

FXW ZINE

ISSUE 20

JULY 2023

***FUJIFILM X100V
AS A
KODAK DISC
CAMERA***



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Let's hop into our DeLorean, blast some Huey Lewis, and head back to the 1980's!

This issue of *FXW Zine*, which is a monthly eZine and an extension of the Fuji X Weekly blog available to Creative Collective subscribers, is all about replicating the aesthetic of Kodak Disc cameras on a Fujifilm X100V.

Disc cameras were supposed to be all the rage, and despite selling a lot of copies, it just didn't catch on. The pictures quality was poor, but largely because it needed an especially sharp lens that many Disc cameras didn't have since they were intended for amateurs—less expensive glass was used to reduce cost. Also, Kodak made a special enlarger lens for printing pictures from Disc film, but many labs didn't buy it, which further reduced the image quality.

Cover Photo: Kodak Disc 4000 Camera
Buckeye, Arizona
Fujifilm X100V
Kodacolor HR Recipe

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Once the public had a chance to use Disc cameras, they rejected them. But not without Kodak pushing the system hard. In fact, Kodak spent more money developing and promoting Disc cameras than any other prior product. You could even borrow a Disc camera for free at Disney World in the mid-1980's. By the late-1980's Kodak raised the white flag on the system, but other brands continued to make and sell Disc cameras well into the 1990's. Kodak discontinued Disc film in 1999, putting the final nail in the Disc coffin.

Even though Disc cameras were a failure, they were actually pretty revolutionary. Many Kodak negative films directly benefited from the innovations needed for Disc film. This photographic system is long gone, but we can still celebrate it and even try to replicate it with a Fujifilm X100V. The Film Simulation Recipe provided on Page 6 will not be published elsewhere because it is intended for use only on the X100V using the 70mm Digital Teleconverter, but feel free to try it on other X-Trans IV or V cameras if you find it interesting.



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Right: *Red Umbrella Summer*
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FUJIFILM X100V AS A KODAK DISC CAMERA

BY RITCHIE ROESCH

Kodak spent most of the 1970's developing a new camera system called Disc, which they announced in February of 1982, and released in June. For the next six years, Kodak spent more money promoting Disc cameras and film than they had on any previous product; however, it was a huge flop, and Kodak suddenly stopped manufacturing Disc cameras in 1988. Many other manufacturers also made Disc cameras, including Minolta (who had a selfie model complete with a selfie-stick), Fujifilm, 3M, Konica, Ansco, and about 20 others.

Disc film cartridges, which looked similar to





Left: *Americana Suburbia*
Buckeye, Arizona
Fujifilm X100V
Kodacolor HR Recipe

3.5" floppy computer disks, could hold 15 tiny frames. These cartridges were easy to load and unload, making them especially convenient for amateurs. The thin size allowed for small and slender cameras that were easily pocketable; the Kodak Disc 4000 is similar in size—just a little taller and thinner—to a Fujifilm X70. Kodak discontinued Disc film in 1999.

The 10.6mm x 8.2mm frames were tiny, nearly 40% smaller than 110 film. In order to get decent 4" x 6" prints, Kodak had to improve their films with better sharpness and finer grain. Kodacolor HR was the first Disc film—and the very first emulsion with T-Grain—but only one year later it was replaced by Kodacolor VR, which was basically an improved version of Kodacolor II. Disc film was flat (not spooled), which also helped with sharpness.

Because of the tiny negatives, Disc film couldn't enlarge very big without falling apart. 4" x 6" prints were the largest that most labs printed from Disc film; however, some would go as large as 8" x 10". In order to look good, Disc film needed two things: a sharp camera lens, and labs to own a special 6-element enlarger lens. While some Disc cameras did come with high-quality glass, most did not, as they were intended for amateurs. Most labs did not buy Kodak's enlarger lens for improved printing. Unfortunately for Kodak, most of the pictures that people got from their Disc cameras were very low-quality, and it quickly

Right: *Colorful Bougainvillea*
Buckeye, Arizona
Fujifilm X100V
Kodacolor HR Recipe

gained a reputation for producing crummy pictures. However, the lo-fi rendering of Disc cameras has become desirable in recent years, but shooting with one is nearly impossible since the film has long been discontinued, and few labs will develop it.

Since it's not practical to shoot with a Disc camera, I decided to replicate the experience and aesthetic on my Fujifilm X100V. This camera (or alternatively the X100F) is required because it has the Digital Teleconverter; interestingly, Fujifilm doesn't scale the faux Grain when using this feature, so Strong/Large Grain looks much more pronounced when shooting with the 70mm Digital Teleconverter, more similar to the graininess of smaller negatives. Most Disc cameras have a 12.5mm lens, which is full-frame-equivalent to 40mm, but some have 15mm (48mm-equivalent) and a couple have a 22mm lens (70mm-equivalent), such as the Kodak Tele Disc. I used the 70mm Digital Teleconverter to replicate using a Disc camera with a 22mm lens.

One problem with using the Fujifilm X100V to replicate a Disc camera is that the image quality is just too darn good. Even though the Digital Teleconverter does reduce the quality a little, it's not nearly enough. So I set Image Quality to Normal (instead of Fine), and I turned Sharpness all the way down. I also used a 5% CineBloom diffusion filter. It's still a little too crisp and detailed, but isn't too far off





Left: *Dying Palm Branch*
Buckeye, Arizona
Fujifilm X100V
Kodacolor HR Recipe

from a Disc camera aesthetic shot with a decent lens and printed in a lab with Kodak's special enlarger lens. I think, if I wanted to take this a step further and get even closer, I would shoot at ISO 3200 and above, and possibly consider choosing a smaller image size, such as Medium or Small. Even though the aesthetic from this experiment is too-good for replicating Disc film, it does have a wonderful analog-like look that I personally appreciate. I think these pictures could pass as film to the unsuspecting.

The Film Simulation Recipe that I used is a modification of Kodacolor, which resembles the appropriate era of Kodak color negative film, but I changed it slightly to make it compatible with the X100V and to better match some examples of Disc film that I found online. I call it Kodacolor HR.

Film Simulation: **Classic Chrome**

Dynamic Range: **DR400**

Grain: **Strong/Large**

Color Chrome Effect: **Strong**

Color Chrome FX Blue: **Off**

White Balance: **6300K, 0 Red & -4 Blue**

Color: **-2**

Highlight: **-1**

Shadow: **+2**

Sharpness: **-4**

Noise Reduction: **-4**

Clarity: **-4**



Previous Page: *Illuminated Chairs*
Buckeye, Arizona
Fujifilm X100V
Kodacolor HR Recipe

Right: *Nearly Bloomed*
Buckeye, Arizona
Fujifilm X100V
Kodacolor HR Recipe



Right: *Red Truck*
Buckeye, Arizona
Fujifilm X100V
Kodacolor HR Recipe





Left: *Car Circles*
Buckeye, Arizona
Fujifilm X100V
Kodacolor HR Recipe



Left: *Triumph*
Buckeye, Arizona
Fujifilm X100V
Kodacolor HR Recipe



Previous Page: *Poolside Flower Pot*
Buckeye, Arizona
Fujifilm X100V
Kodacolor HR Recipe

Right: *Half Moon Between Palms*
Buckeye, Arizona
Fujifilm X100V
Kodacolor HR Recipe



Right: *Last Light on Hills*
Buckeye, Arizona
Fujifilm X100V
Kodacolor HR Recipe





Above: *Falling Into Water*
Buckeye, Arizona
Fujifilm X100V
Kodacolor HR Recipe

Below: *Flower Garden*
Buckeye, Arizona
Fujifilm X100V
Kodacolor HR Recipe







Previous Page: *Umbrella Light*
Buckeye, Arizona
Fujifilm X100V
Kodacolor HR Recipe

Left: *Umbrella & Palms*
Buckeye, Arizona
Fujifilm X100V
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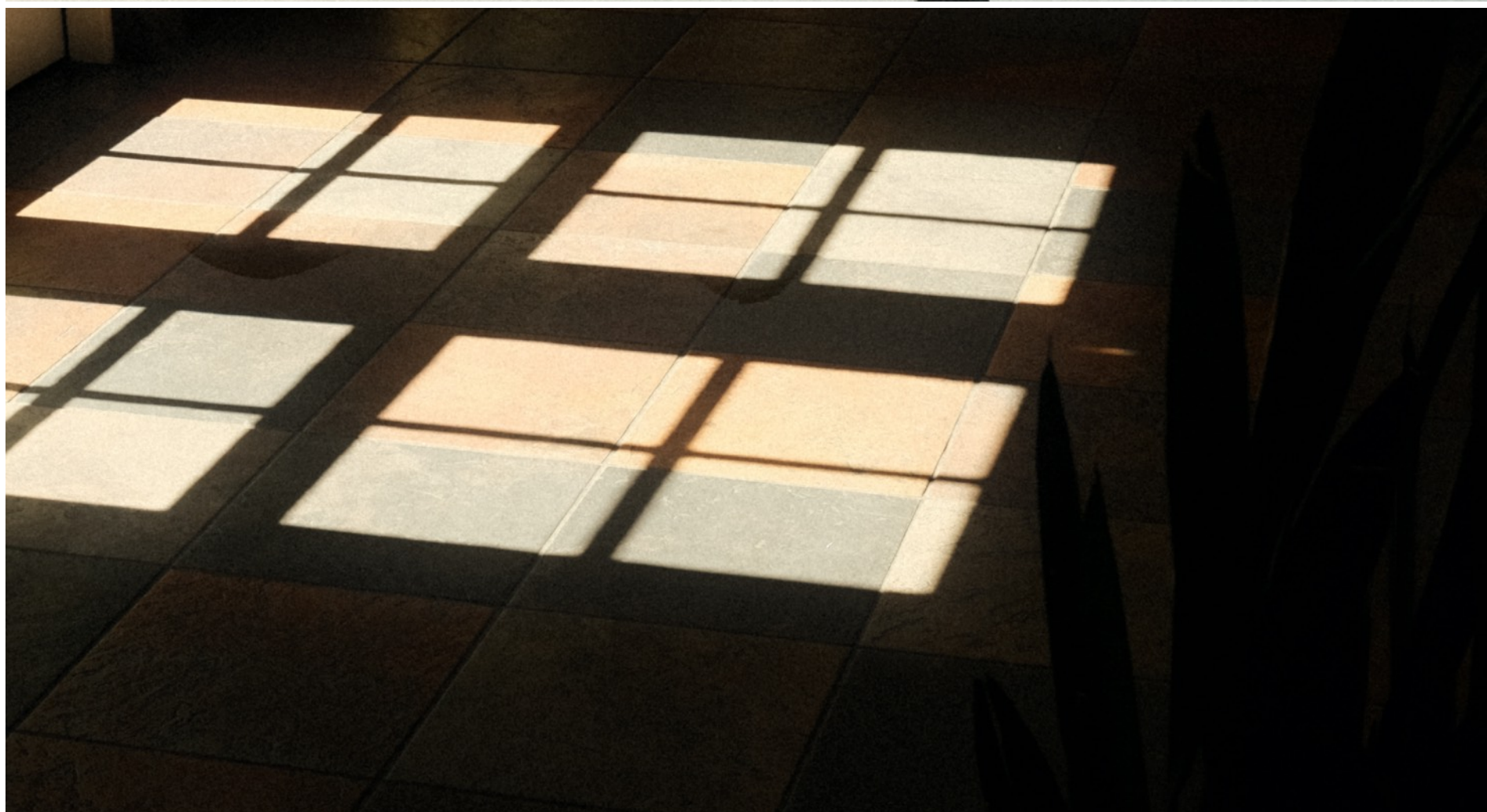


Left: *Joshua Backlit*
Buckeye, Arizona
Fujifilm X100V
Kodacolor HR Recipe

Right: *Lit Lamp*
Buckeye, Arizona
Fujifilm X100V
Kodacolor HR Recipe



Right: *Box Window Light*
Buckeye, Arizona
Fujifilm X100V
Kodacolor HR Recipe







Previous Page: *Goggles*
Buckeye, Arizona
Fujifilm X100V
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Left: *Small Tower*
Buckeye, Arizona
Fujifilm X100V
Kodacolor HR Recipe



Left: *Evening Light on the Rooftop*
Buckeye, Arizona
Fujifilm X100V
Kodacolor HR Recipe

Right: *Palm Trunk Structure*
Buckeye, Arizona
Fujifilm X100V
Kodacolor HR Recipe



Right: *Oleander Evening*
Buckeye, Arizona
Fujifilm X100V
Kodacolor HR Recipe



Next Page: *Clock*
Buckeye, Arizona
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