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ColorVision's Spyder2 and Spyder2PRO Studio Breakthrough Technology Sets The Standard Again *Showcased at the internationally attended PMA 2005*

ORLANDO, FL, Photo Marketing Association Show (PMA) – February 19, 2005 – Datacolor, a world color technology leader, today announced the all-new ColorVision® Spyder2™ product-line. Driven by award winning ColorVision® technology, the completely re-engineered Spyder2™ colorimeter creates a new standard for affordable on-screen color accuracy. The PANTONE® COLORVISION® family of products will be showcased today at the photo industry's premiere press event, SNEAK PEAK, at the International PMA trade show, which runs from February 20 - 23 in Orlando, Florida. (ColorVision Booth No. 1908.)



Colorvision® Spyder2™ and ColorVision® Spyder2PRO™ Studio are bundled with the all-new colorimeter and monitor calibration software. Each bundle comes with a wide range of features offering flexibility found only in other high-end suites. This sleek dual-phase hardware design delivers precise calibration and highly accurate ICC profiles for CRT, LCD and laptop displays. The software and graphical user interface offers ease-of-use previously unavailable in professional-level monitor calibration products.

Enhancements include new light detectors that deliver a five-fold increase in sensitivity as well as a new filter pack system and patent-protected light baffle to further increase the accuracy of color measurement. The monitor calibration software utilizes sophisticated gray balance and tonal response algorithms, to produce superior color images—including exceptionally smooth gradient steps, more life-like flesh tones, and neutral grays.

For power users, Spyder2PRO monitor calibration software delivers precise tools for adjusting calibration parameters for a single or multiple monitors to a common standard. The software offers advanced features such as improved white-point correction routines, automated black and white luminance adjustments, and improved methodology for loading calibration data at start-up. A 'Profile Chooser' makes it easy to select and change profiles. Multiple monitor calibration support is now available for both Mac and Windows systems



“Monitor calibration used to be an expensive, complicated, and mysterious process,” continues Brian Levey, vice president of Datacolor. “The groundbreaking Spdyer2 software’s enhanced wizard walks you through the calibration process. No question goes unanswered with comprehensive on-screen help, available at every step of the way.”

[\(Click Here\)](#) For product images

ColorVision® Spyder2™ offers many of the same advantages as Spyder2PRO including the same hardware. Created for the hobbyist, serious amateur, desktop designer and is highly desirable for anyone who deals with digital images. The suite includes the Spyder colorimeter, monitor calibration software that can be used at multiple workstations with no additional licensing required and a FREE copy of PANTONE® colorist™ software (\$49 value). Spyder2 has a U.S. manufacturers suggested retail price of \$189 and can be found for less at many resellers.

ColorVision® SPYDER2PRO™Studio (available immediately) is targeted to the demanding designer, photographer and professional whose crucial color correcting choices begin with the monitor, includes the Spyder2 colorimeter and the Spyder2PRO monitor calibration software. Software can be used at multiple workstations with no additional licensing required. Also included FREE are ColorVision **DOCTORPRO™** software (for editing output profiles), a \$110 value, PANTONE® colorist™ software (\$49 value) and nik Color EfexPRO™ 2.0, standard edition software (\$99 value). Spyde2rPRO has a U.S. manufacturers suggested retail price of \$299 and can be found for less at many resellers.

As part of the ColorVision Spyder2 and Spyder2PRO Studio special promotion, receive a \$75 rebate coupon (with the proof of purchase) redeemable for PRINTFIX™ or SpectroPRO2™.

System requirements include OSX 10.2 or better, or Windows® 2000 or XP, Adobe Photoshop 5.5 or better on Windows, Photoshop 7 or better on Mac or Photoshop elements. Languages: English, French, German, Spanish, Italian, Japanese and Chinese (Traditional and Simplified).

More information about **COLORVISION** at www.colorvision.com



The PANTONE COLORVISION Spyder2 product-line can be purchased from COLORVISION at www.colorvision.com COLORVISION also offers FREE unlimited e-mail and telephone support, Call1.800.554.8688 for customer service.

[Click Here](#) to download images of the Spyder2 product-line. We think that the all-new Spyder2 and Spyder2PRO studio are breakthrough products in price/performance and will be of great interest to your readers.

Any questions? Please contact: Charlé-John Cafiero, CJC Strategists
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