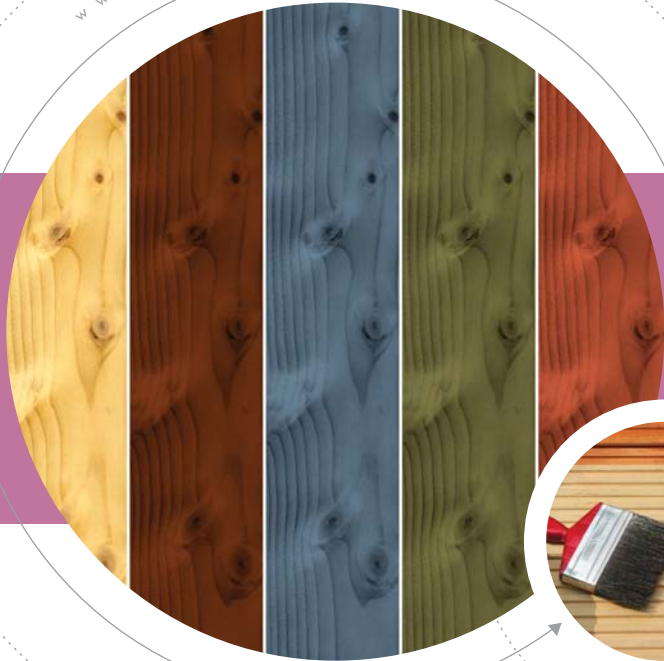


**datacolor** 

 **MATCH**<sup>TM</sup>  
AFX

[www.datacolor.com](http://www.datacolor.com)



## COLOR FORMULATION SOFTWARE

For wood coatings  
and stains

A technological breakthrough  
for translucent matching on absorbent  
and natural fiber substrates

**datacolor**   
**SPECTRUM**<sup>TM</sup>  
integrated solutions



Datacolor MATCH AFX<sup>TM</sup> – a technological breakthrough for translucent matching on absorbent and natural fiber substrates.

This novel product uses new mathematical models of wood and pigment behavior. Datacolor MATCH AFX<sup>TM</sup> learns characteristics of different wood species from a few measured examples – giving better matches with each use.

Datacolor MATCH AFX<sup>TM</sup> new technology includes:

- ❖ **"Multi-modal" technology** - matches transparent, translucent, transmitted and opaque color on any substrate, at any pigment load, all from a single calibration set.
- ❖ **SmartMatch "Axis" technology** - dramatically reduces the number of samples required for system training - introduce new substrates quickly and easily saving time and money.
- ❖ **Expanded SmartMatch technology** - the system learns with each use, adapting future color predictions and delivering more first shot matches than ever before.
- ❖ **Modeling by wood characteristics** - new substrate samples can be quickly assigned to an existing group, or new types of wood can be measured and used directly for color matching. Axis SmartMatch technology takes care of absorption and color effect of this new wood substrate. Users can benefit from this technology to match directly without making additional mixtures.

Datacolor MATCH AFX<sup>TM</sup> helps you:

- ❖ Deliver better first recipe matching for pigmented and translucent wood stains.
- ❖ Accurately predict characteristics of different wood species and their effects on final color.
- ❖ Increase effectiveness and refine color formula predictions.

| Product [6]    | Created             | Modified           | dE     | Product Type |
|----------------|---------------------|--------------------|--------|--------------|
| Black Pigment  | 11/01/2007 10:16:17 | 27/04/2007 9:04:07 | 1.1577 | White/Black  |
| Yellow Pigment | 11/01/2007 10:28:57 | 27/04/2007 9:04:07 | 2.5776 | Colorant     |
| Red Pigment    | 11/01/2007 10:44:29 | 27/04/2007 9:04:07 | 3.1303 | Colorant     |
| Blue Pigment   | 11/01/2007 13:56:46 | 27/04/2007 9:04:07 | 12.033 | Colorant     |



| Product [6]    | Created             | Modified           | dE      | Product Type |
|----------------|---------------------|--------------------|---------|--------------|
| Black Pigment  | 11/01/2007 10:16:17 | 27/04/2007 9:16:26 | 0.85193 | White/Black  |
| Yellow Pigment | 11/01/2007 10:28:57 | 27/04/2007 9:16:26 | 2.2116  | Colorant     |
| Red Pigment    | 11/01/2007 10:44:29 | 27/04/2007 9:16:26 | 1.3888  | Colorant     |
| Blue Pigment   | 11/01/2007 13:56:46 | 27/04/2007 9:16:26 | 1.6371  | Colorant     |

Revolutionary "Multi-modal" Colorant Calibration Technology



Axis SmartMatch Points train the system to use different species of wood with a few examples

| Standard             | Batch   |               |    |   |       |          |  |          |   |         |                      |   |        |               |   |        |              |   |        |             |   |  |
|----------------------|---|---------------|----|---|-------|----------|--|----------|---|---------|----------------------|---|--------|---------------|---|--------|--------------|---|--------|-------------|---|--|
|                      | <table border="1"> <thead> <tr> <th>Colorants [g]</th> <th>Nr</th> <th>Σ</th> </tr> </thead> <tbody> <tr> <td>Total</td> <td>100.0000</td> <td></td> </tr> <tr> <td>Varnisch</td> <td>1</td> <td>98.4154</td> </tr> <tr> <td>White for Woodstains</td> <td>2</td> <td>1.1514</td> </tr> <tr> <td>Black Pigment</td> <td>3</td> <td>0.3110</td> </tr> <tr> <td>Blue Pigment</td> <td>6</td> <td>0.1222</td> </tr> <tr> <td>Red Pigment</td> <td>5</td> <td></td> </tr> </tbody> </table> | Colorants [g] | Nr | Σ | Total | 100.0000 |  | Varnisch | 1 | 98.4154 | White for Woodstains | 2 | 1.1514 | Black Pigment | 3 | 0.3110 | Blue Pigment | 6 | 0.1222 | Red Pigment | 5 |  |
| Colorants [g]        | Nr  | Σ             |    |   |       |          |  |          |   |         |                      |   |        |               |   |        |              |   |        |             |   |  |
| Total                | 100.0000  |               |    |   |       |          |  |          |   |         |                      |   |        |               |   |        |              |   |        |             |   |  |
| Varnisch             | 1   | 98.4154       |    |   |       |          |  |          |   |         |                      |   |        |               |   |        |              |   |        |             |   |  |
| White for Woodstains | 2   | 1.1514        |    |   |       |          |  |          |   |         |                      |   |        |               |   |        |              |   |        |             |   |  |
| Black Pigment        | 3   | 0.3110        |    |   |       |          |  |          |   |         |                      |   |        |               |   |        |              |   |        |             |   |  |
| Blue Pigment         | 6   | 0.1222        |    |   |       |          |  |          |   |         |                      |   |        |               |   |        |              |   |        |             |   |  |
| Red Pigment          | 5   |               |    |   |       |          |  |          |   |         |                      |   |        |               |   |        |              |   |        |             |   |  |

The system learns with each use from every successful match



**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 37 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 world-wide 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](http://www.datacolor.com).

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