

X-Rite Retail

Colour Your Vision



From Zero to Colour in No Time



ColorDesigner is a universal dispensing software containing formula books and dispensing functionality that can be complemented with palette search functionality, matching module, paint tips and many others. It helps build user and customer loyalty and repeat business.

X-Rite is a world leader in colour measurement, management, and communication technology for retail applications. Our family of products makes life easier for you and your customers by eliminating colour selection and formulation problems, which result in a faster, better result for the customer every time.



Market Driven Solutions for Retail

Consumer research has proven that over 80% of home décor decisions are driven by colour. Colour evokes consumer response on many levels, and many choices are inspired by mementos and other favoured items already in the home.

Consumers are looking for tools to help them make the right colour choice – easily, simply, inexpensively. X-Rite solutions can help them make their colour choices with confidence.

X-Rite

X-Rite is the global leader in colour science and technology. The company, which now includes design industry colour leader Pantone, Inc., develops, manufactures, markets and supports innovative colour management solutions through measurement systems, software, colour standards and services.

X-Rite's expertise in measuring, formulating, communicating and matching colour helps users get colour right the first time and every time, which translates to better quality and reduced costs.

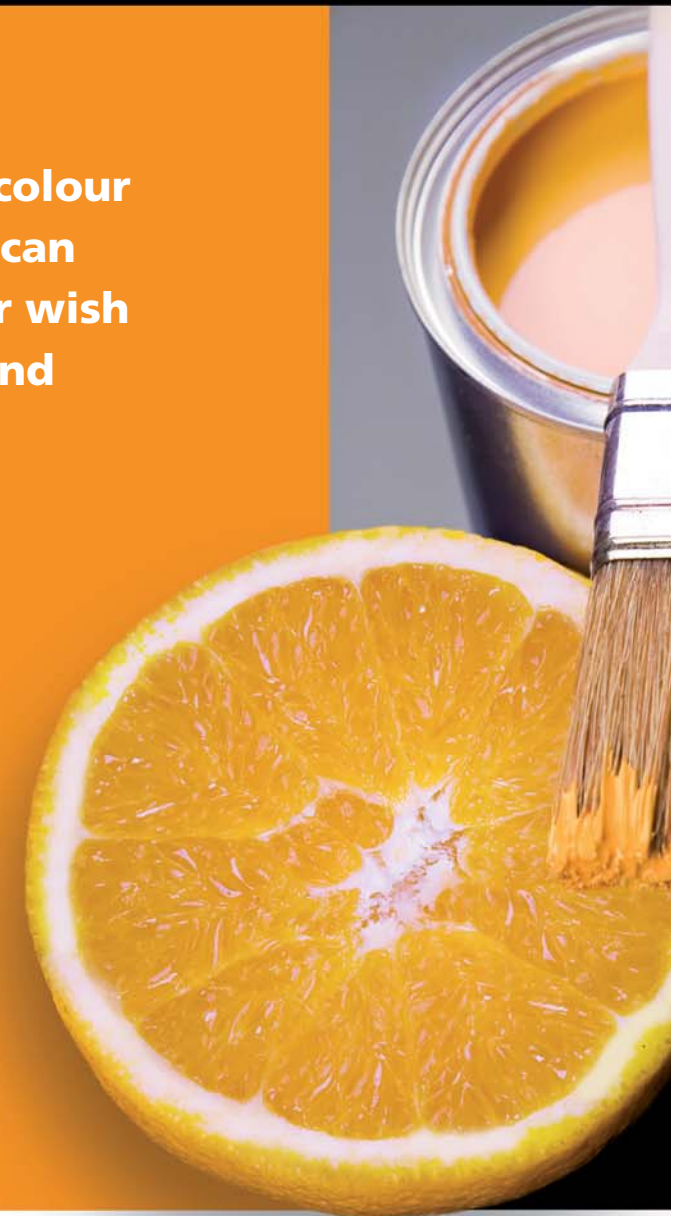


X-Rite Retail Solutions for colour at your point of sale (POS) can ensure that every customer wish can be fulfilled faithfully and efficiently.

The X-Rite Retail concept encompasses a three-tiered approach to simplify the process of choosing and matching the right colour:

- Integrated user-friendly matching software
- Visualisation tools
- POS dedicated hardware

These elements are combined in an easy-to-learn system that will have your sales team up and running quickly with minimal training required so that they can begin facilitating colour decisions for customers, providing rapid return on your investment.



How Does it Work?

1 Capture Colour



Measure colour samples at your point of sales with a simple to use, lightweight spectrophotometer that provides versatile, fast, and accurate colour measurement.

- Works anywhere in the store – in a kiosk, in front of or behind the counter
- Measures samples including paper, plastic, fabric, painted surfaces, and many others
- Virtually no maintenance required

2 Make Your Dream A Reality



Original photo from a digital camera



X-Rite PersonalDesigner helps customers who are choosing paint colours to visualize what their project will look like. It's a dynamic software package that gives customers the freedom to visualize their room virtually in photo-realistic, living colour – complete with complementary décor accents. Once the customer has chosen the colours they want, the system searches the closest colours from your fandeck and projects them on the selected surfaces in the picture by means of a few simple clicks of the mouse.



3 Time for Paint



Simulation of selected colour



Options and Services



Capture your colour!

CAPSURE™ the revolutionary color-matching tool streamlines color selection that goes wherever you need to go.

X-Rite's proprietary one-click color imaging technology provides quick, accurate sampling with live preview that locates a match in the selected fan decks. With its intuitive interface it can automatically identify dominant shades in multicolored samples and it also recommends complementing color schemes and combinations. CAPSURE stores up to 100 measurements and features a built-in microphone so you can make a verbal record for each color. The supplied desktop software allows you to easily synchronize and add new collections.

Optional software provides further functionality to recall saved colors, create your own palettes and merge your choices with popular design applications or custom-match your color selection with a link to your in-store paint mixing system.

A Helping Hand to Get You Started

X-Rite provides different training solutions through a Web-based training portal (www.measureitrite.com), Host On-Line seminars and on-site trainings. All courses can be customized to your specific needs and at your convenience.

Global Network

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

Seeing is Believing

Never is this more true than with paint customers. They want to see how the walls will look with paint on them, the molding with an accent colour, and window and door frame accents. X-Rite solutions allow them to do just that – virtually – so they can get a real idea of what the finished room will look like. They don't have to waste time trying colours that don't work – they get what they want the first time, every time. And that's value you can price!

Accurate Colour the First Time, in Time

X-Rite's family of products – for both in front and behind the counter – makes life easier for you and your customers by eliminating selection and formulation problems. Our retail system concepts help paint shop owners and employees become colour experts instantly. Through software, countertop, and portable measuring devices, and easy-to-use computer programs, X-Rite solutions mean you get accurate colour the first time, every time.

Components of X-Rite's POS Matching System

ColorDesigner

A flexible and multi-brand dispenser software system with additional modules for colour look-up, or even full formulation matching.



PersonalDesigner

An interactive program that gives customers the freedom to virtually paint their room – in photo-realistic living colour, complete with complimentary décor accents, before they make a paint purchase. Pre-defined colour palettes and trend colours heighten the experience and simplify choices.



Instrument Connectivity*

	Handheld 400 (RM400)	Portable 500 Series	Portable 600 (RM61)	Countertop 700	Countertop 750
X-Rite ColorDesigner v.7	•	•	-	•	•
X-Rite ColorDesigner v.10	•	-	•	•	•
X-Rite PersonalDesigner	•	-	•	•	•
Fast & Fluid Prisma	•	•	•		
CPS ColorComposer	•	•	•	-	-
Corob	•	•	•	•	•
Largo Tint	•	•	•	•	•

*Please contact your X-Rite representative to confirm versions supported

Handheld 400 (RM400)

This simple to use, lightweight 45°/0° geometry spectrophotometer allows the user to take spectral measurements and do a colour search through the formula book in the dispenser software.



Portable 600 (RM61)

A precision, compact sphere spectrophotometer designed to accurately measure colour samples on a countertop.



Portable 500 series

The SP52 Portable Sphere and the 552 portable 45°/0° spectrophotometers are designed for remote measurement of substrates on the customer's job site. Measures samples 1 cm or larger.



CounterTop 700/750

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



Prosumer Portables

CAPSURE™

The revolutionary handheld colour matching tool that provides a powerful, versatile way to find an exact match for any sample. CAPSURE accurately measures the colour on smooth, textured, patterned or any inspiration object, and matches against any selected fan decks.



Would you like more information? Contact us!

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