



Reflective, eye-catching appearance intensifies contrast and color

- ▶ Distinctive surface with a luminous/iridescent sheen
- ▶ Extended color gamut
- ▶ High gloss and high contrast for blacks with high impact
- ▶ Thick base for robust, premium feel
- ▶ No backprint

Looking for a new way to differentiate output for clients who want to step out of the ordinary? Introducing a new output paper designed to help your lab take hold of some commercial, fashion, and portrait print work.

Our new KODAK PROFESSIONAL ULTRA ENDURA High Definition Paper delivers dramatic color with a unique high gloss, iridescent sheen. There's no backprint so you'll be able to use this paper for a variety of commercial applications. And it shares a similar emulsion set with the family of KODAK PROFESSIONAL ENDURA Papers—pleasing flesh-tone reproduction, great highlight and shadow detail, and excellent print longevity.

Choose Kodak for more choice, selection, and value.

This new paper extends the printing options for commercial photography, capitalizing on the success of KODAK PROFESSIONAL ULTRA ENDURA Paper. ULTRA ENDURA High Definition Paper boasts a thicker base for a premium feel, with the added intensity sparked by its glossy, iridescent sheen. Optimized for both digital and optical printing, this paper creates intense blacks, and its extended color gamut provides rich colors and attractive flesh tones. Because the paper is non-backprinted, it maximizes both the placement and method by which it can be displayed.

Feature	Benefit
Distinctive, reflective surface	Eye-catching appearance intensifies contrast and color Extends printing options for your customers
Extended color gamut	Enables wide range of color reproduction Attractive flesh tones
High gloss and high contrast	Intense black High-impact color saturation
Thick base	Robust, premium feel Improved handling for large-format prints
No backprint	Enables additional commercial applications such as customer backprinting, pop-up, and backlit displays
State-of-the-art image stability*	1-5 years for commercial display 20 months or more for high-intensity commercial reflection display under 5000 lux

*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 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.





Features

- ▶ No backprint — the paper for commercial applications
- ▶ Luminous/indescent sheen
- ▶ Extended color gamut

Availability

This paper is available in Glossy (F) surface in roll formats. Formats, and catalog numbers may differ from country to country. See your normal supplier of KODAK PROFESSIONAL Products.

No backprint—for use in a variety of commercial applications

Sizes Available

The paper is available in rolls in glossy (F) surface.

Sizes 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 ULTRA ENDURA High Definition Paper is optimized for both digital and optical printers.

Digital Printing

You can expose ULTRA ENDURA High Definition Paper with many types of digital printers. KODAK Printers include:

- KODAK PROFESSIONAL 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 Color Printers and other manufacturers' equipment, refer to KODAK Publication CIS-284, *Digital Printer Aims for KODAK PROFESSIONAL ULTRA ENDURA High Definition Paper* (available from www.kodak.com/go/enda or contact your Kodak representative).

Optical Printing

Expose KODAK PROFESSIONAL ULTRA ENDURA High Definition Paper in automatic printers or enlargers equipped with tungsten or tungsten-halogen light sources or photo enlarger lamps. Set up and balance the printer or enlarger according to the manufacturer's instructions.

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 RA Chemicals for Process RA-4. You can also use KODAK EKTACOLOR Digital Developer Replenisher RT*. KODAK PROFESSIONAL Pro Strips Color Negative Paper Control Strips/for 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.

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

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 ULTRA ENDURA High Definition Paper has been formulated to provide excellent dye stability and print longevity for prints displayed under more intense lighting in commercial settings (5000 lux for 20 months), 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 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	Distinctive 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 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 normal distributor of KODAK PROFESSIONAL Products.

More information

For complete technical information, look for KODAK Publication E-4044, *KODAK PROFESSIONAL ULTRA ENDURA High Definition Paper*, on www.kodak.com/go/enda

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