Q. What are you announcing?

A. We are announcing the launch of EKTACHROME E100 in both medium and sheet formats, consisting of a new 120 propack item (5 rolls), and a new 10 sheet 4x5 box item.

Q. Tell me more about the new films?

A. Both films are based off the existing 135 format formulation, and feature moderately enhanced color saturation, a neutral tone scale, and extremely fine grain. A new feature for the 120 product is that it is coated on 3.94 mil Kodak ESTAR support for enhanced quality, transparency, and dimensional stability. E100 sheet film coats on 7 mil ESTAR, as do all our other sheet films.

Q. What about the backing paper?

A. All our 120 format films, including E100, are now spooled with a newly reformulated backing paper. This new paper provides significantly more protection to film rolls subjected to less than ideal storage, handling and environmental conditions.

Q. Are there storage and handling guidelines for the E100 films?

A. We recommend that you store EKTACHROME E100 in the original sealed packaging under refrigeration at 13°C (55°F) or lower to maintain consistent performance. To prevent condensation on the surfaces of a film taken from a refrigerator or freezer, allow the package to warm up to room temperature before breaking the seal.

Q. How should photographers process the new E100 films?

A. All the new E100 films should be developed in E-6 processing chemistry. Our KODAK PROFESSIONAL Film App has been updated to include Photo Labs offering E-6 processing.

Q. Will you be relaunching Kodak E-6 Chemistry and Kodak E-6 control strips?

A. Yes. We are hoping to bring both to market soon. Stay tuned.

Q. What are the advantages of a color reversal film?

A. Color reversal film not only offers vivid color and extremely fine grain, but also significantly higher resolution and better sharpness. The finer grain carries through the scanning process, and the film transparency itself is a color reference which makes scanning easier.

Q. Are there any tricks to shooting color reversal film?

A. Color reversal film has a much narrower exposure range than negative working films -- roughly +/- a half stop. Proper exposure is critical, because that's not a lot room for error.

Q. Is there anything I need to know about scanning E100 film?

A. The key point is to use a transmission scanner, not a reflective scanner. Beyond that, use the color reversal / slide film scanner setting. The dye sets used in new E100 are no different than those found in older EKTACHROME films, so existing scanner terms will work fine**.**