



Capture More Green.

**Visit Datacolor & Lion AV at Booth# 828 and our classroom to learn
"How to make money with Color Calibration"**

Classes are being held 2 times each day 10:30 AM and 2:30 PM, and will cover the following:

- Discussion of the reasons why calibration is critical when optimizing today's high definition displays.
- Overview of the calibration process and methodology behind HD display optimization.
- Discussion of how calibration of a display will increase customer satisfaction.
- Discussion of how a recurrent revenue stream can be created by offering a calibration services.
- Overview of the tool sets offered by Datacolor that will allow for display calibration and thereby creating a recurrent revenue stream.
- Hands On Training in Datacolor ColorFacts including ISF certification

