
Datacolor to Provide Sneak Peek at Datacolor Viewport™ During International Exhibition of Textile Machinery (ITMA) 2011

New Solution Provides Calibrated Imaging and Remote Visualization for Current Visual Color QC Processes



Lawrenceville, NJ – September 17, 2011 – Datacolor® (www.datacolor.com), a global leader in color management solutions, today announced that at ITMA 2011 it will preview Datacolor Viewport™, a first-of-its-kind technology that will enable visual and numerical color assessment on a variety of fabric materials that previously could not be evaluated for an objective color quality assessment. The system

is designed to meet the daily needs of retail colorists and QC operators and will significantly enhance the accuracy with which textiles can be replicated and quality controlled.

Datacolor's customers have realized significant efficiency gains by implementing spectrophotometric color assessment. However, a large proportion of samples with non-solid colors still need to be visually approved, requiring a considerable amount of time from color analysts. A digital method capable of reliable remote approval for these samples can dramatically reduce process complexity and increase work efficiency.

Expected to be available in 2012, Datacolor Viewport allows for prints, laces, multicolored woven fabrics, and even different material-based components of lingerie, to be assessed for color quality and fulfillment of the desired specification. It uses high precision digital imaging in a light cabinet along with image visualization on a calibrated display and allows for remote visualization, approval and archiving of supplier samples with its cloud based software system. Datacolor Viewport color approvals are based on color difference metrics computed by the system along with on-screen visualization of the sample. For the first time, Metamerism can be evaluated in day, store and home lights, based on color-calibrated images, taken under multiple illuminants.

“With Datacolor Viewport’s wholly unique web-based technology, suppliers and their customers can now view and analyze color quality simultaneously, as if they were standing together in front of the same light-booth,” said Eric Alho, Product Marketing Manager, Datacolor. “Assessing large amounts of submitted fabric results quickly and easily eliminates the risk for human error and reduces the number of shipped physical samples. We anticipate that Datacolor Viewport will set a new standard for color quality assessment and encourage attendees at ITMA 2011 to come by and see why we’re so excited.”

Datacolor Viewport's imaging unit is factory calibrated for highest levels of consistency across units. Sample images are captured with a single button push and the system's patent pending in-position calibration assures for color visualization and data display, according to the human observer. Most software functions are also available from a single screen.

In addition to previewing Datacolor Viewport, the company will also be showcasing its full product line of color management solutions to the garment and textile industry, as well as global retailers and brands at **ITMA 2011 (Hall 2, Booth 115)**. To preview the solution, or to schedule a press briefing with Datacolor at ITMA, please contact ufox@datacolor.com.



For image download please use the following link: <http://download.datacolor.eu/files/viewport.zip>

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 nearly 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.

Contact:

Ulrike Fox
Marketing Manager
Datacolor
+41 44 835 3845
ufox@datacolor.com

Julie Sellew
Matter Communications
on behalf of Datacolor
+1 401 654-4976
datacolor@matternow.com