X-Rite Product Brief
Meet ColorMunki™ Photo

"ColorMunki™ Photo is the 'all-in-one integrated color solution' that gives photographers ultimate color control for all their photo images."

The Challenge

Key segments of the burgeoning photographic industry consider accurate color as a key element to deliver a quality image. These segments – like social, wedding, and portrait photographers along with passionate advocates – need color control and precision without a degree in color science.

The Solution

ColorMunki™ Photo was developed, with the input of pro photographers, as a versatile, helpful and reliable tool that enables photographers to easily, quickly and affordably match colors from display to print. This all-in-one integrated solution combines power and simplicity, giving photographers ultimate color control for all their photo images.

Product Benefits

The top color-related benefits for social, wedding and portrait photographers, as identified through extensive customer research and years of industry-intensive experience are:

1. Calibrate your display and match your print (plus calibrate your projector for perfect slide shows).
2. Automatically configure your application(s) for correct profile usage.
3. Reassure that your images are viewed correctly at client site.
4. Create color palettes from images and other sources for your image editing needs.

ColorMunki Photo Calibrates

- Be assured of precise monitor calibration in any mode (easy or advanced).
- Super fast printer profiling that can rapidly scan test charts in less than a minute with no patch reading necessary.
- NEW RGB & CMYK Printer Profiling Technology; large 50 + 50 patches iterative process, plus photo specific optimization i.e. B&W and flesh tones
- Project your images to your clients, family or friends with color confidence and fast, accurate projector profiling.
- Easily and quickly capture the ambient light within a room or light box for a new level of precision calibration.

ColorMunki Photo Creates

- Automatically extract colors from your own images. Quickly and accurately capture spectral color from any surface.
- Create and manage custom color palettes with unique PrintSafe™ checking capabilities.
- Compatible with all major packages – Adobe Photoshop, InDesign as well as with QuarkXpress and industry standard ICC profiles.

ColorMunki Photo Communicates

- Share images with confidence with DigitalPouch™, a self-executable application that checks for correct viewing conditions on the receiving end.
- Automatically set printer profiles in photo and design applications with AppSet™ - so you know you are always operating in a properly managed color environment.
- Automatically synchronize color palettes between ColorMunki photo, Adobe/Quark applications and colormunki.com.

For FAQ about ColorMunki Photo visit:
http://www.cjcstrategists.com/resources/wppi08/CM_Photo_FAQ.pdf

More ☞

Product Specifications ColorMunki™ Photo at a Glance

Target Users:
Developed for the Wedding, Social, Portrait, and Event Photographers – or any Passionate Advocate

Target Price: ColorMunki Create, ColorMunki Design & ColorMunki Photo
- $149/499/499 USD
- €129/429/429 EURO

Target Specs

Hardware
The all-in-one 'Swiss engineered' true spectrophotometer-driven **ColorMunki Photo** provides:
- Monitor Profiling
- Projector Profiling
- Printer Profiling
- Ambient light measurement
- Spot color measurement
- Built-in white calibration tile
- No cumbersome accessories

Software
The all-new, simplified **ColorMunki Photo** software provides:
- **Display Profiling**
  - **Basic**
    - DDC/CI auto detect and control
    - Pre-configured settings, no options
  - **Advanced**
    - DDC/CI auto detect and control
    - Options: whitepoint, ambient compensation, pre-calibration

- **NEW RGB & CMYK Printer Profiling Technology**
  - large patch/small quantity Iterative process: read two charts of 50 patches (2nd chart based on profile calculations of 1st chart reading)
  - photo specific optimization i.e. B&W and flesh tones
  - Scan chart in less than one minute

- **NEW Automated printer profile AppSet™**
  - Auto configure Adobe Photoshop and InDesign & QuarkXpress to use printer profile when printing

- **NEW Color Creation Tools**
  - Extract color from images
  - Capture any color from any surface
  - PrintSafe™ color palette preview

- **NEW DigitalPouch™ for ViewSafe™ image transport**

Pricing, Availability and System Requirements

ColorMunki Photo and ColorMunki Design will be available in late March 2008 at colormunki.com and other photo, design, major electronics and online retailers for an SRP of USD $499 and EU: €429.

ColorMunki Photo is compatible with both Mac and PC platforms. Individual system specifications can be found at **http://www.colormunki.com.**

X-Rite executives and product experts are available for future commentary. To set up an interview or personalized desk-side demo, contact: **CJC Strategists**, *Charlé-John Cafiero (212) 777-7654*

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