

Perfect Color in Half the Time

Datacolor Spectrum: Color communication tools that optimize color harmony quality, allow for color corrections early in the color development process and reduce color development time by up to 50%.

Current Color Development challenges:

- ❖ Extremely time-consuming iterations of color specifications and samples
- ❖ Complex network of suppliers requires close and constant interaction
- ❖ Wide variety of material, texture and color combinations are difficult to shepherd through the entire process
- ❖ Above all, Color Harmony is seen as an important mark of quality

Optimal Color Harmony from the Start

Datacolor Spectrum offers the advantage of objective, accurate digital color communication to enable color designers to harmonize components of varying materials and textures *before* they are specified to the suppliers. Optimum harmonization takes place digitally before the first physical sample is submitted.

Cut Color Development Time by 50%

Current OEM users have reduced their color development cycle in half, and have the flexibility to correct specifications very early in the development cycle. Vendors, in turn, have the ability to submit digital, theoretical formulations for virtual review of matching and metamerism effects. Developers can accurately harmonize color onscreen and send specific, objective spectral data to each supplier, eliminating needless and endless iterations of color samples.

Advantages of Digital Color Communication

With Datacolor Spectrum, Color Developers compress the entire color development cycle and can determine production color tolerances for each component in the early phases by instantly seeing numerical color differences on borderline and failing digital submissions. Additionally, all color measurements are stored and can be viewed in a virtual context at any time. Color search feature finds the closest matches from samples already submitted.

Datacolor SPECTRUM™ Speeds the Design Process

Datacolor offers Datacolor MATCHTEXTILE™ and Datacolor MATCHPIGMENT™, products that accurately formulate the color the first time, eliminating the need for multiple approval cycles. This formula can then be instantly communicated electronically throughout the supply chain. The automotive industry has a unique challenge because colors in textiles, leather and plastics all must match, even though these materials have very different textures and finishes. Datacolor ENVISION™ shows textures on screen so that a physical sample is only needed at the end of the approval process, shaving weeks off of the design cycle.





Datacolor SPECTRUM™ Improves Communication

The automotive industry needs a way to instantly communicate this information to its suppliers around the world. Here again, Datacolor has perfected this process. Datacolor TRACK™ coordinates with your e-mail program to manage your color information and convey it in the right context.

Datacolor SPECTRUM™ Sets the Standard for Quality Control

Color tolerances for quality assurance in production are often set according to criteria that don't consider:

- ❖ Product and economic circumstances
- ❖ Divergences perceived as annoying by the viewer

Datacolor technology not only displays colors accurately on monitors, it shows them on the specified textured material so that you have a clear visualization. This efficient simulation tool helps you communicate color digitally and cost-effectively anywhere in the world. With Datacolor TOOLS™ and Datacolor ENVISION™ you can be sure that the right color is communicated throughout the supply chain – faster than ever.



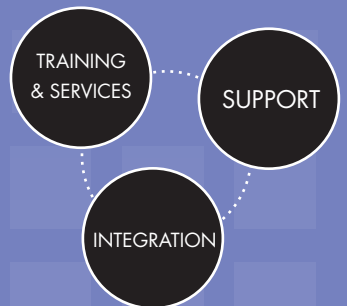
Datacolor Spectrophotometers Serve Every Environment

Datacolor high-precision spectrophotometers ensure that there is an instrument for every situation and every measurement is accurate. Our quality instruments offer both reflectance and transmittance measurements in benchtop and portable models to accommodate paints, plastic, textiles and leather.

Datacolor Experience

With over 30 years of experience in this industry, Datacolor offers not only products, but a comprehensive solution. Datacolor will:

- ❖ Support and integrate your suppliers into the process
- ❖ Provide training and services
- ❖ Be your color partners by providing ongoing support to help you streamline the design and development processes without sacrificing creativity or quality



Because Color Matters

Datacolor SPECTRUM™ is the complete solution for successful global color management. It is an integrated suite of software products, measuring systems, and support services that provide centralized control of the entire color management process. All software in the Datacolor SPECTRUM™ suite can stand alone, but is optimized to operate as an integrated solution for all aspects of color management. This helps companies innovate faster, ensure consistent color quality, reduce the cost of production and accelerate their product's speed to market.

Creating a perfect car requires attention to thousands of details. With Datacolor as your partner, you know that you won't have to worry about all the aspects of color management.

Americas
+1.609.924.2189
marketing@datacolor.com

Europe
+41.44.835.3711
ecmarketing@datacolor.com

Asia Pacific
+852.2420.8283
asiamarketing@datacolor.com



In over 60 countries ... see www.datacolor.com/locations for a complete list.

Because Color Matters