



Announcing ***Improved* EASTMAN DOUBLE-X Negative Film 5222 / 7222**

Improved EASTMAN DOUBLE-X Negative Film 5222 / 7222, has the same subtleties in tone scale that you have come to expect and has been optimized for physical performance. Improvements include a scratch-resistant backing and a process-surviving top layer, which allow better camera transport characteristics, reduced noise in the camera, improved raw stock keeping and decreased risk of ferrotyping.

EASTMAN DOUBLE-X Negative Film 5222 / 7222 is a high-speed camera negative film with excellent image-structure characteristics. It is designed for general production use both outdoors and in the studio. You can also use it under dim light and where you need greater depth of field without an increase in the illumination level.

With improved EASTMAN DOUBLE-X Negative Film 5222 / 7222, you can create your story through light and shadow and have the confidence that you have a film optimized for beautiful images and reliable performance.

EASTMAN DOUBLE-X Negative Film is now available in all current formats. Look for the "*improved*" call-out on the label. CAT Nos. and pricing will remain the same as EASTMAN DOUBLE-X Negative Film 5222 / 7222 found on page 27 of the KODAK Motion Picture Film Price Catalog.

Contact your local Kodak Sales and Engineering Representative, your nearest Kodak Sales Office, or visit our site on the Internet at www.kodak.com/go/motion for detailed information about this and other KODAK Motion Picture Films.

Kodak, Eastman, Double-X, 5222 and 7222 are trademarks.