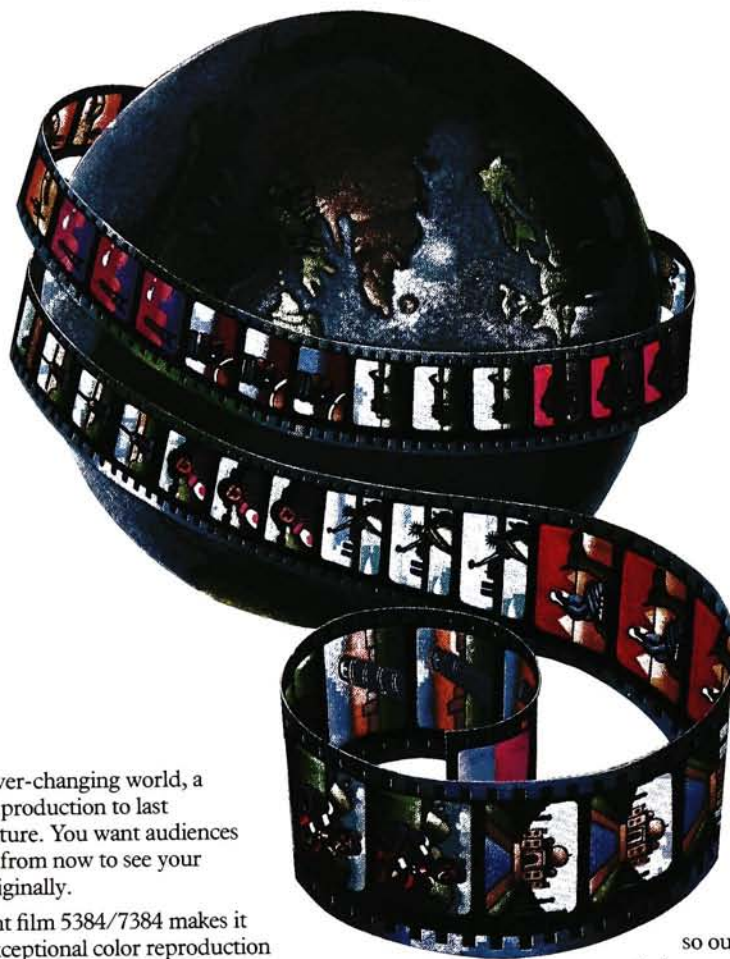


“Our descendants
will see their ancestors
as we really were.”



Throughout this ever-changing world, a filmmaker wants a production to last decades into the future. You want audiences fifty or more years from now to see your film as it looked originally.

Eastman color print film 5384/7384 makes it possible with its exceptional color reproduction and retention. It is the color release print film intended to last up to a century— even when stored at normal room temperature (approximately 75 degrees Fahrenheit and 40-percent relative humidity). In fact, when 5384 is carefully stored under recommended conditions (40 degrees Fahrenheit and 40-percent relative humidity), it can last much, much longer.

It is the print film whose color images can look the best and last the longest.

Our new Eastman color print film's unique color images will last for decades so our descendants will see their ancestors as we really were.

Just say, “Print mine on Eastman film.”

Eastman film. It's looking better all the time.

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