

**LAWRENCEVILLE, NJ - [Media OutReach](#) - July 15, 2014-- [Datacolor](#)®**, a global leader in color management solutions

,  
today announced  
the  
availability of the  
Datacolor 45IR

, a  
portable spectro  
photometer  
uniquely designed to  
meet

the distinct quality control and ink formulation requirements of the security printing industry  
. Datacolor 45IR will help prevent counterfeiting of banknotes and confidential government or  
company  
documents, guaranteeing quality control  
for all market players such as central banks, banknote printers and security ink producers.

The only high-precision portable instrument with a 3-in-1 solution, Datacolor 45IR uses industry standard 0/45 geometry for colorimetric and near infrared ranges as well as densitometric functions to provide unparalleled formulation, quality control, and authentication. Datacolor 45IR's improved Inter Instrument Agreement enables digital color communication which increases the speed, efficiency and precision throughout the secure printing process.

In addition the Datacolor 45IR features significant enhancements to improve performance, including an intuitive interface and complete onboard software for stand-alone measurement with a high resolution color screen, and a lightweight ergonomic design to improve the overall ease of use. Responding to direct customer feedback, Datacolor designed the 45IR so units can be serviced at the customer site. Through this improved technology, the 45IR removes the need for sending units back to the manufacturer, therefore streamlining the color approval process.

"Quality requirements in the security ink market have risen significantly," said Walter Franz, Global Business Development, Datacolor. "With its state of the art technology, Datacolor 45IR allows the security ink supply chain to fulfill these specific requirements and to communicate color data more efficiently."

For more information about the new Datacolor 45IR portable spectrophotometer, visit [www.datacolor.com/45ir/?affid=701G0000000tmmQ](http://www.datacolor.com/45ir/?affid=701G0000000tmmQ)

## Company Logo

<http://release.media-outreach.com/i/Download/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, microscopy, photography and videography. For more information visit [www.datacolor.com](http://www.datacolor.com).