

NIX SENSOR LTD. RELEASES THE WORLD'S FIRST FULL-FEATURED PORTABLE COLOR SENSOR

The NIX Pro is a handheld smartphone accessory that can scan, save, share, and compare colors. It is more accurate than fan decks and more portable than other color measurement tools. Available for pre-order at USD\$299, ships in March 2015.

"The NIX Pro is the first color sensor that is accurate, portable, and affordable – it's the Photoshop eyedropper in real life."

Hamilton, ON - February 19, 2015 - Nix Sensor Ltd., a Canadian corporation that designs, manufactures, and retails high-precision sensing technology, announced today the world's first full-featured portable color sensor: the NIX Pro. This revolutionary device, which interfaces with smartphones using Bluetooth Low Energy technology, can scan any surface to obtain an instant color reading, making it a physical version of the digital color eyedropper tools in programs like Adobe Photoshop.

The Nix Pro's proprietary software can convert between any color system in the world. It can also save colors in an intuitive library, share colors with others, and test color quality by comparing scanned colors to known values. Open today for pre-orders, the NIX Pro will ship to consumers in March 2015 at the introductory price of \$299.

Traditional methods of color measurement, such as paint chips and fan decks, are incredibly inaccurate due to varying light conditions and human error. The NIX Pro's patented design blocks out all ambient light and uses a calibrated broad spectrum LED light source, which provides users with color information that is several times more accurate than current industry solutions.

"Every color measurement solution in the consumer market today is difficult to transport, inaccurate, and costs tens of thousands of dollars," said Matthew Sheridan, Founder and CEO of Nix Sensor Ltd. *"The NIX Pro is the first color sensor that is accurate, portable, and affordable – it's the Photoshop eyedropper in real life."*

The NIX Pro is slightly larger than a ping-pong ball, and is built to resist dust, weather, and drops onto hard surfaces. This makes it possible for designers and color professionals to store it in a bag or suitcase without damaging the sensor. It also contains a rechargeable lithium polymer battery; this gives it an unprecedented one year of standby battery life.

The NIX Pro will ship worldwide in March 2015, and is available for pre-order at nixsensor.com.

FOR MORE INFORMATION, CONTACT:

Matthew Sheridan

Founder & CEO

E: matt@nixsensor.com

P: 905-581-6363

www.nixsensor.com