

HONG KONG, CHINA -- [Media OutReach](#) -- 12th February 2014 -- [Datacolor](#)®, a global leader in color management solutions, today announced the availability of the Datacolor 45 family of hand-held, high-accuracy, spectrophotometers with best-in-class repeatability and industry leading inter-instrument agreement. Developed to address the specific needs of color supply chains, the Datacolor 45 handhelds enable color appearance control with confidence, ease-of-use and value while improving the overall accuracy and efficiency of the quality control process.



Datacolor 45/0 Handhelds

Datacolor 45 instruments ensure high confidence in measurements by providing uniform circumferential illumination that guarantees best-in-class repeatability, even on textured surfaces. Designed with several ease-of-use features such as a low-profile measuring head, dual measurement buttons and a live-navigation based color user interface, the Datacolor 45 instruments maximize overall usability and provide an intuitive user experience. Recognizing a system approach to complete quality control, all instruments are offered with Datacolor TOOLS®

- the industry's most powerful color QC software. In addition, the instruments feature a Bluetooth interface for software communication, USB support for peripherals such as keyboards and barcode scanners and come with the industry's most complete accessory package including a high precision calibration stand.

Following the successful introduction of the 45G to the market, Datacolor quickly recognized the specific benefits the instrument offered and therefore developed two additional models - the 45G CT and 45S to address unique workflow needs.

"By looking closely at the needs of our partners in a number of manufacturing industries, we made the necessary enhancements to deliver instruments specifically tailored to their various workflows," said Diane Geisler, Director, Global Market and Product Management for Datacolor. "We are committed to providing our customers with high quality products built using the most innovative color technology and believe the Datacolor 45 handhelds will become a benchmark in digital color communication across multiple markets."

Keeping their digital color evaluation and unique workflow needs in mind, users can now choose from the following 45/0 handhelds.

Datacolor 45G CT provides complete appearance control for the most demanding color supply chains. With best-in-class repeatability and inter-instrument agreement, the Datacolor 45G CT is the only portable 45/0 spectrophotometer that offers close tolerance ("CT") control for both

color and gloss. As a result, manufacturers can now achieve very close agreement among all 45G CT instruments in their fleet or the supply chain, enabling consistent digital communication of standards and a shorter time-to-market process. The built-in 60° glossmeter allows for simultaneous control of color and gloss, which enables quick detection of appearance mismatch in production. It is the ideal tool for automotive interior parts and hard goods, and as a reference grade 45/0 instrument for laboratory applications.

Datacolor 45G provides simultaneous control of color appearance and gloss with best-in-class repeatability, even on textured surfaces. Besides featuring a built-in 60° glossmeter, it also enables gloss correlation with standalone glossmeters for flexible communication with the supply chain. The 45G is ideal for inspection and control of total color appearance of hard goods, consumer electronics, large appliances, and other applications involving plastic parts, painted surfaces and coil coatings.

Datacolor 45S provides highly accurate color appearance control to achieve a close correlation with visual assessment. It is best suited for applications where color appearance needs to be controlled but the workflow requires other than 60° gloss or no gloss control. The instrument does not include a glossmeter. The 45S provides an excellent combination of performance and value and is ideal for inspection and control of color appearance of hard goods, building materials and other applications involving plastic parts, painted surfaces and coil coatings. .

For more information about the Datacolor 45 family of handheld spectrophotometers, visit <http://www.datacolor.com/45>

Image

<http://release.media-outreach.com/release.php/Images/1536>

Company logo

<http://release.media-outreach.com/release.php/Images/1236>

About

DatacolorDatacolor, a global leader in color management solutions, provides software, instruments and services to assure accurate color of materials, products and images. The world's leading brands, manufacturers and creative professionals have used Datacolor's innovative solutions to consistently achieve the right color for more than 40 years. The company provides sales, service and support in over 65 countries throughout Europe, the Americas and Asia. Industries served include textile and apparel, paint and coatings, automotive, plastics, photography and videography. For more information, visit www.datacolor.com.