

Silver Halide in a Digital World

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Silver halide-based products have been part of photography for over one hundred years. During that time, significant advances have been achieved in sensitivity, resolution, color reproduction, and many other aspects of the silver-based system of films and papers. Feature improvement has been a key contributor to the growth of popular, consumer photography over many decades. As the 21st century begins, the face of photography is changing along with the growing capability of digital technologies, such as digital capture, digital image processing, and digital printing. Even as some film capture capabilities are now being achieved by

digital capture technology, other digital technologies enhance the capabilities of silver halide products—from better prints to easy access to digital images from film.

The digital revolution will change how silver-based products co-exist with digital products. In addition to traditional product features, other system attributes will increase in importance. Convenience, cost, and compatibility with optical and digital printing systems are examples that will add value to silver-based products in the digital world. This presentation will explore these characteristics and highlight combinations that will continue to provide customer satisfaction in the new, digital world.