Kodak Expands Motion Picture Portfolio with KODAK VERITA 200D Color Negative Film

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ROCHESTER, N.Y.--(BUSINESS WIRE)--Apr. 13, 2026-- Eastman Kodak Company announces the availability of VERITA 200D 5206/7206, a new color negative motion picture film stock, which will be offered in 65mm, 35mm, and 16mm formats.

Developed in close collaboration with writer, director and producer Sam Levinson and cinematographer Marcell Rév, HCA, ASC, VERITA 200D was commercialized in motion picture format to achieve a distinct visual aesthetic for the third season of HBO's original drama series *Euphoria*. The stock has also been selectively trade-tested by cinematographers worldwide over several years.

VERITA 200D delivers detailed highlights, high color saturation, deep blacks, and warm, natural skin tones. Compared with Kodak's VISION3 color negative films, it features a shorter yet exceptionally rich dynamic range for a more classical cinematic look.

Levinson and Rév exposed more than one million feet of VERITA 200D in 35mm and 65mm formats during production of *Euphoria* Season 3, which premiered April 12, 2026 on HBO and HBO Max, and was shot entirely on KODAK film. The series is also the first television production to shoot significant volumes of large-format 65mm film.

"VERITA has the richness and density curve that reminds me of the golden age of color film, with the flexibility and latitude of modern negative stocks," said Rév.

Additionally, numerous commercials and music films utilized VERITA 200D in advance of its formal release as well as A24's upcoming *The Death of Robin Hood*, directed by Michael Sarnoski, starring Hugh Jackman, and lensed by Pat Scola, ASC.

"In addition to recent advancements to VISION3 with a new anti-halation undercoat film structure, the commercialization of VERITA 200D underscores Kodak's continued commitment to providing filmmakers with a variety of the highest-quality creative tools possible," said Vanessa Bendetti, Vice President and Head of Motion Picture at Kodak.

As a specialty motion picture stock, VERITA 200D 5206/7206 is available by request through a Kodak sales representative.

For more information, visit kodak.com/go/verita.

About Kodak

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