

A Full Line of In-Store Color Matching Solutions

X-Rite is a world leader in color measurement, management, and communication technology for retail applications.

Systems. From countertop units to PC-linked systems for individual or multiple departments and/or multiple locations. Packages include PC, monitor, countertop or hand-held instrumentation, and label printer.

Instrumentation. X-Rite spectrophotometers are available in a range of sizes to provide precise color measurement of wood, plastics, metals, and a wide range of fabrics.

Software. A choice of packages provides in-store options from basic formulation to full-featured, interactive systems for customer-directed color palette selection.

Support. X-Rite maintains a worldwide network of sales and technical support personnel to help you evaluate and implement an in-store color measurement system best suited for your budget and customer base.

A Full Line of In-Store Color Matching Solutions

Your Customers **Their Palette**

X-Rite is a world leader in color measurement, management, and communication technology for retail applications.

X-RITE WORLD HEADQUARTERS

Grand Rapids, Michigan USA • (800) 248-9748 • +1 616 803 2100
© 2007, X-Rite, Incorporated. All rights reserved.

13-325 (07/07)



Cie L*27.51 a*-47.0 b*35.46

How to Add More Green to Your Paint Sales

X-Rite is a world leader in color measurement, management and communication technology for retail applications. Our family of products—for both front- and behind-the-counter—makes life easier for you and your customers while eliminating selection and formulation problems. Through software, countertop, and portable measuring devices, and PC-based programs, X-Rite solutions mean you get accurate color, on time, every time.





CounterTop 700/750

Depending on your preferences and your retail paint database, we'll help you choose right spectrophotometer, a sphere or 45°/0° geometry.

- 45°/0° or sphere based geometry
- Ideal for high-volume paint retailers
- Compact, rugged and reliable
- Consistent accurate readings of smooth or textured surfaces
- Built-in captive white calibration reference
- Removable sample holder for measurement of unique samples
- Measures samples 1/2" or larger



Portable 600 – RM61X

(Europe only)
The Portable 600 is a portable sphere spectrophotometer that provides versatile, fast and accurate color measurement.

- Precise, compact spectrophotometer designed to accurately measure color samples on a countertop
- The product design makes it easy to measure difficult to handle samples
- Measures samples 1/2" or larger including paper, plastic, fabric, painted surfaces, and many others
- Built-in calibration reference helps ensure consistent, repeatable measurements
- Measurement time in 2 seconds



Portable 450 – RM425

(Europe only)
The Portable 450 is dockable, lightweight, yet powerful; this 0/45 portable offers accurate, flexible measurements in nearly all retail paint settings.

- Simple to use, lightweight spectrophotometer designed for use at consumer job sites
- Measures samples 1/2" or larger including paper, plastic, fabric, painted surfaces, and many others
- Virtually no maintenance required
- Untethered for portability



Handheld 400

The Handheld 400 is a simple to use, lightweight spectrophotometer that allows the user to take spectral measurements while tethered to a PC.

- 45°/ 0° based geometry
- Ideal for lower-volume paint retailers
- Accurate & economical
- Lightweight and flexible
- Measures samples 1/2" or larger



552 Portable Spectrophotometer

The 552 Portable Spectrophotometer is designed for measurement of substrates on the customer's job site. It measures samples 1/2" or larger with easy interface to ColorDesigner software.

- 45°/ 0° based geometry
- Portability & accuracy
- Short-term repeatability: 0.10 ΔEab (max.)
- Inter-instrument agreement: 0.30 ΔEab (max.)
- Data interface: RS232



SP52 Portable Sphere Spectrophotometer

The SP52 Portable Sphere Spectrophotometer is designed for remote measurement of substrates on the customer's job site. Measures samples 1/2" or larger with easy interface to ColorDesigner software.

- Sphere based geometry
- Portability & accuracy
- Short-term repeatability: 0.10 ΔEab (max.)
- Inter-instrument agreement: 0.30 ΔEab (max.)
- Data interface: RS232

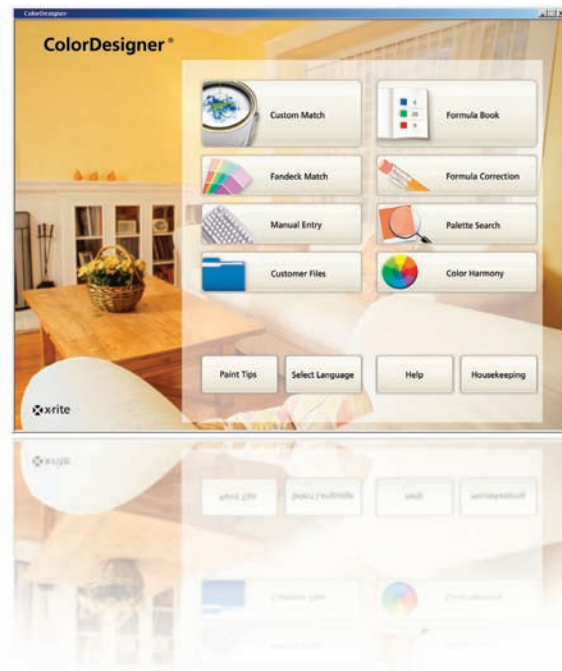


MatchStik 100

An electronic fandeck at your fingertips — X-Rite's MatchStik is an innovative handheld color matching tool that is faster and more durable than paper-based fandeck color systems.

- MatchStik enables you to measure color from virtually any surface and find a fandeck match
- With allowances for either matte or glossy finish, MatchStik provides an accurate color read in 2 seconds and stores up to 20 color readings

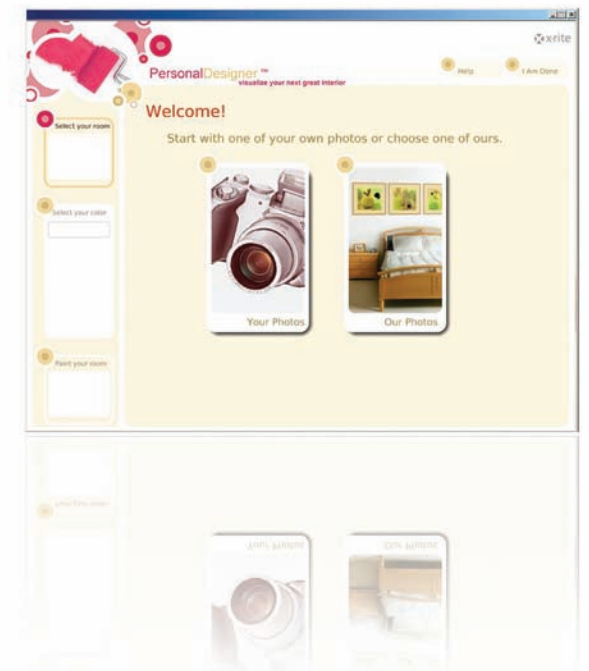




ColorDesigner v10.0

ColorDesigner provides answers—and more—in an attractive, flexible software package that allows you to help customers make choices. By giving you the ability to quickly match colors, ColorDesigner streamlines the process, eliminating needless formulation errors and building a color database.

- Built-in color matching and color harmony technology works to create color palettes from standard or custom fandecks for immediate customer review. Once a choice is made, formulation is automatic.
- Provides expert advice—in addition to custom palettes, ColorDesigner provides a range of printable paint tips.
- Keeps major paint fandecks on file and allows for the creation of custom palettes for specific customers or to meet color trends.
- Eliminates common paint formulation errors. The system talks to the automatic tinter to ensure formulas are accurate. Each is selected, viewed, and authorized automatically on screen, removing the risk of transcription error.
- Works mostly behind the counter, but can move anywhere in store. It also works with portable instrumentation.
- A versatile, user-friendly tool that sets up your paint department up as a preferred destination. The system allows you to download customer information to keep a convenient record of color selection.
- The system is self-contained, allowing for the creation of in-house fandecks, custom palettes, and ongoing customer records that reduce paperwork and streamline customer service.



PersonalDesigner v1.0

PersonalDesigner helps paint customers visualize what their project will look like online. It's a dynamic software package that gives customers the freedom to quickly, virtually paint a room—including one of their own—in photo-realistic living color, complete with complimentary accents. Once the customer chooses the colors they want, the system computes the colors from your fandeck.

- A dynamic software package that allows customers to see their own room painted the way they want it. It gives customers the option of using downloadable images from the Idea Bank or their own room image.
- It allows customers to realistically view a room finished in a variety of colors and compatible accents.
- A front-of-consumer system that lets customers sell themselves. Salespeople may be needed only to provide assistance in selecting painting accessories.
- Works anywhere in the store—in a kiosk, on an end cap, on the counter, or as a central element in a home décor center.

Bundled Configurations



TwoVue 700/750

TwoVue 700/750 comes complete with full-featured ColorDesigner 10.0 and PersonalDesigner 1.0 installed on the same PC, as well as standard resolution and high resolution monitors, CounterTop 700 and label printer.

TwoVue 700/750 is a dual monitor system running ColorDesigner and PersonalDesigner that allows customers to preview paint colors, paint and view their room on screen, get painting tips, and lock in a precise, accurate formulation to ensure they get the color they ordered. The system also allows for creating a customer database for follow-up sales.



ColorDesigner 700/750

ColorDesigner 10.0 full-featured software is installed on a standard Dell computer for you, along with CounterTop 700 or CounterTop 750 and label printer.

A flexible software system that accurately matches colors, produces printable painting tips, ColorDesigner eliminates needless formulation errors and allows you to build a color database that makes your store a favored choice for paint and painting supplies.

- Built-in color matching and color harmony technology works to create color palettes from standard or custom fandecks for immediate customer review. Once a choice is made, formulation is automatic.
- Provides expert advice—in addition to custom palettes, ColorDesigner provides a range of printable paint tips.
- Keeps major paint fandecks on file and allows for the creation of custom palettes for specific customers or to meet color trends.
- Eliminates common paint formulation errors. The system talks to the automatic tinter to ensure formulas are accurate. Each is selected, viewed, and authorized automatically on screen, removing the risk of transcription error.
- Works mostly behind the counter, but can move anywhere in store. It also works with portable instrumentation.
- A versatile, user-friendly tool that sets up your paint department up as a preferred destination. The system allows you to download customer information to keep a convenient record of color selection.
- The system is self-contained, allowing for the creation of in-house fandecks, custom palettes, and ongoing customer records that reduce paperwork and streamline customer service.



ColorDesigner 400

ColorDesigner 10.0 full-featured software is installed on a standard Dell computer for you. The package includes Portable 400 and a label printer.

A flexible software system that accurately matches colors, produces printable painting tips, ColorDesigner eliminates needless formulation errors and allows you to build a color database that makes your store a favored choice for paint and painting supplies.



ColorDesigner Lite 400

The ColorDesigner Lite 400 bundled package includes a Handheld 400 and label printer (C-Class).

ColorDesigner Lite 400 is a simple, straightforward software package that works with any PC to match color schemes and produce an accurate formula using your own base and colorants.



PersonalDesigner

PersonalDesigner 1.0 software is installed on a high performance PC for you.

PersonalDesigner is an interactive program that gives customers the freedom to virtually paint a room - including one of their own - in photo-realistic living color, complete with complimentary accents, before they make a paint purchase. Online color palettes heighten the experience and simplify choices.



PersonalDesigner 400

PersonalDesigner 1.0 software is installed on a high performance PC for you. The package includes a monitor and a Handheld 400.

PersonalDesigner is an interactive program that gives customers the freedom to virtually paint a room - including one of their own - in photo-realistic living color, complete with complimentary accents, before they make a paint purchase. Online color palettes heighten the experience and simplify choices.