



Datacolor Launches Spyder TV

IFA 2005 - Digital Imaging & Digital Music - Posted by Dennis Hissink.

Spyder TV showcased at IFA 2005 : This product is Datacolor's latest innovation in color calibration. It puts color science easily and effortlessly in the hands of consumers to ensure them of a quality outcome. That's the ultimate goal of all our products showcased at IFA - ensuring customer satisfaction with digital media through accurate color. The convergence taking place in the industry creates a greater need for our products than ever before," Gamper notes. SpyderTV is a new product that targets one of the fastest growing markets in consumer electronics worldwide - home cinema - by improving picture quality. The hardware device scientifically measures contrast, brightness, color, tint and color temperature pre-sets as the wizard-driven software fine-tunes settings for consumers' specific systems. The results can be dramatic as owners participate in each critical correction and witness the stunning clarification of images on screen, right before their eyes. It is the first product that takes the guesswork out of improving home cinema displays.



ColorFacts Professional 6.0 - Home cinema installation specialists have the opportunity to view the latest color calibration designed for them as well at IFA this year. The newest upgrade, ColorFacts Professional 6.0 is an integrated hardware and software bundle designed to calibrate and correct color on plasma, LCD and wide screen TV's for video images. "The ColorFacts Professional line of products has been developed specifically for high-end home theater custom design and installation specialists", states Mark Hunter, TDirector for Datacolor Home Theatre Products. IFA attendees can see a demo of the product at the Pioneer-Europe Booth.

Datacolor ColorPlus - Entry-level screen color-correcting - ColorPlus, an entry-level screen color-correcting product ensures accurate monitor color for digital camera enthusiasts. It offers sophisticated easy-to-use color tools for professional looking images, on screen. This compatible hardware color sensor corrects CRT, LCD and notebook monitors for accurate, reliable and consistent color - day-to-day and image-to-image - so that colors look their best and brightest. It produces a wider range of colors, better flesh tones, more defined shadows and realistic highlights. Users save time, ink and paper by printing photos with less trial and error. With ColorPlus, consumers can now use the same tools as the pros to make images studio quality. Visitors also can learn more about Spyder 2 Plus. The Digital Darkroom in a Box. This integrated hardware and software solution for MAC and Windows environments addresses screen and printer color accuracy, puts monitor color in sync with printer output.

Digital photography - Christoph Gamper - With the mushrooming digital photography and rapidly expanding home-office markets, we could not have picked a better time to introduce these products to consumers," says Christoph Gamper, European General Manager for the ColorVision business unit of Datacolor. "Driven by award winning ColorVision technology, professional expertise is brought to consumer products at consumer price points." The resources of an established global color marketing company like Datacolor, combined with award winning ColorVision technology, have allowed us to bring professional expertise to consumers at attractive price points. This is by far the hottest advancement in professional color correction tools for the consumer digital imaging market, Gamper adds.

Datacolor ColorVision Spyder 2 PRO - ColorVision Spyder 2 PRO Studio 2.0, an advanced version of the award winning ColorVision Spyder2PRO Studio, will be unveiled at this year's IFA. It provides digital professionals with the ultimate tool for color consistency for virtually all display and presentation methods. Among a variety of new features, the unique and most significant difference is that with CRT, LCD and notebook calibration capabilities, the Spyder2 PRO 2.0 Studio has the ability to color correct LCD & DLP multi media front projectors - with the precision, ease, and affordability that one expects from the color experts at ColorVision.

About Datacolor - Because color matters, leading businesses, creative professionals and consumers worldwide choose Datacolor's innovative technology solutions to consistently achieve the right color. A Swiss-held company, Datacolor's strong worldwide presence encompasses global manufacturing, operational facilities, and sales and support offices. ColorVision, the digital imaging unit of Datacolor, provides affordable, easy-to-use digital color control products to creative professionals, photographers, corporate customers and consumers around the world.

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