



Embargoed until January 3rd 2012

Datacolor Launches Spyder4, Offers Simplicity and Accuracy in Color Calibration for all Display Devices

Spyder4 Express, Spyder4 Pro and Spyder4 Elite Provide Full Spectrum Color Calibration for Creative Professionals

Dietlikon/Zurich, Switzerland – January 3, 2012 – Datacolor® (www.datacolor.com), a global leader in color management solutions, today introduced Spyder4, a line of highly advanced colorimeters able to calibrate monitors, laptops, projectors, TVs, iPads and even iPhones. Designed to provide photographers and creative professionals with accurate and consistent results, Spyder4 makes quick work of the color correction process.



Spyder4 is designed for the way photographers work, combining an easy-to-use interface with advanced levels of brightness and color control. The full-spectrum color capture technology uses a seven-channel sensor, which registers color in the same way as the human eye, ensuring the colors on the screen are true-to-life.

Since no two devices display the exact same color, precise calibration is imperative in order to ensure consistent, true color representation. In addition, even calibrated monitors, TVs and tablets will gradually decrease in accuracy, requiring color calibration every one to two months in order to display sharp, accurate colors, shadows and highlights.

“Spyder 4 provides an easy-to-use calibration solution for all display devices, which greatly improves workflow efficiency for busy professionals and photo enthusiasts,” said Dave Faulkner, Product Manager, Imaging Color Solutions at Datacolor. “Our team is dedicated to developing color management tools that are extremely intuitive while still delivering the highest levels of accuracy that professional photographers demand. The industry is competitive, and anything that gives photographers an advantage, especially with the technical details of color management, is a huge asset. Photographers need to be able quickly edit and process shots to deliver to clients on deadline, and the Spyder4 will calibrate all their monitors in just minutes.”

A range of Spyder 4 devices are available, enabling users to choose the model that best matches their color management needs. The Spyder4 calibrates a variety of wide-gamut and normal-gamut displays. All models feature a simple install wizard, and delivers up to 26% more accuracy and improved low luminance performance over previous Spyder3 technology.

Spyder4 Express is a cost-effective colorimeter that quickly calibrates a single display computer or laptop right out of the box. iPad and iPhone calibration is also available with Datacolor’s free SpyderGallery app.

Spyder4 Pro is ideal for those that want more control over light and color management, offering ambient light measurement and the ability to calibrate multiple displays, as well as iOS devices.

Spyder4 Elite offers the highest level of customization. In addition to the previously noted displays, it can also be used to calibrate projectors. Developed for professional photographers, videographers and others who must match colors precisely, the Spyder4 Elite provides the tools to manage multiple displays and calibrate them using a full set of gamma and non-gamma tone response curves to create custom workflow settings. The user can even define a custom calibration. The Spyder4 Elite includes the L-Star workflow and supports the video standards Cineon, NTSC, PAL and HDTV.

Pricing and Availability

Spyder4 products are available at photography and consumer electronic retailers nationwide or online at www.datacolor.com. The Spyder4Express is priced at €99, Spyder4Pro is €125, and Spyder4Elite is €175.

About Datacolor

Datacolor is a global leader in color management solutions and color communication technology. The world's leading brands, manufacturers, creative professionals and consumers have been choosing Datacolor's innovative technology and solutions to consistently achieve the right color for over 40 years. A Swiss held company, Datacolor's global presence encompasses a sales, service and support network serving customers in more than 65 countries throughout Europe, the Americas and Asia, along with 13 worldwide operation and production facilities. Industries served include apparel and textile, paint and coatings, automotive, plastics, photography, home theater and others. For more information about Datacolor and its products or services, visit www.datacolor.com.

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