

“Did you know... that 78% of women said that they would change their foundation if they could find a better match. Let’s help them do that with CAPSUREme! Join us in CAPSUREing the World! Isn’t it time to deliver the perfect color match, every time, anywhere?”*

—Matthew Adby MARKET MANAGER, X-RITE, INC



▲ CAPSUREme empowers customers to find the perfect foundation match. They’ll have more confidence in your brand and their ability to order products online.

CAPSUREme

Mobile App



Overview

CAPSUREme is a unique solution from X-Rite that helps consumers identify the perfect foundation match. This solution enables you to reach the consumer at their home or office using custom printed cards and a smartphone. Many cosmetics brand owners and retailers are taking advantage of CAPSURE™ Cosmetic to quickly and easily determine the perfect foundation match to a person’s skin tone. Now you can take this technology to the end user in an affordable, easy-to-use manner that extends your reach even further.

Key Benefits

CAPSUREme is easy to implement and use. X-Rite Pantone experts work with your team to create a custom database of your products. Our SDK allows you to integrate CAPSUREme with your mobile app so customers can quickly and easily measure their skin tone using a smartphone and branded cards ordered from X-Rite, selecting the closest foundation match. Cards can be distributed to customers and used in-store to increase usage of your app, drive incremental sales and reduce returns.

- **Simple, Convenient, and Affordable.** It’s an easy way for beauty consultants or consumers to determine the exact foundation match using a custom printed card and a smartphone.
- **Fast Selection Process.** Linking a custom skin tone guide to your mobile app puts your product line at your customers’ fingertips with no more guesswork and a fast, fun, frustration-free foundation selection experience.
- **Enhances customer experience.** Increase brand loyalty and add more value to your mobile app.
- **Encourages Online Purchasing.** Consumers will have confidence that the chosen color will meet expectations, reducing cosmetics returns due to dissatisfaction with color.

For more information regarding this product, visit www.xrite.com/capsureme

*Survey was conducted by X-Rite.



- ① A revolutionary approach to cosmetics color matching
- ② All you need is the CAPSUREme card and a smartphone
- ③ Add CAPSURE Cosmetic for a full in-home/in-store solution

Recommended Solutions

CAPSURE™ Cosmetic

CAPSURE Cosmetic is a convenient handheld instrument that measures skin tone for a perfect match and recommends corresponding cosmetics products for consumers. Putting X-Rite CAPSURE Cosmetic into the hands of your beauty consultants simplifies the makeup selection process and gives you instant sales leverage.

Color Mapping Service

A color evaluation service that maps your products among real known skin tones, identifying gaps and setting parameters for new and existing color collections. Mapping your products to a regionally-developed grid allows you to identify color gaps and recognize opportunities in your specific market. It also provides data that supports both sales and development efforts. Color mapping multiple cosmetics collections supports color palette develop and serves as a catalyst for unique sales and marketing strategies.

Service Support & Warranty

Drawing on our extensive color expertise, X-Rite offers the right level of services on-site, online or on the phone, to support and nurture your business. For additional protection beyond the one-year warranty, take advantage of our extended warranty program. With global full service contracts, you can ensure your devices are well maintained through X-Rite's Annual Five Point Checkup, uniquely developed to keep devices performing to original specifications. With twelve global service centers, we make it easy to reach us. For more information about extended support options, visit www.xrite.com/extended-warranties-services

Specifications

Aperture	12mm
Dimensions (length, width, height)	85x55x1mm
Software Development Kit	iOS and Android
Compatible Android Devices**	Samsung Galaxy (models as released at 1st Sep 2015) HTC One (models as released at 1st Sep 2015) Motorola models (models as released at 1st Sep 2015)
Compatible iOS Devices***	iPhone 4 or later (models as released at 1st Sep 2015) iPad 2 or later (models as released at 1st Sep 2015) 32bit and 64bit architectures
Calibration Card Finish	Matte finish
Ink Process	5 ink special process skin tone print

**Devices with Ice Cream Sandwich 4.0.3 or later
***Devices with iOS 7 or later

Full list of specifications available at www.xrite.com/capsureme