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## CHROMiX Announces ColorThink Pro

Seattle, WA (Sept 7, 2005) – CHROMiX today announced significant new product based on award winning ColorThink software.

CHROMiX is a member of the Color Management Group and will be demonstrating ColorThink Pro in the Color Management Group booth #8633 at Print05

ColorThink Pro offers enhancements to 3D color graphing and ICC color profile analysis. Also introduced is a ground-breaking Color Worksheet tool for workflow modeling and color analysis, and the new ColorCast profile technology.

“Our ColorThink toolset is used by every major imaging company in the world, as well as color consultants, trainers, prepress technicians and photographers” explained Steve Upton, CHROMiX CEO and President. “As you can imagine, we’ve received a long and varied list of feature requests over the years. ColorThink Pro is the first in a new level of professional-grade tools that offers many of the advanced analysis and trouble-shooting tools that are needed today.”

A color managed workflow involves multiple color conversions using several ICC profiles. If the resulting colors are not satisfactory, it can be difficult and confusing to isolate each color conversion and determine where the problem lies. The Color Worksheet allows the user to lay out the workflow graphically and use images or color measurements to illustrate where the problem lies.

But the Color Worksheet’s utility doesn’t stop there. Any list of profiles (including device, abstract and link types) can be bonded together to create device link abstract or standard device profiles. Linking existing device profiles to other profiles is a radical and powerful new technology called ColorCast that offers solutions to several sticky color problems around today.

ColorCast profiles capture complex color transformations such as proofing a 6-channel press and embed them inside regular workingspace and device profiles which can be used anywhere – see technology announcement for ColorCast, also announced today.

Tying all of this together is the ColorSmarts Guide. A combination automator and teacher, the ColorSmarts Guide is like having a color consultant standing over your shoulder. Select from over 20 tests that are built into the Guide, and it will perform them for you and present the results as a graph, worksheet or delta-E report.

ColorThink’s graphing and profile analysis abilities have been expanded as well. Graphs can now be saved as movies or sessions, and include gridlines and a sectioning tool called the Slicer. The Profile Inspector adds dot gain curves, gamut volume calculation, and ink statistics.

ColorThink and ColorCast have patent-pending technologies and CHROMiX has engaged the firm of Schwabe, Williamson & Wyatt ([www.schwabe.com](http://www.schwabe.com)) as our intellectual property representatives.

ColorCast and ColorThink Pro were both announced this week at the Print05 show in Chicago. (see related release for more ColorCast information). Drop by booth #8633 for a look or contact Carolyn Boone for an appointment.

#### **About CHROMiX**

CHROMiX was founded in 1998 to provide technical services and products to businesses in content-production industries. We have dedicated our efforts to color management and image fidelity and have combined an excellent suite of tools with many years combined industry experience. We feel we are uniquely qualified to serve our customers. Much of our business takes place in the US but we regularly provide products and services internationally and have customers, dealers and partners in over 95 countries.

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