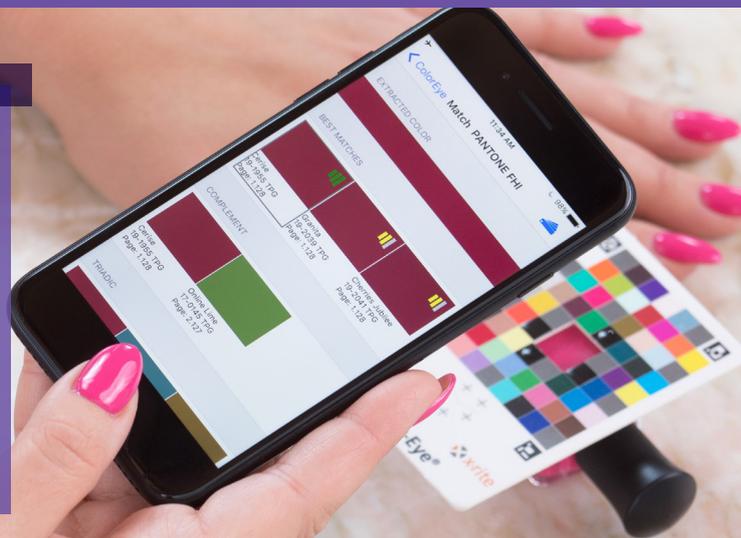


“Color-Eye® provides your consumers an easy and convenient way to color match samples and find complementary items within your product lines. When consumers have color confidence, it increases online and in-store purchases, and you experience fewer costly returns and higher levels of customer loyalty.”

—Matt Adby PRODUCT MANAGER, X-RITE



▲ PICTURED: Consumers can capture accurate color with a smartphone from inspiration items using an iOS or Android mobile app.

## Color-Eye® Mobile App



### Overview

Color-Eye® is a color solution that helps consumers shop for new items that accurately match or complement the color of items they have at home. Shoppers will use their smartphone and a color calibration card to measure the color of any item they want to match. These color readings will communicate with a retailer's mobile shopping application and deliver matching or harmonizing products the retailer sells.

### Key Benefits

Consumers often lack confidence when purchasing color-critical items, particularly online. A recent *Invesp* study shows that of the one-third return rate of online purchases, a costly 22% is due to dissatisfaction with product appearance. Color-Eye® can give consumers the assurance they need to shop online for color-critical items.

- Boost consumer purchase satisfaction, increase sales, and reduce likelihood of returns
- Integration with retailer mobile shopping apps drives consumers to download the app, increasing interaction and brand loyalty
- Maintains measurement accuracy across all surface types and lighting conditions, even in the measurement of gloss and texture
- Facilitates future product planning and the effectiveness of direct consumer marketing, through the collection of live demographic color trend data
- Easily integrates into existing mobile apps, using an X-Rite Software Development Kit

For more information regarding this product, visit [www.xrite.com/color-eye](http://www.xrite.com/color-eye)