

Find & match colors
for your home –
it's a snap

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improves your Home
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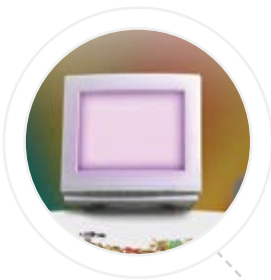
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datacolor 

Issue No. 1/2005

WORLD

Datacolor SPECTRUM™ Because Color Matters



Best Business Practices Are All in the Family

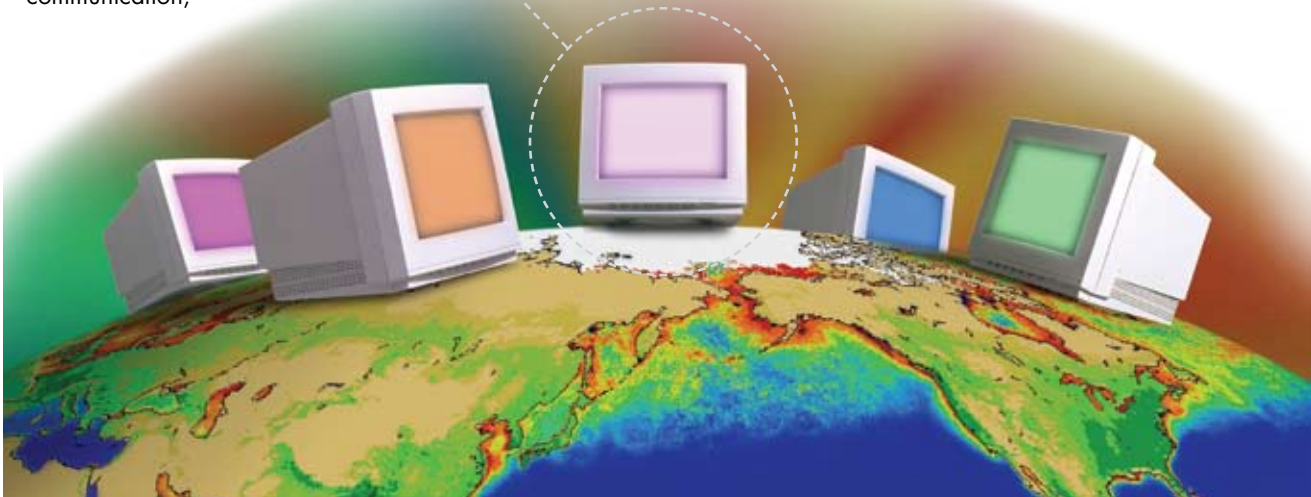
In every commercial endeavor, leaders are looking for ways to compete in an economy that is becoming more global and moving faster all the time. Datacolor SPECTRUM™ has been developed with the needs of a highly competitive world market in mind. By providing centralized control of the entire color management workflow, Datacolor SPECTRUM™ delivers powerful tools to meet virtually every business goal – from reducing the cost of goods to increasing speed to market.

Built for Bottom-line Benefits

Companies looking for every advantage in the manufacturing and distribution process can find it in Datacolor SPECTRUM™. The innovative family of solutions launched by Datacolor last year includes products for color matching, quality control, visualization, communication,

and production optimization. All software can stand alone, but is designed to be especially effective as an integrated solution for all aspects of color management.

Such integration is necessary to assure that any investment a customer makes in Datacolor technology is consistent with where top management wants to take the business. [continued on page 2]



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Because Color Matters

[continued from page 1]

The Datacolor SPECTRUM™ suite of software products, measuring systems, and supporting services works together to eliminate a notorious barrier to success: inefficient color production.



Dear Reader,

Last year we introduced the tagline “Because Color Matters.” These three words spoke volumes about competing in an increasingly cost-conscious marketplace. There is a profound relationship between a business’ bottom line and the latest color management solutions. Effective color management is critical to every aspect of success, from streamlined operations and enhanced productivity to reduced cost of goods and shortened time to market.

“Because Color Matters” also underscored Datacolor’s commitment to support the color needs of every customer around the world. Whether you operate within a pan-global manufacturing operation or direct a photographic studio, Datacolor has the cutting-edge color management technology to help you succeed.

The same words resonate just as strongly today. In fact, color matters more than ever. Our fast-paced, global economy is increasing the urgency with which industry leaders fortify position and creative entrepreneurs seek every advantage to capture market share. I invite you to read the latest ways in which Datacolor delivers that advantage with innovative color solutions and services.

With my best regards,

Terry Downes
President



A Platform for Effective Planning

Software limited to the desktop is obsolete. As markets globalize and local companies become international, customers need to access color information on a central server and share color data among any number of sites easily and securely.

Datacolor SPECTRUM™ uses an open platform to advance color management and communication for the way companies operate today. It is designed to provide multiple users immediate and secure access to a centralized database. As a result, companies can control color management activities from any location in the world.

Server-based functionality is integral to every Datacolor SPECTRUM™ product but it adds nothing to the cost of the product if unused. Customers may convert to Datacolor SPECTRUM™ products, run them from the desktop, and activate the server-based solutions only when needed.

Similarly, Datacolor SPECTRUM™ allows customers to install the complete solution immediately or choose only those modules that meet specific needs. Additional modules can be added on an as-needed basis.

No new software training is required when moving from the desktop to a server-based solution – or when upgrading from existing products to Datacolor SPECTRUM™ modules.

Speed to Market by Design

Ensuring consistent, accurate color from design to production is complex. Datacolor SPECTRUM™ therefore embodies the depth and breadth of the entire color production cycle in its product range – beginning with virtual color prototyping and the quick creative exchange of color concepts.

In Datacolor SPECTRUM™, the company has unified solutions for each phase of any supply chain – because color is a critical factor in the path to desired growth. Because color matters.



Ramping Up Paint Department Sales Power

A customer walks into a paint department. She has the usual fan decks and fabric swatches, but it's difficult to choose the right shade to repaint the dining room.

"I could visualize it, if I could just see it," she jokes to the clerk.

"Maybe this will help," he says. He pulls up room photographs on-screen, so she can re-color a room according to her paint selection and coordinating color schemes.

If this sounds too good to be true, think again. Think Datacolor.

The world's largest paint suppliers already use Datacolor PAINT LAB™ to ensure lab-to-store color matching efficiency. Leading retailers rely on Datacolor PAINT™ to instill color-matching confidence in their employees – and create repeat business with satisfied customers.

"I could visualize it, if I could just see it," she jokes to the clerk.

For those who need a cost-effective solution, Datacolor SELECT™ combines software and hardware in one package to select the right color from a customer's sample. Many have added sales power with Datacolor COORDINATE™. The software's unique True Color Scheme technology lets in-store personnel recommend color based on interior design techniques.

Now, Datacolor ramps up in-store color matching. Working with Datacolor COORDINATE™, Datacolor DECORATE™ lets customers use digital pictures - recolored to their preferences – to make color choices. Best of all, stores can integrate everything with the award-winning color calibration tool Datacolor Spyder2™. This sleek color sensor prevents customers from choosing an on-screen color that can't be reproduced.

From lab to the latest in-store innovations, Datacolor infuses color-matching reliability throughout the paint supply chain for spectacular results.



For more information by phone, fax or email, refer to:

- Datacolor PAINT™
- Datacolor SELECT™
- Datacolor DECORATE™
- Datacolor COORDINATE™
- Datacolor Spyder2™

or visit our Web site at www.datacolor.com

Speed to Market Help Is At Hand



With pressures of speed to market and reduced cost of goods, companies are looking for new ways to compete cost-effectively. Datacolor CHECK™ answers the bottom-line need to control color – concept to delivery.

Lightweight and easy to handle, Datacolor CHECK™ is our new handheld sphere-based spectrophotometer. As a part of Datacolor SPECTRUM™, it was designed to be a rugged and durable product with exceptional internal and external hardware integrity. It can measure color on any surface, in any setting, for any industry – and do it fast. As a result, manufacturers can easily confirm from any location that products meet color requirements

in production. Suppliers and purchasers can quickly verify that products meet color requirements upon delivery.

Moreover, as a product within the Datacolor SPECTRUM™ family of solutions, Datacolor CHECK™ easily adapts to the customer's operations. Highly scalable with several models available, Datacolor CHECK™ can be configured to meet specific organizational requirements. It can stand alone or operate as an integrated solution for all aspects of color management.

The bottom line? Portability with great performance is at hand to help manage costs and enhance product development with ensured, accurate color measurement.



For more information by phone, fax or email, refer to: Datacolor CHECK™ or visit our Web site at www.datacolor.com

Real Color Measurements Yields Real Benefits

If you ask almost any company in any industry in any country what is their product's single most important sales feature, the answer is color. From top auto manufacturers to leading retailers, color sells. If you ask these same leaders what is the most difficult process to manage, the answer is the same: color. Datacolor 245™ was designed to help solve this business problem.

How? Quite simply, Datacolor 245™ does what no other field-grade instrument has been able to accomplish. It ensures that its measurement results – the numerical representation of a color – more closely represent what the color looks like in the actual finished

product. It uses precise $[45^\circ/0^\circ]$ measuring geometry, but at a level of repeatability and inter-instrument agreement previously reserved for the laboratory. Plus, the Datacolor 245™ is designed to take its laboratory grade specifications out into the production environment where they're needed most. To understand the significance, think of an automotive supply chain. Suppliers as well as manufacturers need to assure that the color in all the many varying parts of a vehicle match and complement one another when assembled. Datacolor 245™ can measure all of the necessary surfaces regardless of shape or texture, with the measurement result correlating directly to the actual physical appearance of the surface. Plus, it is compact and rugged, with a solid-state design that holds up under almost all production conditions.



As a product within Datacolor SPECTRUM™, Datacolor 245™ also is easily adaptable; it can stand alone or operate as an integrated solution for all aspects of color management.



For more information by phone, fax or email, refer to: Datacolor 245™ or visit our Web site at www.datacolor.com

Sample Conditioning is a Snap



Controlling the surroundings in which color samples are measured – particularly ambient temperature and relative humidity – is critical to achieving accurate results. Yet not every facility has had the necessary means to provide a stable color measurement environment. The problem has been quite costly, often further compounded when samples have been measured at (or against) different physical locations around the world.

Datacolor has developed a convenient, cost-effective solution to this problem. Datacolor CONDITIONER™, a sample conditioning cabinet, is an inexpensive, compact and easy-to-use unit that fits into any factory, laboratory or office. It ensures that samples are quickly and correctly conditioned at a fixed temperature and relative humidity, prior to physically measuring the samples. It also supplies a constant and stable exposure to artificial daylight, ensuring stability of conditioning to light. In short, this new sample conditioning cabinet saves time and money during color development and production by totally eliminating “misunderstandings” and errors that can be caused by incorrect measurements due to varying environmental conditions.

For a minimal investment, the new sample conditioning cabinet by Datacolor offers benefits to specifiers, suppliers, producers and customers alike and sets a standard that may be easily adopted throughout the whole supply chain. Datacolor CONDITIONER™ ensures that what was once complex and expensive – i.e., controlling the environment in which samples are measured – is now a snap.

Did you know? It has been technically proven that the physical color of a sample can alter substantially if relative humidity is not stable. Read more in our article **“Quantifying Humidity Changes on Measured Color”** on page 10.



For more information by phone, fax or email, refer to: Datacolor CONDITIONER™ or visit our Web site at www.datacolor.com

Tube-free Dispensing of Colorants and Thickeners/Pastes

Color labs that serve industries such as textile printing and floor covering are challenged – not only with efficiently and accurately dispensing and formulating liquid color, but increasingly with handling pastes, thickeners or other media as well. Datacolor has extended its standards-setting gravimetric tube-free dispensing system to address this emerging need.

Datacolor AUTOLAB™ TF-P Tube-free Lab Dispensers consist of seven models, offering optimal flexibility and maximum throughput of dispense. The gravimetric dispense of colorants and liquid pigments, combined with the ability of dispensing high viscosity pastes or thickeners ensures total accuracy and control of the preparation of lab color formulations. More than one recipe can be dispensed at a time, by the use of beaker trays. Each beaker tray can hold up to six beakers, depending on size. Some models of Datacolor AUTOLAB™ TF-P utilize conveyors, which can hold up to 10 beaker trays at a time, increasing the automation of dispensing even further.

With this latest dispensing range from Datacolor, customers have all the benefits of a tube-free design – i.e., superior accuracy and throughput as well as low levels of maintenance – combined with added high viscosity efficacy.



For more information by phone, fax or email, refer to: Datacolor AUTOLAB™ TF-P or visit our Web site at www.datacolor.com



**ColorVision
Samsung
Business Man**

Commitment to Customer Service Global Education Support



ColorVision by Datacolor is always looking for ways to help their customers take the leap into the digital darkroom. One of the best, long-term methods comes through supporting educational institutions in advancing color management as a technical tool. ColorVision's commitment to the internationally acclaimed Parsons School of Design, Photography Department is a good example. On May 19, Datacolor launched its annual \$10,000 scholarship program (that will run through 2007) by naming the first winner, Megan Kerns. ColorVision by Datacolor has already outfitted two of Parsons' digital laboratories with Spyder2™ colorimeters, PrintFIX™ and SpectroPRO2™ Suites and is a continuing sponsor of the photography school's Web site, www.parsonsphtobook.com

SantaFe Photographic Workshops

ColorVision by Datacolor has equipped the famous *SantaFe Photographic Workshops* digital darkrooms in New Mexico with ColorVision Spyder2PRO™, PrintFIX™ and SpectroPRO2™ Suites for printer profiling hardware and software. Actually, ColorVision by Datacolor has been an ongoing sponsor of the workshops' catalog and educational programs for the past several years.



The Mentor Series – American PHOTO and POP Photography & Digital Imaging

ColorVision by Datacolor is a sponsor of this program, which enables photographers to travel to exciting and exotic destinations and around the globe while shooting with some of the biggest names in photography. World-renowned mentor photographers use ColorVision by Datacolor products in the lecture part of these workshops called 'Trecks.' ColorVision by Datacolor is prominently featured in collateral materials, in magazines and on-line.

Outdoor Digital Photo Seminars

ColorVision by Datacolor is a sponsor of these weekend seminars held throughout the USA. Leading photographers and photojournalists with *National Geographic* or other photo travel experience demonstrate how to manage a digital workflow using ColorVision by Datacolor products. Information on these seminars is available in *PC Photo*, *Outdoor Photographer*, and *Digital Photo PRO* magazines.



For more information, visit our Web site at www.colorvision.com or www.colorvision.ch

ColorVision by Datacolor Partners with Samsung to Increase Share in the Home Office/Small Business Market

A new Samsung partnership enables **ColorVision by Datacolor** products to extend their reach to businesses, small and large, who choose in-house color printing and demand digital color accuracy in desktop production (DTP) for their success: e.g. architects, fashion and apparel designers, and manufacturers as well as executives in corporate, marketing, advertising, publishing, and public relations agencies. As part of the alliance, ColorVision by Datacolor has certified

Samsung's 500 series color laser printers (CLP-550, CLP-500, and CLP-510) as compatible with the ColorVision PrintFIX™ Suite. Samsung's Printer Business Solution Team will offer their customers PrintFIX™ as part of a total business printing solution. ColorVision's printer profiling hardware and software products will be offered to businesses, allowing them to affordably produce in-house, marketing collateral materials, eliminating the need to outsource.

Service Includes Support



Road Show Sponsor – National Association of Photoshop Professionals (NAPP)

With its newest publication, *Photoshop CS2 for Digital Photographers*, NAPP has pronounced the Spyder2™ as the preferred method for monitor calibration. "We are very excited about where this new relationship will lead both of our companies," says Matthew Chilton, Product Manager of Digital Imaging at ColorVision by Datacolor. ColorVision by Datacolor sponsors *Adobe Photoshop Down and Dirty* and *Photoshop for Photographers Seminar Tours* and continues its involvement at Photoshop World.

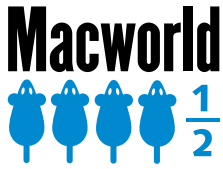


ColorVision by Datacolor Sponsors an Esteemed International Workshop Toscana Photographic Workshops (TPW), Italy

ColorVision by Datacolor has extended its commitment to Europe's finest educational venues as well. Among them is Toscana Photographic Workshops in Italy. Founded in 1993, the mission of TPW is to teach students a particular photographic vision. Carlo Roberti, TPW founder and director, takes pride in training the eyes of his students as well as honing their skills in working with technical aids. Says Mr. Roberti, "editing the work in the digital darkroom requires a reliable calibrated monitor. Essential for this is ColorVision's Spyder2™. Excellent for shadow areas and gray scales in black and white images, it is an indispensable tool for TPW 2005." This series is promoted on both ColorVision by Datacolor Europe and TPW Web sites. Around the world and for generations to come ColorVision by Datacolor remains committed to educational programs for schools and offers many incentives. Go to (www.colorvision.com/edu) for more information on how to participate.



ColorVision by Datacolor Digital Imaging Products Honored Worldwide



Since the release of the all new ColorVision by Datacolor Spyder2PRO™ at September'04 Photokina in Germany, the product has received accolades from prestigious digital technology editors and magazines worldwide.



At the top of its game in the digital color management category, the ColorVision Spyder2PRO™ has captured exceptionally high rankings: 4.5 out of 5 for Apple operating systems in SVM Mac (France) and MacWorld (USA and UK); *The Best of Monitor Calibration Systems in Chasseur d'images* (France) and *InfoWeek Testsieger* (Switzerland); *Worldwide Editors Choice Awards in PC Tipp* (Switzerland), *PC Photo* (USA) and *American Photo* (USA); and *Reader's Choice* (professional) awards in *Photo Processing and Imaging* (USA). *PC Go* (Germany) cited the ColorVision Spyder2PRO™ as the **Best Performance Winner in 2005** and *FHM* (UK) gave **Best of Hardware**.

This kind of attention confirms that accurate color management is crucial to satisfaction among consumer enthusiasts and professionals, anywhere across the globe. It also supports market demand for color calibration technology.

ColorVision Spyder2 Plus™ The Digital Darkroom in a Box™

Because color matters to a constantly growing market of high-end digital photographers and creative consumers, the ColorVision Spyder2 Plus™ continues to get respect in the photo marketing and imaging marketplace. Conferred with the prestigious **Innovative Digital Product Award** from the Photo Marketing Association (PMA) in February, the ColorVision Spyder2 Plus™ targets digital imaging professionals and serious photographic enthusiasts who expect sophisticated monitor and printer accuracy as they embrace the digital darkroom concept in ever greater numbers. The ColorVision Spyder2 Plus™ sleek and highly accurate Spyder sensor hardware reads LCD, CRT and laptop screens, has an easy-to-use calibration wizard and is bundled with Adobe® Photoshop® Elements 3.0 and PANTONE® Colorist software.



Award-Winning ColorVision Spyder2PRO™ Meets Demand for Color Calibration with Digital Projectors

Now on reseller's shelves, ColorVision Spyder2PRO™ Studio will take it up a notch...providing not only state-of-the-art calibration for CRT, LCD and notebook screens, but now, perfectly calibrated color images for digital projectors as well! With the advent of smaller, lighter, brighter, less expensive digital projectors, the ColorVision Spyder2PRO™ Studio package answers EVERY presenter's dream and expands the market for the PRO Studio package into multimedia home entertainment, school and business categories as well.

Now, everyone who uses a digital projector – and there will be lots of them fueled by new lower price points and the passing of slide projectors – can depend on ColorVision's easy-to-use, award-winning, affordable color expertise.

Look for Spyder2PRO™ Studio with color calibration for digital projectors (offered as a free software upgrade)!



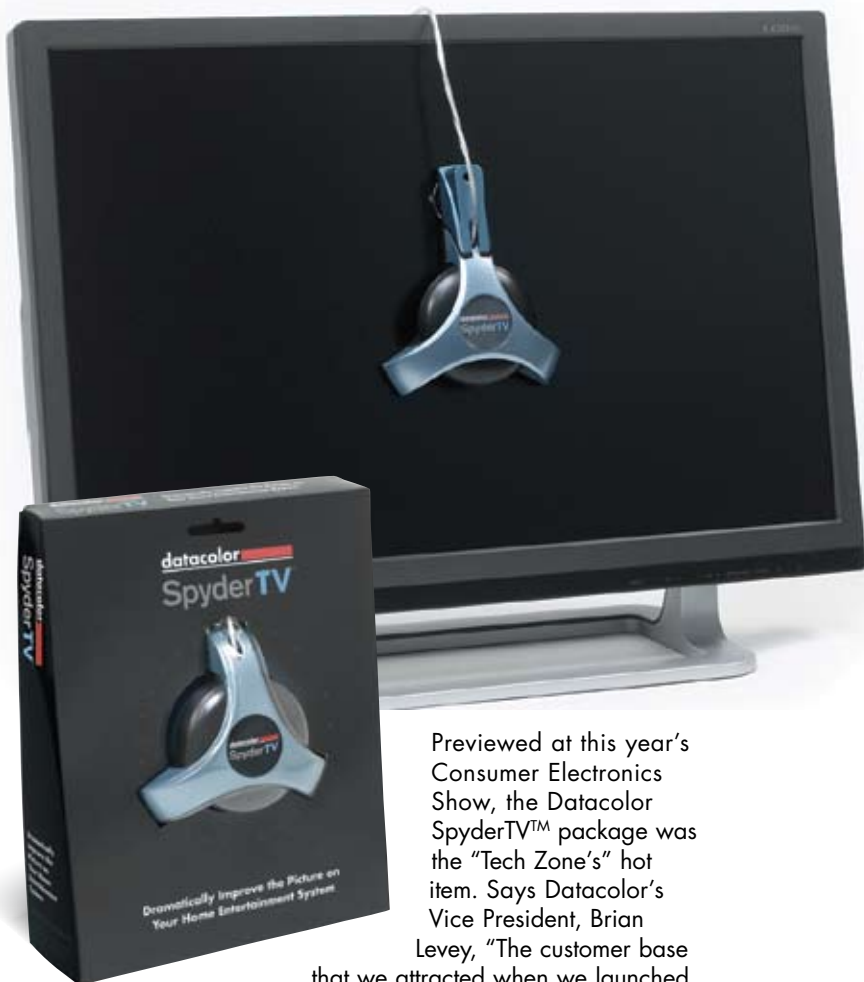
For more information by phone, fax or email, refer to: ColorVision Spyder2 Plus™ or visit our Web site at www.colorvision.com or www.colorvision.ch



For more information by phone, fax or email, refer to: ColorVision Spyder2PRO™ Studio or visit our Web site at www.colorvision.com or www.colorvision.ch

Datacolor SpyderTV™ On Retailers' Shelves Now

Datacolor SpyderTV™ – the new connection to the Home Theater market – brings the same award-winning technology and concept to TV, CRT, Plasma, RPTV, LCD or DLP display screens. The Datacolor SpyderTV™ precisely measures targets on-screen with a wizard-driven software package and a USB connection. It is designed to help the user make selections that accurately improve the display on virtually any monitor, from the high-end video screen, to those expensive home entertainment centers to the 36" TV in your living room. Easy? You bet!



Previewed at this year's Consumer Electronics Show, the Datacolor SpyderTV™ package was the "Tech Zone's" hot item. Says Datacolor's Vice President, Brian

Levey, "The customer base that we attracted when we launched the original Spyder in 2002 to improve digital photography and image output has now advanced to the Home Theater market and large screen mediums to display and share still and video images as entertainment. We're with them all the way!"



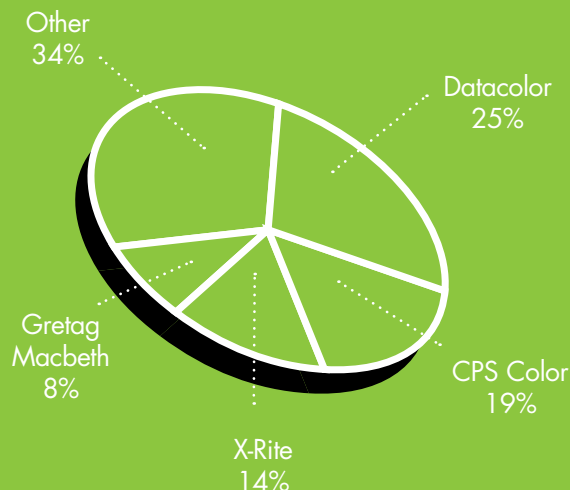
For more information by phone, fax or email, refer to: Datacolor SpyderTV™ or visit our Web site at www.spydertv.com

The Fourth Time's The Charm: Brazil's Paint Industry Honors Datacolor Once Again



Luiz Fatarelli and his son from Colorz, Datacolor's agent for Pigment Color Solutions in Brazil

It's official. The readers of *Paint & Pintura*, one of Brazil's leading trade publications for the country's paint and coatings industry, really "like" Datacolor. This is the fourth straight year that they voted Datacolor and its Brazil agent, Colorz, best in the colorimetry category. As they have in all previous years, readers based their choice on objective criteria including product quality, seriousness, partnership, service, and support. This year, however, the magazine increased the number of cited companies, so that readers had the opportunity to comment on more competitors in the paint category than ever before. Datacolor still won, to which Daniel Spur, Director of Sales - Latin America, and Luiz Fatarelli, Colorz Agent for Datacolor, offer sincere thanks – and a vow to keep providing award-winning levels of service and support in the future.



Quantifying Humidity Changes on Measured Color

The effect of humidity changes on the perceived color of textile samples has long been observed in the textile industry through visual comparison of sample pairs. Datacolor conducted an experiment to quantify color differences for a variety of fabric types, dye classes, and colors across a range of relative humidity conditions. While changes in temperature also have been seen to affect the color of a sample, they were not considered in the experiment.



Definitive Differences

Textile samples in the experiment often exhibited significant color change as relative humidity fluctuated around the recommended standard condition of 65% RH. Fluctuations of even 5% in relative humidity resulted in color variation of as much as 0.35 ΔE (CMC), a significant portion of any pass/fail tolerance.

Disperse dyes on polyester exhibited the lowest color change with humidity while the natural fibers exhibited the greatest color change. Color change was especially significant with increases in humidity above 65% RH.

Conclusion: environmental conditions must be specified and continually controlled to minimize color variation for all samples evaluated.

Some colors were influenced more than others by changes in relative humidity across the many dye classes and fabrics tested, as can be seen in the following chart:

	60%	75%	85%
Disperse on Polyester	0.02 - 0.19	0.02 - 0.28	0.05 - 0.21
Acid on Nylon	0.02 - 0.31	0.06 - 0.27	0.05 - 0.40
Reactive on Cotton	0.05 - 0.27	0.05 - 0.44	0.08 - 1.08
Direct on Cotton	0.04 - 0.28	0.07 - 0.46	0.08 - 0.62
Acid on Wool	0.04 - 0.35	0.10 - 0.56	0.12 - 1.05
Disp/Reac on Poly/Cot	0.03 - 0.28	0.02 - 0.28	0.08 - 0.72

Controlled Conditions

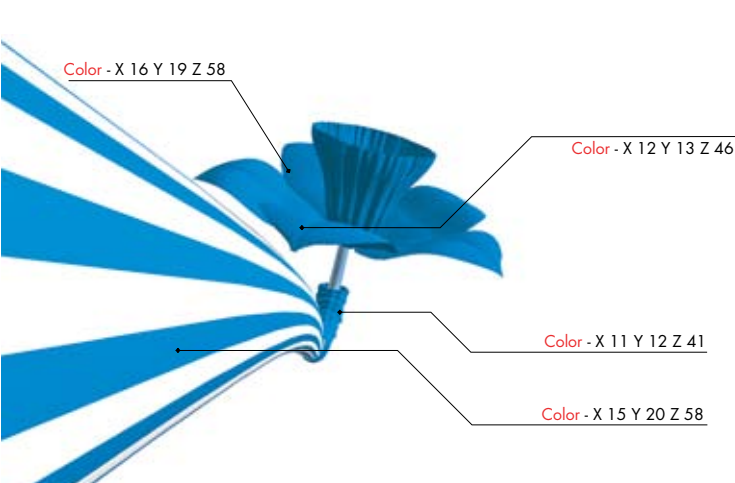
Test conditions were controlled using a Vindon Environmental Cabinet at a fixed temperature (21°C as specified by ASTM D1776 - 98: Standard Practice for Conditioning and Testing Textiles). Relative humidity was adjusted to four levels: 60% RH, 65% RH, 75% RH, 85% RH.

Samples were measured using Datacolor ColorTools QC™ and Datacolor SF600 Plus CT™ under highly controlled conditions. The sample measured at 65% RH was used as standard and each sample was then compared to its corresponding standard and a color difference expressed as ΔE (CMC).

Direct Dyes on Cotton

	ΔE (CMC) @ 60%	ΔE (CMC) @ 75%	ΔE (CMC) @ 85%
Navy	0.12	0.13	0.28
Brown	0.22	0.16	0.30
Gray	0.17	0.24	0.37
Blue	0.13	0.20	0.38
Yellow	0.04	0.07	0.08
Green	0.24	0.12	0.18
Burgundy	0.13	0.21	0.27
Pink	0.07	0.12	0.08
Beige	0.16	0.16	0.28
Green-Gray	0.22	0.46	0.62
Orange	0.13	0.23	0.38
Red	0.28	0.22	0.25
Average	0.16	0.19	0.21

As the recent Datacolor experiment demonstrates, occasional control of relative humidity when measuring color samples is not enough to ensure a quality outcome. The quick, cost-effective solution? See "Sample Conditioning is a Snap" on page 5.

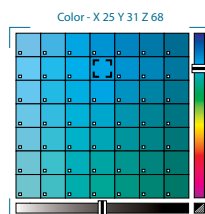
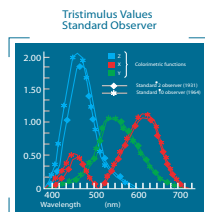
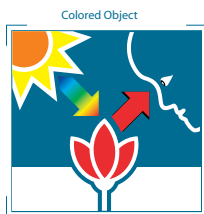
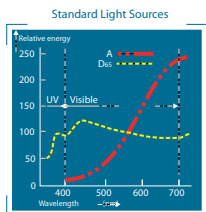
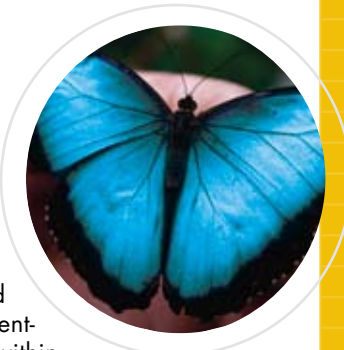


Color Management Basics: 3

How Can a Color Description be Standardized?

Color is not a physical property of objects, but rather a sensory perception. The difficulty is in standardizing the human interpretation of color using the three elements involved – the light source, the object and the observer.

Without light there is no color. The light that is visible to humans is made up of electromagnetic radiation with wave lengths from around 400 (violet) to 700 nm (red). When light falls on a colored object, part of the light is absorbed while the rest is reflected. For example, in the case of a red object, it is mainly the red parts of the visible spectrum that are reflected; the rest being absorbed and converted into heat. Colorimetry uses the percentage of the incident light that is reflected (%R) within the visible wavelength range (400 – 700 nm) to describe the object. Special applications such as measuring fluorescent, white objects or camouflage colors consider ultraviolet radiation (UV 350 – 400 nm) or the near infrared radiation (NIR 700 – 1300 nm). Every colored object can be defined by a reflection curve, similar to the way that humans are defined by a fingerprint.



UPCOMING TRADE SHOWS & EVENTS

Datacolor

Sept 16 – 19, 2005
True Value (Paints, POS)
Denver, TX, USA

Sept 28 – 30, 2005
Material World (Textile)
New York City, NY, USA

Sept 26 – 27, 2005
RETEC 2005 (Plastics)
New Orleans, LA, USA

Sept 27 – 29, 2005
Eurocoat 2005 (Paints)
Lyon, France

Sept 29 – Oct 1, 2005
Ace Hardware (Paints, POS)
San Diego, CA, USA

Oct 4 – 6, 2005
Interplas 2005 (Plastics)
Birmingham, UK

Oct 17 – 21, 2005
ITMA Singapore 2005
(Textiles)
Singapore

Oct 19 – 20, 2005
Automobil Forum Graz
(Automotive)
Graz, Austria

Oct 21, 2005
SDC Colour Conference 2005
(Textiles)
London, UK

Oct 25 – 27, 2005
AATCC 2005 (Textiles)
Boston, MA, USA

Nov 10, 2005
Apparel Tech Conference
(Textiles)
New York City, NY, USA

Nov 18 – 22, 2005
IKME 2005 (Textiles)
Milan, Italy

ColorVision

Sept 2 – 7, 2005
IFA Berlin 2005
(Home Television,
Digital Imaging)
Berlin, Germany

Sept 7 – 9, 2005
Photoshop World
(Home Television,
Digital Imaging)
Boston, MA, USA

Sept 20 – 24, 2005
Apple Expo 2005
(Home Television,
Digital Imaging)
Paris, France

Oct 5 – 9, 2005
SonImageFoto 2005
(Digital Imaging)
Barcelona, Spain

Oct 14 – 16, 2005
Digital Life 2005
(Home Television,
Digital Imaging)
New York City, NY, USA

Oct 20 – 22, 2005
PhotoPlus Expo 2005
(Digital Imaging)
New York City, NY, USA

Nov 9 – 11, 2005
EH Expo Fall 2005
(Home Television)
Anaheim, CA, USA

Always up-to-date –
see our list of up-
coming tradeshow
and events at:

www.datacolor.com

Music to the Ears: Harmonized Fleet Instruments

An orchestra hires only the best musicians to play the finest instruments. Assured success? Hardly. Without the harmonizing direction of a master conductor, poor performance is almost certain.

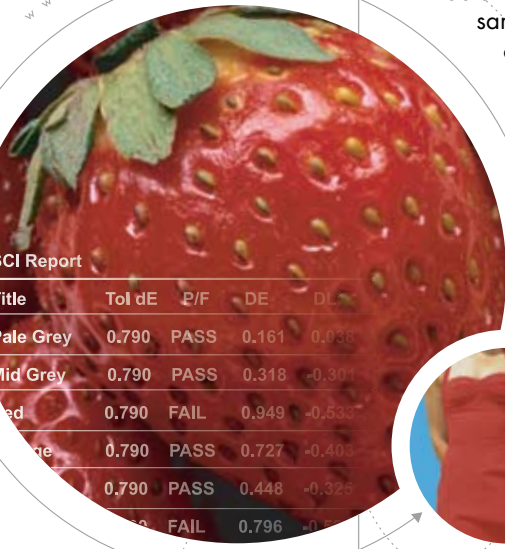
Color production in today's global, fast-paced environment is the same. Like an "out of tune" orchestra, disagreement among color instruments quickly affects the bottom line. Yet measurement accuracy and agreement among instruments are not guaranteed. Color measurement instrument – or spectrophotometer – performance varies over time due to age and environment. And no two vendors manufacture identical instruments.

Customers around the world use a critical tool within the Datacolor SPECTRUM™ of solutions, Datacolor MAESTRO™, to help maintain color accuracy every time they use a spectrophotometer. Designed to correlate spectrophotometers to an absolute standard, Datacolor MAESTRO™ allows users to effortlessly analyze the performance of one or many spectrophotometers, and bring them into agreement – or in "tune" – with a designated reference instrument.

They also rely on this leading diagnostic tool to monitor the health and performance of the instrument. Now, companies will have even more advantaged functionality to meet specific needs. These include extended monitoring and correlation functions, along with robust reporting capabilities that can help manage an entire fleet of spectrophotometers.

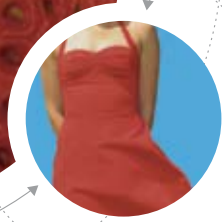
Your Datacolor representative has details about exciting new modules within the Datacolor MAESTRO™ line that support color supply chain issues ... music to the ears of everyone who relies on spectrophotometers to work in harmony within a vibrant product cycle.

www.datacolor.com

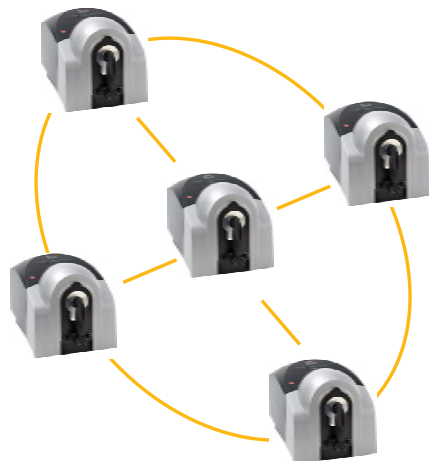


CI Report

Title	Tol dE	P/F	DE	DI
Male Grey	0.790	PASS	0.161	0.036
Mid Grey	0.790	PASS	0.318	-0.301
Red	0.790	FAIL	0.949	-0.533
Orange	0.790	PASS	0.727	-0.403
Yellow	0.790	PASS	0.448	-0.328
Green	0.790	FAIL	0.796	-0.511



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For more information by phone, fax or email, refer to: Datacolor MAESTRO™ or visit our Web site at www.datacolor.com

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