

# JOHN PAUL CAPONIGRO

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## REVIEW



### X-RITE MINI COLORCHECKER CHART

The X-Rite ColorChecker has been the industry standard for objective evaluation of color for years. Targets such as the ColorChecker can be used to help you determine the ideal color balance of any color rendition system. It provides a needed standard for comparing, measuring, and analyzing differences in color reproduction in a variety of processes. This can deliver higher quality. It can give you those high quality results faster.

The ColorChecker is a checkerboard of 24 scientifically prepared colored squares. Included are neutrals (white, gray, and black) that can be used for setting white balance and even white and black points. Other colors included represent important memory colors such as human skin tone, foliage and blue sky; the squares are designed to match the colors of natural objects under any illumination and with any color reproduction process. The ColorChecker is possibly the most accurate color target available anywhere.

Shoot the target at the beginning of any session and the chances of your quickly achieving ideal color balance soar.

The ColorChecker is a must have for performing digital camera calibration routines (such as Tom Fors' ACR script for use with Adobe Photoshop – chromaholics.com) to improve the accuracy of color rendition of your individual digital camera. It can be used in multiple lighting scenarios. Performing this routine is highly recommended.

ColorCheckers come in several sizes. The Mini ColorChecker is small: 3 1/4" x 2 1/4"! It's credit card sized and fits in your pocket. That makes it accessible. That makes it easy to use – anytime, anywhere. And, easy means there's a greater chance you will use it.

Use it!

The ColorChecker has many applications.

Digital Photography: Check images, output, monitors.

Traditional Photography: Check films, lights, filters and paper.

Graphic Arts: Check any printing or proofing process.

Digital Imaging: Check scanners, monitors and proofing devices.

Cinematography: Television and Video: Check cameras, monitors, lights and film.

Download the ColorChecker brochure and the Munsell brochure at X-Rite.com. Link to this url: [http://www.xrite.com/product\\_overview.aspx?ID=824](http://www.xrite.com/product_overview.aspx?ID=824)

MSRP: \$59.00 USD

Learn more and get over 100 free downloads at [johnpaulcaponigro.com](http://johnpaulcaponigro.com).