

Paint Color Solutions

PersonalDesigner | PLUS

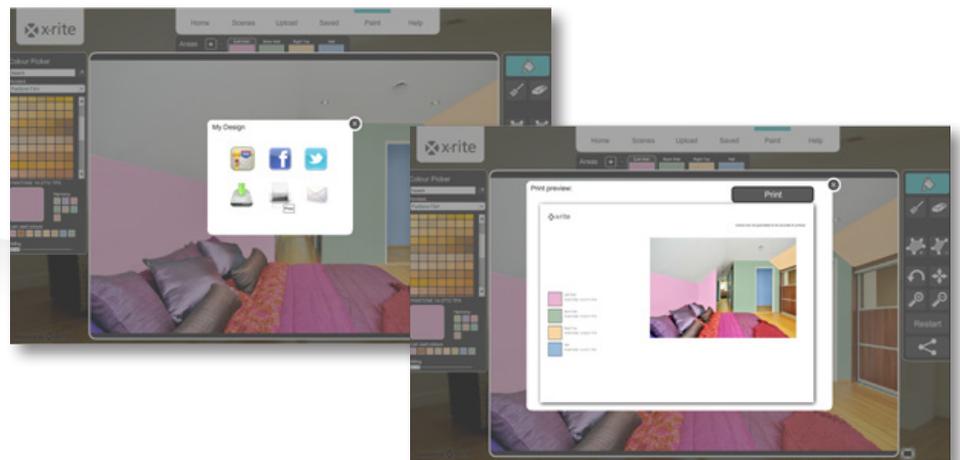
Photo-realistic paint and view program
streamlines paint selection and sales

PersonalDesigner™ PLUS: Creating a Better Brand Image



Getting customers to specify and buy your product is a stiff challenge in today's market. Now, with X-Rite's PersonalDesigner PLUS, you can virtually put a paint brush in their hands.

PersonalDesigner PLUS is the new generation of paint visualization and selection technology, a flexible, easy to use program that transforms retail paint stores into idea centers, contractors and painters into design specialists, and paint brands into the preferred choice of buyers at all levels.



A more profitable system on line or on site

The basic advantages of PersonalDesigner PLUS are clear right from the start.

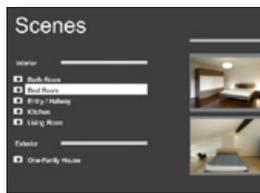
- It works online. You can set up, customize, and host your own web portal. Customers have the ability to browse samples and experiment with colors without having to leave home. X-Rite provides a complete service, including automatic maintenance updates and annual hosting packages.
- It operates as an on-site kiosk. An attractive, convenient option that features a dedicated system with calibrated on-screen color support. The system is configurable to support specific paint brands. It works with the range of X-Rite measurement tools and is easy to install and operate, and is customizable to your brand, colors and imagery.
- It works with CAPSURE and other X-Rite measurement devices. CAPSURE'S patented technology further streamlines the selection process — color data can easily be imported from CAPSURE measurements. A professional version of CAPSURE is available exclusively for painters and designers.

PersonalDesigner PLUS System Features

	Online	Kiosk		Online	Kiosk
Upload photos and masking paint bucket	•	•	Connection to CAPSURE color measurement device		•
Select from premasked scenes	•	•	Connection to X-Rite retail spectrophotometers		•
Polygone, paint brush and eraser tools	•	•	Compatible with X-Rite monitor calibrators		•
Color Harmony recommendations	•	•	Delivered on DVD with customized scenes and fandecks		•
Tutorial videos	•	•	Access to customer web configurator tool	•	
Multiple language options	•	•	• Customize your sites content and branding	•	
Save and recall projects with unique job IDs	•	•	• View web statistics for your site	•	
Share images on Facebook and Twitter	•	•	Fully hosted online system	•	
Print shopping list with painted image	•	•	Internet access required	Yes	No

Easy does it, from start through finish

Here's how the system works:



Customers select a house or room

You can create and upload your own images or use images from the PersonalDesigner PLUS idea bank. The system also accepts a variety of media with a consumer's own room images. Customers choose the image they want. They point...and click.



Select paint colors

Using your available fan decks", customers easily scroll through the range of color choices, making the selection process entertaining and engaging. Each color choice shows a range of compatible accents for trim, windows, or other room or home elements. PersonalDesigner PLUS tracks paint selections as they are made so customers can see and save the options they've already tried as they go.



Start painting

It's easy. Each image offers a range of paintable surfaces to use. Clicking on the surface highlights the space, a second click applies the paint — auto masking the room with industry-leading edge detection. The result is true-to-life visualization. The complete painted image is color balanced and incorporates shadows and true aspects of the image's lighting to present a clear, printable portrait of the finished project.



Print out a shopping list

Finished houses and rooms can be saved and printed for use for purchasing paint, and also in choosing paint for additional areas in the home or for selecting complementary home furnishings.

What PersonalDesigner Plus does for paint customers

- Makes their life a little easier. Even the most focused customers can grow weary of leafing through paint chips and trying to guess how a color might look on their home or in a favorite room.
- Puts them in control. Clean, simple graphics and an intuitive format provides a system virtually anyone can manage.
- Reinforces decision-making. Everyone wants to visualize what a finished painting project will look like. PersonalDesigner PLUS makes it happen, right down to moldings and window and door frame accents. The customer gets to see and evaluate their decision in store, allowing them to make a same day purchase with confidence.
- Promotes instant approval and support. Designs and color choices can be shared through Facebook and Twitter, involving family and friends in the decision.

What PersonalDesigner PLUS does for paint stores and home centers

- Optimizes sales effort. The PersonalDesigner PLUS kiosk lets customers sell themselves. Salespeople may be needed only to download a customer photo, print labels for chosen colors or provide assistance in selecting painting accessories.
- Expands operating flexibility. PersonalDesigner PLUS works anywhere, and everywhere, in the store as its own, one-stop home decor center. It also works with portable instrumentation for reading and measuring fabric colors.

What Personal Designer PLUS does for contractors and painting professionals

- Reduces decision-making time while increasing selling opportunities. Instead of guessing how a new or renovated home or room might look, customers can visualize the colors on line and make a firm decision before meeting with contractors.
- Adds flexibility and reduces errors. Versions of PersonalDesigner PLUS can connect with X-Rite's CAPSURE color technology to import color measurements and coordinate with downloaded fan decks to streamline paint specification and minimize risk of error.

What PersonalDesigner PLUS does for paint companies

- Market ownership. Through PersonalDesigner PLUS's web portal option, you become the source for efficient paint color measurement, color matching solutions, and product. PersonalDesigner PLUS allows you to establish profitable relationships with paint stores, painting operations, and contractors.
- Exclusivity. You can download your own images and your own fan decks to the system, making it a proprietary tool.
- Extendibility. PersonalDesigner PLUS is the ideal brand-building tool. As a web host, you control the message about your business and your products.
- Security. PersonalDesigner PLUS is backed by X-Rite's global network of technicians for reliable support from installation through upgrade and maintenance.



A Full Line Of In-Store Color Matching Solutions

X-Rite is a world leader in color measurement, management, and communication technology. From countertop units to PC-linked systems for individual sites and/or multiple locations.

X-Rite spectrophotometers are available in a range of sizes to provide consistent color measurement of a host of materials and surface configurations, from automotive components, to paint products, to fabrics and home furnishings.

A choice of software packages provides flexible management options from basic formulation to full-featured, interactive systems for customer-directed color palette selection.

A worldwide network of sales and technical support personnel is always at the ready to help you evaluate and implement a color measurement system best suited for your operating requirements.

X-RITE WORLD HEADQUARTERS

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