

# Color Infrared Images with More Information

KODAK AEROCHROME III Infrared Films are the newest product innovations from Aerial Imaging. Improving on the performance of our popular AEROCHROME II Color Infrared (IR) films, these new products offer more of the proven benefits of color infrared plus enhancements which optimize today's digital workflows.

## **Key Enhancements and Benefits:**

- **Unsurpassed IR Sensitivity out to 900nm with outstanding haze penetration**
- **Lower Contrast for more highlight and shadow detail, and exposure latitude**
- **Improved Film Backing reduces static and scratching for cleaner film scanning**
- **New Processing Options including C-41 compatibility**
- **Higher Resolution for sharper images**
- **Enhanced Color Balance for easier information extraction**

For years, aerial photographers have known that KODAK Color Infrared-Sensitive Films are the best way to capture information for many of their most demanding applications. Now, with KODAK AEROCHROME III Infrared 1443 and



*This image, captured with Kodak 1443 Color Infrared Film and processed to a negative in Process AN-6, features enhanced details and more accurate colors of forest and orchard areas near Rapid City, SD.*

SO-734, photographs will be sharper and cleaner, supplying end users with even more information and giving them the ability to make even better decisions.

## **KODAK Innovation in Infrared-Sensitive Films Can Make You More Valuable To Your Customers**

Color infrared-sensitive films can be the most useful aerial films for a wide range of scientific, industrial and commercial disciplines. Using KODAK color IR films will enable your customers to acquire the information they need more cost-effectively and accurately. This is the value you can offer to your customers when you use KODAK Color Infrared-Sensitive films.

## **Choose KODAK Color IR Films for these applications and bring their value to your customers:**

- **Hydrology** – wetland observations, watershed management, and watercourse monitoring
- **Agriculture** – crop identification, inventory and vigor assessment; soil classification
- **Forestry** – species differentiation; disease, fire, weather, and insect damage assessment
- **Geological** – minerals exploration and erosion studies
- **Land Planning and Management** – land classification
- **Environmental Impact Studies** – pollution monitoring and detection
- **Emergency Planning and Response** – storm and flood damage assessment
- **Many Other Applications** – archeological surveying and golf course grounds management



## Spotlight on Forestry

Kodak's Color Infrared films expand forestry customers' abilities to differentiate information in their images outside peak color seasons. Infrared films offer spectral contrast information, haze penetration and an improved ability to locate the presence of wetlands, hydric soils and streams than with any other film. And AEROCHROME III Infrared film's lower contrast with improved highlights and shadow detail creates images with sharper detail and more information. The benefits to forestry users include feature differentiation and increased mapping reliability.

## One Aerial Imaging Customer Delivers the Added Value of Color Infrared Images for Forestry Projects

"My customers rely on the color infrared aerial images I provide using KODAK Film for species differentiation. The quality of the images I capture with these films goes well beyond what was possible with black and white. With Color Infrared, we can fly whenever our customers need information. We don't have to wait for fall coloration or for the haze to clear. CIR images give them more information, when they need it. Best management practices are better met because of it and my relationship with my customers is better because of that. Frankly, customers who don't ask for Color Infrared are really missing something."

Dave Edson

James W. Sewall Co.

## Innovations in Aerial Imaging and Information

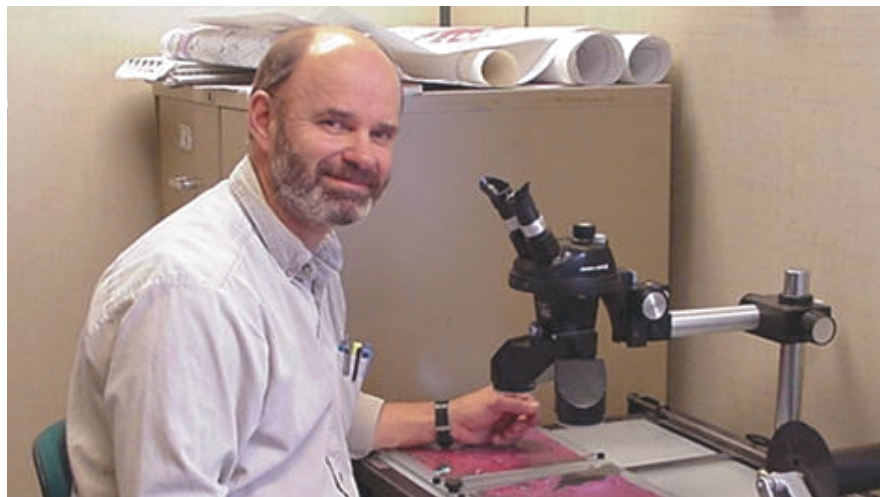
Through innovative product development and improvement our films are being optimized to help you harness the power of the digital workspace. These improvements along with environmentally friendly manufacturing processes, and dedicated customer service, Kodak delivers advanced imaging solutions that will help you grow your business. The quality of the images you create with KODAK Products will provide more information and therefore more value to your customers.

*For more information on these infrared films, other ways to use them or other Aerial Imaging products from the broadest line in the industry, contact your local sales rep today.*



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Dave Edson — James W. Sewall Co.



## KEY FEATURES AND BENEFITS

*Sensitive to the exacting requirements of our aerial imaging customers, KODAK has created these two, targeted solutions. Both the KODAK AEROCHROME III Infrared 1443 film and SO-734 offer the same great features but the SO-734, while similar in film speed and processing to 1443 film, features increased infrared sensitivity. SO-734 is particularly suitable for exposures at altitudes above 15,000 feet or where greater infrared response is required. For exact film specifications, our Product Data Sheets are available on line at [www.kodak.com/go/aerial](http://www.kodak.com/go/aerial).*

Film Feature	Benefit	Value
Lower Contrast	<ul style="list-style-type: none"> <li>Improved highlight &amp; shadow detail</li> <li>Improved density uniformity across frame from vignetting</li> <li>Improved exposure latitude</li> </ul>	<ul style="list-style-type: none"> <li>Higher quality images containing more information</li> <li>Easier film to expose</li> <li>Improved softcopy exploitation</li> </ul>
Improved Backing – Estar Base w/AntiStat and Gel	<ul style="list-style-type: none"> <li>Cleaner film because of less dirt/dust attraction</li> <li>Improved scratch resistance</li> </ul>	<ul style="list-style-type: none"> <li>Save money with less waste and fewer remakes</li> <li>Better scans</li> </ul>
New Processing Options	<ul style="list-style-type: none"> <li>New negative standards for C-41 and AN-6 processes</li> <li>Standard reversal processing in AR-5</li> </ul>	<ul style="list-style-type: none"> <li>Readily available processing</li> <li>Reversal and negative flexibility</li> </ul>
Improved Film Resolution	<ul style="list-style-type: none"> <li>See finer details</li> <li>Sharper appearance</li> </ul>	<ul style="list-style-type: none"> <li>More information for better decisions</li> </ul>
Improved Color Balance	<ul style="list-style-type: none"> <li>Man-made structures neutral</li> <li>More pleasing image</li> </ul>	<ul style="list-style-type: none"> <li>Higher quality image which contains more information</li> </ul>
Estar Base	<ul style="list-style-type: none"> <li>Dimensional stability</li> <li>Excellent optical properties</li> </ul>	<ul style="list-style-type: none"> <li>Accurate measurements</li> <li>Optimal scans and prints</li> </ul>

## Size Data and Ordering Information

KODAK AEROCHROME III Infrared Films 1444 and SO-734 are available in sizes for aerial cameras, many with no minimum order requirement. Contact KODAK Aerial Imaging with any questions.

TAKE PICTURES. FURTHER.™

