FAQ
The All-new ColorMunki Portfolio Powered by X-Rite & Pantone

Q. Is the new portfolio a result of the acquisition of Pantone by X-Rite?

A. Yes, the all-new ColorMunki portfolio represents a combined century of color expertise for the creative – the kind of deep understanding that comes from two industry leaders. X-Rite, a world leader in color technology, and its recently acquired partner, color-matching system developer Pantone, share a passion for helping those who view color as more than a commodity. In a creative workflow, color is much more than a standard component. It embodies the power to evoke, to illustrate, to clarify or to soothe. So a quality color outcome is critical to creative expression.

Q. How is ColorMunki different than other color control products in the market?

A. Only ColorMunki has been designed to deliver the freedom and creativity for social photographers, designers, and passionate advocates to "own" color in ways that are limited only by their considerable imaginations.

The groundbreaking products that make up the ColorMunki portfolio have been developed specifically for key segments within the photographic and design communities.

Q. What are the products in the ColorMunki portfolio?

A. There are three products in the portfolio: ColorMunki Photo, ColorMunki Design and ColorMunki Create. The latter two target the design market. The first is geared toward social, wedding, portrait and passionate advocates photographers.

Q. What was the impetus for developing ColorMunki?

A. While the ColorMunki basic design premise makes it easy and fun to achieve a quality color outcome, each product within the portfolio has been developed to deliver a color-specific mission.

The primary focus for ColorMunki Palettes is on color palette building, giving designers unprecedented freedom of creation while at the same time offering unequalled surety that the colors chosen can be reproduced properly.

ColorMunki Design primarily focuses on color creativity, giving designers the ability to "own" any color that inspires them. Seamless color calibration is secondary.

ColorMunki Photo was developed to deliver almost the opposite. It focuses on monitor-to-print color matching, with color-picker creative functionality coming in second.

Q. What were these product attributes based on?

A. In addition to decades of experience in the color industry, the ColorMunki development team conducted extensive market research within each market segment.

Among designers, it became clear that there was a need for color solutions that supported designing with speed, impact and confidence. Color selection need to be easy, quick, and limitless, going beyond any typical known color selection/palette creation process with the built-in ability to print any spot color accurately in a customized layout. In this market, any new design solution that involved color would first and foremost be a creation tool.

For certain photographers – such as social, wedding or portrait specialists – an effective color solution translated into the ability to achieve high quality color results in a simplified, compact, "all-in-one" device. It became clear that a versatile spectrophotometer was required, one capable of calibrating virtually any output device, from monitors and projectors to printers plus measuring ambient light and spot colors. Moreover, it needed to do all this without the need for cumbersome accessories. For these photographers, an effective photo solution for color would have to embody a simplified control process.

Q. Where does ColorMunki Photo fit with the existing X-Rite i1 line?

A. ColorMunki Photo complements and enriches the existing line of color solutions for photographers. Where the X-Rite i1 solutions are geared towards higher-end color production and multiple seat environments, ColorMunki Photo is based on a small test-chart / large patch approach that is ideal for those mostly concerned with whether the colors in their prints are the colors they intended. The frequent measurement of charts and charts with higher number of patches is simply not convenient for this market segment. ColorMunki Photo also eliminates other functionality needed by high volume or commercial users such as: Profile Editing, Scanner Profiling, Digital Camera Profiling, and Process Control. It comes in UV cut only as well.

In addition, ColorMunki solutions are not designed to be upgraded. They are available only in single site or limited multiple seat licenses – i.e., those with a maximum of three computers.

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