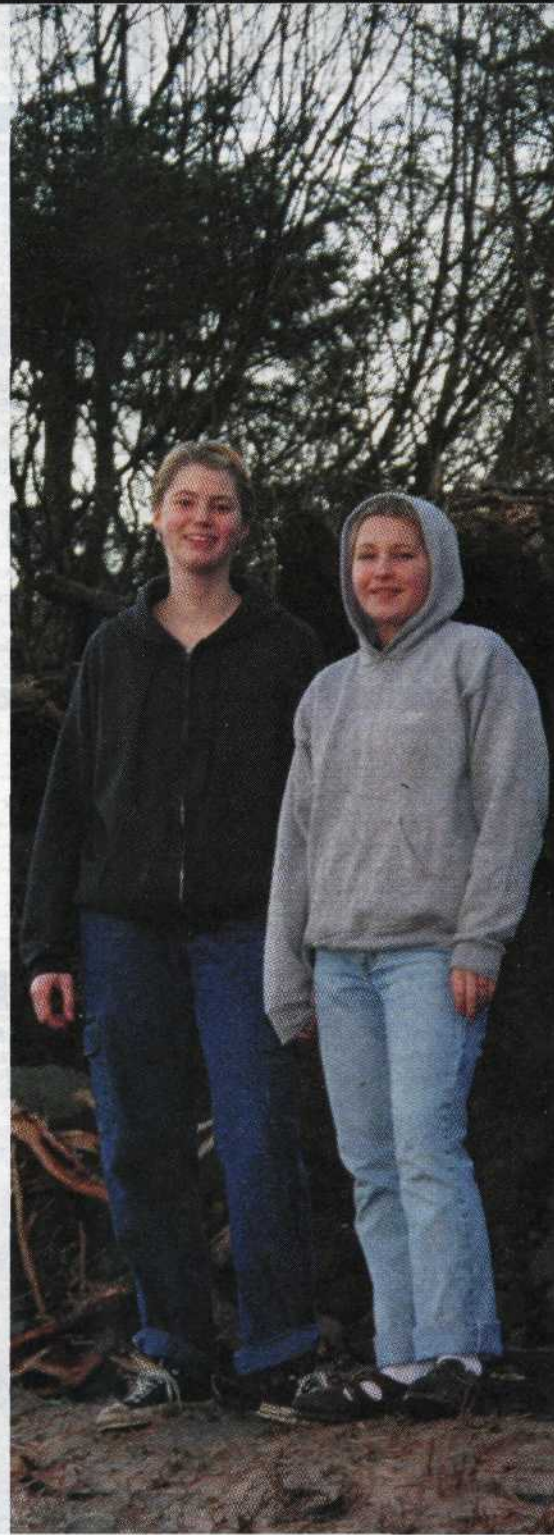
We scanned several rolls into an APS scanner and printed them to inkjet paper. We found the results to be very pleasing to the eye, and closely matching the quality of the images made on traditional photographic paper. We noticed a considerable improvement in the film's grain structure and its wide exposure latitude. The color saturation was excellent, and the film performed well in mixed-lighting situations.

### Final Thoughts

There are many situations where the Kodak Advantix 400 would improve your results, such as fast action, low light, increased flash distance, or when extreme depth of field is required. The key is to understand the flexibility increased ISO speeds offer in your day-to-day situations. Once you do, you will find your images looking even better than before.

As working professionals, we were not totally sold on APS films when they first were introduced. We kept open minds and shot roll after roll. We have to admit that the compact size of the cameras, and the continually improving quality of the APS films now makes it possible for us to take a camera everywhere and get great results. In the past we used our professional cameras for our impromptu family pictures, but now we just grab a compact APS camera and go for it. Thanks to the improved Kodak Advantix 400 film, our photo possibilities just got even better.

For more information, contact Eastman Kodak Co., 800/242-2424; on the Internet, [www.kodak.com](http://www.kodak.com). ■



**Above:** Historically, photographers have used slow films and tripods to shoot scenics. But new Advantix 400's high speed plus great image quality lets you capture nature's nuances with a hand-held camera.  
**Left:** Skin tones are natural and lovely with new Advantix 400, whether recorded by existing light or by flash.