



- ▶ Striking, distinctive, metallic eye-catching look
- ▶ Increased color gamut for rich impact and intense blacks to enhance print appeal
- ▶ Optimized for digital printing
- ▶ Consistent results and efficient operations: improved calibration robustness, low replenishment rate, less waste
- ▶ Exceptional sharpness: type, graphics, images
- ▶ Drives commercial sales interest for standard and pop-up displays
- ▶ Expands portrait print options, accenting quality and developing new business
- ▶ State-of-the-art image stability* (100 years in typical home display, 200 years in dark storage, one to five years for commercial display)

Distinctive metallic appearance specifically designed for digital exposure ... with century-plus image stability

ENDURA Metallic VC Digital Paper has opened a whole new dimension for commercial and portrait output. Its glossy finish and metallic appearance create images with exceptional visual interest and depth that will appeal to both photographers and display designers seeking a unique look. Color images are vibrant with flattering flesh tones. Black-and-white scenes are stunning, with dramatic impact and excellent contrast.

Most labs and photographers will see noticeable improvements in image quality and lab productivity with ENDURA Metallic VC Digital Paper. The paper is based upon improved emulsion components from our previous generation of KODAK PROFESSIONAL ENDURA Papers.

*Based on product application including specific light levels and temperature conditions.

- Optimized for digital printing. Compatible with both external color management systems as well as color management contained within digital printers' software.
- Offers up to a 10-percent increase in color gamut for rich, vibrant greens, blues, magentas, and reds.
- Improved digital fringing performance provides exceptional sharpness for type, graphics, and images.
- Up to a 10-percent reduction in developer replenishment rate can translate into significant chemical cost savings.
- Easy-to-calibrate printer workflow with profiles from www.kodak.com/go/colorprofiles

Offer ENDURA Metallic VC Digital Paper to photographers and specifiers to expand package orders or to open up new avenues of business. The paper is ideal for portrait and commercial applications (e.g., sports, special events, youth, wedding mementos, print runs, press kits, photo décor, pop-up, and display images).

This paper uses a proprietary combination of film laminate layers to produce three-dimensional, outstanding, lasting images on an ultra-bright background. Many photographers have described this effect as "chrome on paper." Its professional emulsion set provides extreme sharpness, brightness, and color saturation with an intense black density that increases its appeal. The proprietary laminate layers also increase the strength and tear resistance of the final print, increasing the opportunities for display applications.

ENDURA Metallic VC Digital Paper offers another high-quality imaging solution for your output applications and workflow. This paper can be printed through digital printing operations and, similar to other ENDURA Media, features robust processing performance and excellent consistency, leading to very efficient operations. The exceptional image stability of this paper gives your lab, photographers, and specifiers a strong selling advantage with customers.

What's more, the family of ENDURA Media was developed with Kodak's imaging technology to deliver optimum results when used with KODAK PROFESSIONAL Modular Digital Workflow Products and KODAK Color Management System.

Feature	Benefit
Workflow Productivity	
Robust and economical processing performance	<ul style="list-style-type: none"> • Up to a 10 percent reduction in developer replenishment rate • Print consistency; easy to calibrate workflow • Clean process; reduced process maintenance • Lower operating costs • Lower environmental impact
Image Performance	
Advanced color coupler technology	<ul style="list-style-type: none"> • 10 percent increase in overall color gamut • Strong, bright colors • Vibrant greens, blues, magentas and reds • Clean-looking whites • Neutral tone scale from highlights to shadows
Exceptional high-intensity reciprocity characteristics	<ul style="list-style-type: none"> • Improved digital fringing performance • Optimized fringing characteristics in digital printers for exceptional sharpness (type, graphics, and images) • For digital CRT, LED and laser exposing devices • Improved calibration robustness





© Kay Eskridge

Features

- ▶ Dynamic color saturation
- ▶ Intense D-max
- ▶ State-of-the-art paper emulsion technology for long-lasting, high-quality results
- ▶ State-of-the-art image stability*
- ▶ Process robustness
- ▶ Exceptional durability and tear resistance
- ▶ Minimum curl with humidity changes
- ▶ Pencil writeability on the back

Availability

This paper is available in roll sizes up to 127 cm (50 in.) wide

Sizes and catalog numbers may differ from country to country. See your supplier of KODAK PROFESSIONAL Products.



© Kay Eskridge



Storage and Handling

Store unprocessed paper at 25°C (78°F) or lower in the original, sealed package. High temperatures or high humidity may produce unwanted print quality changes.

Note: Be sure to use sharpened cutting equipment. The effects of dull cutting blades will be more noticeable with this paper than with traditional papers because of its tear-resistant characteristics.

Exposure (Digital Printing)

This paper is optimized for digital printers and is compatible with both external color management systems as well as color management contained within digital printers' software. If you expose the paper optically, the image will be high in contrast, and if it's balanced on flesh tones, the neutrals will appear cyan.

ENDURA Metallic VC Digital Paper has been tested in a variety of KODAK and other manufacturers' printers. It performs well with the following KODAK Digital Printers:

- 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 starting values for KODAK Digital Printers and other manufacturers' equipment, refer to KODAK Publication CIS-285, *Calibration Routines Aims for KODAK PROFESSIONAL ENDURA Metallic VC Digital Paper* available at www.kodak.com/go/endura or contact your Kodak representative.

Processing

Use KODAK EKTACOLOR Chemicals for Process RA-4. You can also use KODAK EKTACOLOR Digital Developer Replenisher RT**. KODAK PROFESSIONAL Pro Strips Color Negative Paper Control Strips, Process RA-4, can be used to monitor your process.

When fully converted to KODAK PROFESSIONAL ENDURA Metallic VC Digital Paper, your developer replenishment rate should be approximately 10 percent lower than with KODAK PROFESSIONAL SUPRA ENDURA Paper or KODAK PROFESSIONAL ENDURA Metallic Paper. Review your process control charts and make adjustments as needed to stay in control. Bleach-fix replenishment rates will stay the same for Process RA-4. When using KODAK EKTACOLOR PRIME Bleach-Fix Replenisher, replenishment rates will need to increase. For detailed information on replenishment rates and processing this paper in continuous or roller-transport processors, see KODAK Publication No. Z-130, *Using KODAK EKTACOLOR RA Chemicals*, available from www.kodak.com/go/photochemicals.

Note: Although Kodak does not recommend Process RA-2SM for professional media, some customers may judge the results acceptable for certain applications. Customers should test the media to determine acceptability, as this process may provide warmer results than desired.

Post-Processing

If you laminate ENDURA Metallic VC Digital Paper, use a glossy or clear laminating material. Textured laminates will reduce the metallic effect. Always use the lowest mounting temperature, pressure, and duration time to minimize impact on the final print appearance. Mount the prints with dry mounting tissue or a photographic mounting adhesive. The temperature across the heating platen should be 82 to 93°C (180 to 200°F). Preheat the cover sheet that is used over the face of the print in order to remove moisture. 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 for extended mounting times may cause physical and color changes in prints.

Storage and Display of Prints

KODAK PROFESSIONAL ENDURA Metallic 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 percent 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 VC Digital Paper	Expanded color gamut with excellent flesh-tone reproduction designed for color-managed digital workflows
ENDURA Metallic VC Digital Paper	Unique metallic/high 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 an 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

**Available in certain countries only — please contact your distributor of KODAK PROFESSIONAL Products.

More information

For technical information, see KODAK Publication E-4047 available at www.kodak.com/go/endura. Or contact your Kodak representative.

► www.kodak.com/go/prolab