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- ▶ Designed for pro labs using color-managed digital exposure systems
- ▶ Increased color gamut
- ▶ Excellent flesh reproduction
- ▶ Exceptional sharpness: type, graphics, images
- ▶ Brilliant image quality—print after print

An expanded color gamut paper designed for color-managed digital systems

Your lab works with professional photographers to create high-quality image output—professional images that tell stories and capture the imagination. We know your lab is constantly looking for new options to improve quality, grow business opportunities, and meet your customers' high expectations. Your lab should be able to depend on the consistent performance of professional quality materials, giving you the flexibility to focus on your customers and innovative new products. KODAK PROFESSIONAL ENDURA Papers have set the industry standard for professional printing applications, and now you will see even richer, more vibrant colors with the latest ENDURA Paper. With new SUPRA ENDURA VC Digital Paper, Kodak's research scientists were able to increase the color gamut even further. This new paper gives labs like yours the capability to enhance color, while maintaining consistent, high-quality flesh-tone reproduction. Text and graphics are also not only more vivid, they are extremely crisp and precise—adding another quality touch to the finished product.

SUPRA ENDURA VC Digital Paper is optimized for printing in color-managed, short exposure, digital workflows. SUPRA VC Paper's moderate to slightly high contrast works well in a variety of professional photographic applications — from portrait/wedding to commercial. Our family of ENDURA Paper and Display Materials features state-of-the-art image stability, smooth flesh-tone reproduction, process robustness, and enhanced

highlight and shadow detail. It is an addition to our family of ENDURA Papers – SUPRA, ULTRA, and Metallic. If your lab has an optical workflow, you should continue to use KODAK PROFESSIONAL SUPRA ENDURA Paper.

For a professional paper that provides enhanced color, amazing quality, outstanding longevity, and excellent durability in a color-managed digital workflow, choose SUPRA ENDURA VC Digital Paper.

Professional labs and photographers will see noticeable improvements in image quality and lab productivity when using SUPRA ENDURA VC Digital Paper. The paper provides richer, more vibrant colors thanks to significantly increased color gamut. This paper will now reproduce certain colors that were not possible before with SUPRA ENDURA Paper.

SUPRA ENDURA VC Digital Paper also features improved ‘digital fringing’ performance. Prints will be sharper, and line and text reproduction will improve.

A 10-percent reduction in developer replenishment rates translates into significant chemical cost savings.

SUPRA ENDURA VC Digital Paper is designed for processing in standard KODAK EKTACOLOR Chemicals for Process RA-4 and can be used with our newest KODAK EKTACOLOR Digital Developer Replenisher RT*.

To help set up printers for this paper, profiles are available at www.kodak.com/go/colorprofiles. To further optimize results on your system, Kodak’s Pro LabResource Center* offers a customized profiling service for Pro Labs at www.kodak.com/go/prolab.

Feature	Benefit
Workflow Productivity	
Robust and economical processing performance	<ul style="list-style-type: none"> • Print consistency; easy to calibrate workflow • Clean process; reduced process maintenance • Low operating costs • Reduced developer replenishment rate • Low environmental impact

Exceptional high-intensity reciprocity characteristics	<ul style="list-style-type: none"> • For digital (CRT, LED and laser) exposing devices • Optimized text and fringing characteristics in all digital printers to produce sharper images
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Image Performance	
Advanced color coupler technology	<ul style="list-style-type: none"> • Strong, bright colors • Vibrant greens, blues, magentas and reds • Clean-looking whites • Neutral tone scale—from highlights to shadows

State-of-the-art image stability**	<ul style="list-style-type: none"> • Exceptional performance in typical home displays and unsurpassed in typical dark storage • 20 months for high-intensity commercial reflection display under 5000 lux
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*Available in certain countries only—please contact your distributor for KODAK PROFESSIONAL Products.

**Based on product application including specific light levels and temperature conditions; testing conducted as specified in ANSI Publication IT9.9-1996 and ISO Publication 10977, “Stability of Colour Photographic Images—Methods for Measuring,” including use of illustrative endpoint criteria of 30% dye fade.

† In independent, long-term testing of KODAK PROFESSIONAL ENDURA Media against the previous generation of KODAK PROFESSIONAL Media, ENDURA Media was found to exhibit significantly improved image stability in terms of color balance and dye fade. These independent results confirmed the internal Kodak testing and, in fact, revealed that Kodak’s published estimates concerning image longevity were conservative.†

‡ The Image Permanence Institute at the Rochester Institute of Technology.

Note: Although this paper is designed for digital printing, depending on the application, you may find the results acceptable when the paper is exposed optically.

Features

- ▶ KODAK PROFESSIONAL ENDURA Paper backprint visibly identifies it as a paper tailored for long-lasting, professional results
- ▶ State-of-the-art paper emulsion technology for long-lasting prints
- ▶ Excellent flesh tones and more saturated colors
- ▶ Contrast optimized for digital systems

Availability

This paper is available in Glossy (F), Lustre (E), and Silk (Y) surfaces in roll formats. Surfaces, formats, and catalog numbers may differ from country to country. See your supplier of KODAK PROFESSIONAL Products.



Storage and Handling

For optimum results, store unexposed paper at 25°C (78°F) or lower in the original package. High temperatures or high humidity may produce unwanted changes.

Darkroom Recommendations

Handle unprocessed paper in total darkness. Be sure that your darkroom is lighttight. In addition, ensure that sources of stray light within the darkroom, such as lamphouse heads, timer lights, LEDs, etc., are eliminated or shielded.

Printing

KODAK PROFESSIONAL SUPRA ENDURA VC Digital Paper is optimized for digital printers.

Digital Printing

You can expose SUPRA ENDURA VC Digital Paper with many types of digital printers.

Kodak printers include:

- KODAK PROFESSIONAL RR 30, RP 30 and SRP 30 Laser Printers
- KODAK PROFESSIONAL RP 50 LED Printer
- KODAK PROFESSIONAL LED II Printer 20R
- KODAK LED Digital Color Printers 20R and 20P
- KODAK CRT-based printers such as KODAK PROFESSIONAL Digital Multiprinters

For technical information and other manufacturers' printer aims and calibration data, refer to KODAK Publication E-4042, *KODAK PROFESSIONAL SUPRA ENDURA VC Digital Paper*, on www.kodak.com/go/endura

Printer Control Negative Sets

Use the appropriate KODAK Printer Control Negative Set to determine aims for KODAK Color Negative Films or to cross over from another type of color paper to this paper.

Processing

Use KODAK EKTACOLOR Chemicals for Process RA-4. You can also use KODAK EKTACOLOR Digital Developer Replenisher RT*. KODAK PROFESSIONAL Pro Strips/Process RA-4 can be used to monitor your process. Use a maximum drying temperature of 93°C (200°F).

Latent-Image Keeping

For best results, process paper on the same day that you expose it. If latent image shifts occur, minimize them by keeping the time between exposure and processing as consistent as possible.

Retouching

Retouch these papers by following instructions in KODAK Publication No. E-70, *Retouching Prints on KODAK EKTACOLOR and EKTACHROME Papers*.

Mounting

Mount the prints with dry mounting tissue or a photographic mounting adhesive. If tissue is used, the temperature across the heating platen should be 82 to 93°C (180 to 200°F). Apply pressure for 30 seconds, or up to 3 minutes for a thick mount.

Caution: Temperatures above 93°C (200°F) and/or high pressures and/or extended time periods may cause physical and color changes in prints.

Storage and Display of Prints

KODAK PROFESSIONAL SUPRA ENDURA VC Digital Paper has been formulated to provide improved dye stability and print longevity for prints displayed under typical home lighting conditions (i.e., 120 lux for 12 hours a day), and typical home dark storage conditions (i.e., 20 to 23°C (68 to 73.4°F) and 50% relative humidity). Photographic dyes, like all dyes, can change with time and exposure to sunlight, ultraviolet radiation, excessive heat, and high humidity.

For more information on the complete family of output media, visit www.kodak.com/go/prolab. You'll find information about:

KODAK PROFESSIONAL ENDURA Media

Features

SUPRA ENDURA Paper

Saturated color with exceptional, accurate flesh-tone reproduction for optical and digital workflows

SUPRA ENDURA VC Digital Paper

Expanded color gamut with excellent flesh-tone reproduction designed for color-managed digital workflows

ENDURA Metallic Paper

Unique metallic gloss appearance with stunning visual impact and depth

ULTRA ENDURA Paper

High contrast, intense blacks and bold colors for broad range of commercial printing applications

ULTRA ENDURA High Definition Paper

High gloss with iridescent sheen for high impact commercial printing applications

ENDURA Transparency Display Material

Translucent base film for backlit display on illuminators without diffusers

ENDURA Clear Display Material

Clear base film for backlit display on illuminators with built-in diffusers

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More information

For technical information, see KODAK Publication E-4042 available at www.kodak.com/go/endura. Or contact your Kodak representative.

► www.kodak.com/go/prolab